



SOUTH AFRICA'S PREMIER EQUESTRIAN MAGAZINE

2020/1

MEDIA KIT

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SOUTH AFRICA'S PREMIER EQUESTRIAN MAGAZINE

FOCUS

panorama
mediaCORP
CONTENT | PASSION | KNOWLEDGE

MAGAZINE ADVERTISING RATES

HQ NOW AVAILABLE MONTHLY



HQ CIRCULATION ABC: 5 269
JUL-DEC 2019



HQ, South Africa's premier equestrian magazine, is aimed at those with a passion for horses and all things equestrian. **HQ** is available monthly in both a printed magazine sold in retail nationwide, as well as **HQ Focus** a unique digital magazine available on all platforms.

HQ print is packed full of articles dedicated to equine health, behaviour, nutrition, training, care and welfare. Each issue of **HQ Focus** will be themed. In a nutshell, **HQ** the premium printed product will alternate monthly with **HQ Focus**.

Advertising opportunities in **HQ Focus** will be unique in that there will be a header followed by a full page within the feature and finally a footer, but advertisers will also get a clickable listing on the Contents page. Other advertisers can take part in the Directory Section (see next page for available sizes) in a classified environment.

HQ is the trusted source for equine information and news in the equestrian community.



DIGITAL MAGAZINE:
<https://hqmagazine.co.za/hqfocushome/>

COVERS

INSIDE FRONT (IFC)	R15 700
INSIDE BACK (IBC)	R14 540
OUTSIDE BACK (OBC)	R16 280

MAIN BOOK

FULL PAGE	R11 630
DOUBLE PAGE	R20 570
HALF PAGE	R 7 250
DOUBLE HALF PAGE	R12 330
THIRD PAGE	R 5 730
SIXTH PAGE	R 3 230
EIGHTH PAGE	R 1 950

MARKET PLACE/ STUD

	PER INSERTION
FULL PAGE	R 6 290
DOUBLE PAGE	R10 490
HALF PAGE	R 4 020
THIRD PAGE HORIZONTAL	R 2 860
QUARTER PAGE	R 2 390
SIXTH PAGE (BLOCK)	R 1 500
EIGHTH PAGE	R 1 310
TWELFTH PAGE	R 870

ADVERTORIAL

ADVERTORIAL / KNOWLEDGE PROFILE™	
DOUBLE PAGE	R24 140
FULL PAGE	R13 420

* Advertorials include standard production

FOCUS OPPORTUNITIES RATES - ENTRY OFFER

FULL PAGE	R5 760
VIDEOS (MAX 1 MINUTES)	R4 200
AUDIO CONTENT (MAX 1 MINUTES)	R1 800
ADVERTORIAL	R3 856
PRODUCT FOCUS	R 990

* All rates exclude VAT and agency commission



BRONZE:

Company Name, Contact Number and Web Address – R350 per issue

■ Freisian

THE FREISIAN CLUB OF SA
Home of the Original Freisian Breed
080 111 0000 • www.freisian.co.za

SILVER:

Company Name, Contact Number, Web Address and Logo – R500 per issue

Equine Feeds 
online store

equinefeeds.com

equinefeeds@mail.com

GOLD:

Company Name, Contact Number, Web Address, Logo, **PLUS** description of product or service – max 24 words – R685 per issue

 **Tack 'n Ride**

Minciaspic teea qui quissequam, sam, sequam et qui dolupta se volupta dolorer eperum remperore de nime ratis ma serspicia doles volum sit voluptatem veles.

080 111 0000 • www.tacknride.co.za



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FOCUS

DIRECTORY LISTINGS

DIAMOND:

Company Name, Contact Number, Web Address, Logo, a picture, **PLUS** description of product or service. Full page ad – *size 219mm w x 285mm h – R4 575 per issue.

* See material specs on the following page

PLATINUM:

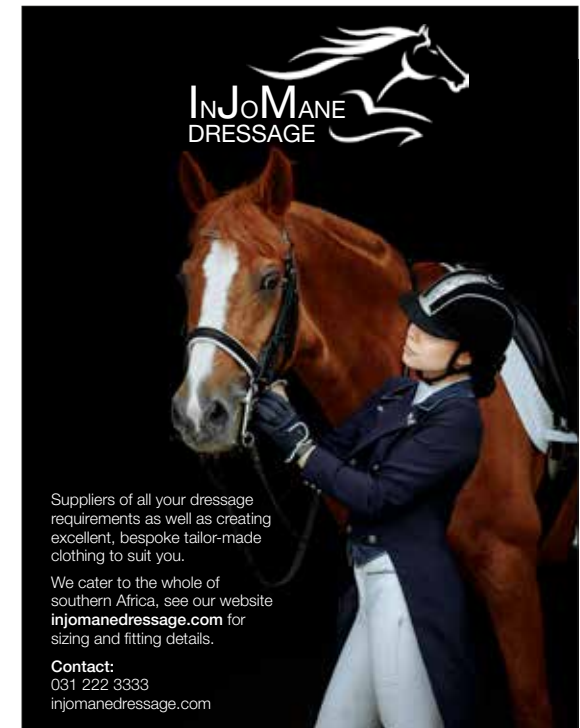
Company Name, Contact Number, Web Address, Logo, a picture, **PLUS** description of product or service – max 24 words. Size 90mm w x 50mm h – R1 050 per issue.

The Painted Horse



Fugia cor mil enimus molorpo ratetur, cus, corem rem rerror maximped qui nullam reperspriet modiore nduciis qui odi conse quun di cabore mos aut.

080 111 0000 • www.paintedhorse.co.za



InJoMane
DRESSAGE

Suppliers of all your dressage requirements as well as creating excellent, bespoke tailor-made clothing to suit you.

We cater to the whole of southern Africa, see our website injomanedressage.com for sizing and fitting details.

Contact:
031 222 3333
injomanedressage.com



MATERIAL REQUIREMENTS

PRINTED MAGAZINE:

Adobe Acrobat PDF (X1a or version 1.3)

The PDF should be pre-flighted and verified.

Images must be supplied as JPG or TIFF at 300dpi as CMYK

DIGITAL MAGAZINE:

Images must be supplied as JPG or PNG at 72dpi as RGB



MATERIAL SPECIFICATIONS PRINTED MAGAZINE

COMMERCIAL

DPS (DOUBLE PAGE SPREAD)

TRIM	438mm X 285mm
BLEED	448mm X 295mm
TYPE	418mm X 275mm

HALF PAGE VERTICAL

TRIM	110mm X 285mm
BLEED	120mm X 295mm
TYPE	90mm X 265mm

THIRD PAGE VERTICAL

TRIM	73mm X 285mm
BLEED	83mm X 295mm
TYPE	53mm X 275mm

FULL PAGE

TRIM	219mm X 285mm
BLEED	229mm X 295mm
TYPE	199mm X 265mm

HALF PAGE HORIZONTAL

TRIM	219mm X 143mm
BLEED	229mm X 105mm
TYPE	199mm X 75mm

THIRD PAGE HORIZONTAL

TRIM	219mm X 95mm
BLEED	229mm X 105mm
TYPE	199mm X 75mm

INDEX

FULL PAGE	180mm X 245mm
HALF PAGE HORIZONTAL	180mm X 121mm
HALF PAGE VERTICAL	88mm X 245mm
THIRD PAGE HORI	180mm X 78mm

QUARTER PAGE	88mm X 121mm
FOUR MODULES HORI	180mm X 37mm
FOUR MODULES BLOCK	88mm X 78mm
THREE MODULE HORI	134mm X 37mm

ADVERTISING DEADLINES

ISSUE	BOOKING	AD MATERIAL
FOCUS #1 SEPTEMBER 2020	26 AUG 2020	04 SEP 2020
HQ #152 OCTOBER 2020	23 JUL 2020	07 AUG 2020
FOCUS #2 NOVEMBER 2020	22 OCT 2020	03 NOV 2020
HQ #153 DECEMBER 2020	23 SEP 2020	06 OCT 2020
FOCUS #3 JANUARY 2021	22 DEC 2020	07 JAN 2021
HQ #154 FEBRUARY 2021	18 NOV 2020	27 NOV 2020
FOCUS #4 MARCH 2021	12 FEB 2021	22 FEB 2021
HQ #155 APRIL 2021	20 JAN 2021	02 FEB 2021
FOCUS #5 MAY 2021	19 APR 2021	03 MAY 2021
HQ #156 JUN 2021	11 MAR 2021	30 MAR 2021
FOCUS #6 JULY 2021	12 JUN 2021	30 JUN 2021
HQ #157 AUGUST 2021	15 MAY 2021	30 MAY 2021
FOCUS #7 SEPTEMBER 2021	26 AUG 2021	04 SEP 2021
HQ #158 OCTOBER 2021	15 JUL 2021	30 JUL 2021

Terms and conditions

Please visit our website at www.panorama.co.za/termsandconditions