

THE **distributor**

giving you a head start

RATECARD 2017

THE DISTRIBUTOR magazine is a bi-monthly magazine that delivers informative content to a diverse audience, creating the perfect environment to promote your business or service.

DEAR ADVERTISERS

Introducing Prodist's industry magazine, *The Distributor*, a bi-monthly publication that offers the latest news on industry trends, product developments and interesting news from the Prodist value chain.

The Distributor is distributed to the Prodist customer base, suppliers, decision-makers and leading industry stakeholders in the agriculture and supply chain.

Having access to an in-house magazine provides Prodist and its business partners with a vehicle to communicate directly with key role-players responsible for presenting and selling their brands. With the Senwes, Afgri, Mica and DIY stores being such an important part of the channel to market through Prodist, suppliers and manufacturers should take the opportunity to associate themselves with this magazine.

Your regular participation in this prestige publication will be highly appreciated!

Regards



Brand Theunissen
- Managing Director

RATES

Full page	R8 862
Inside front page	R9 362
Inside back page	R9 362
Half page	R5 539
Quarter page	R3 339
Promotional article (full page)	R8 360
Promotional article (half page)	R5 225

- Rates exclude agency commission and exclude VAT.
- Series bookings applicable at reduced rates.
- Inserts quoted on request

AD SPECS

SIZE	TRIM (w x h)	BLEED (w x h)	TYPE (w x h)
Full page	210 mm x 297 mm	215 mm x 302 mm	200 mm x 287 mm
Half page (portrait)	100 mm x 297 mm	105 mm x 302 mm	90 mm x 287 mm
Half page (horizontal)	210 mm x 145 mm	215 mm x 150 mm	200 mm x 135 mm
Quarter page	100 mm x 145 mm	105 mm x 150 mm	90 mm x 135 mm
Banner advert	210 mm x 60 mm	215 mm x 65 mm	200 mm x 50 mm

MATERIAL REQUIREMENTS

- Please supply material in print optimised high resolution (300dpi).
- All fonts must be embedded.
- Please supply material in PDF or JPEG.

DEADLINE DATES 2017

ISSUE	Feb / Mar	Apr / May	June / July	Aug / Sept	Oct / Nov
PUBLICATION	15 Feb	10 Apr	12 June	15 Aug	16 Oct
MATERIAL	30 Jan	20 Mar	19 May	21 July	22 sept

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