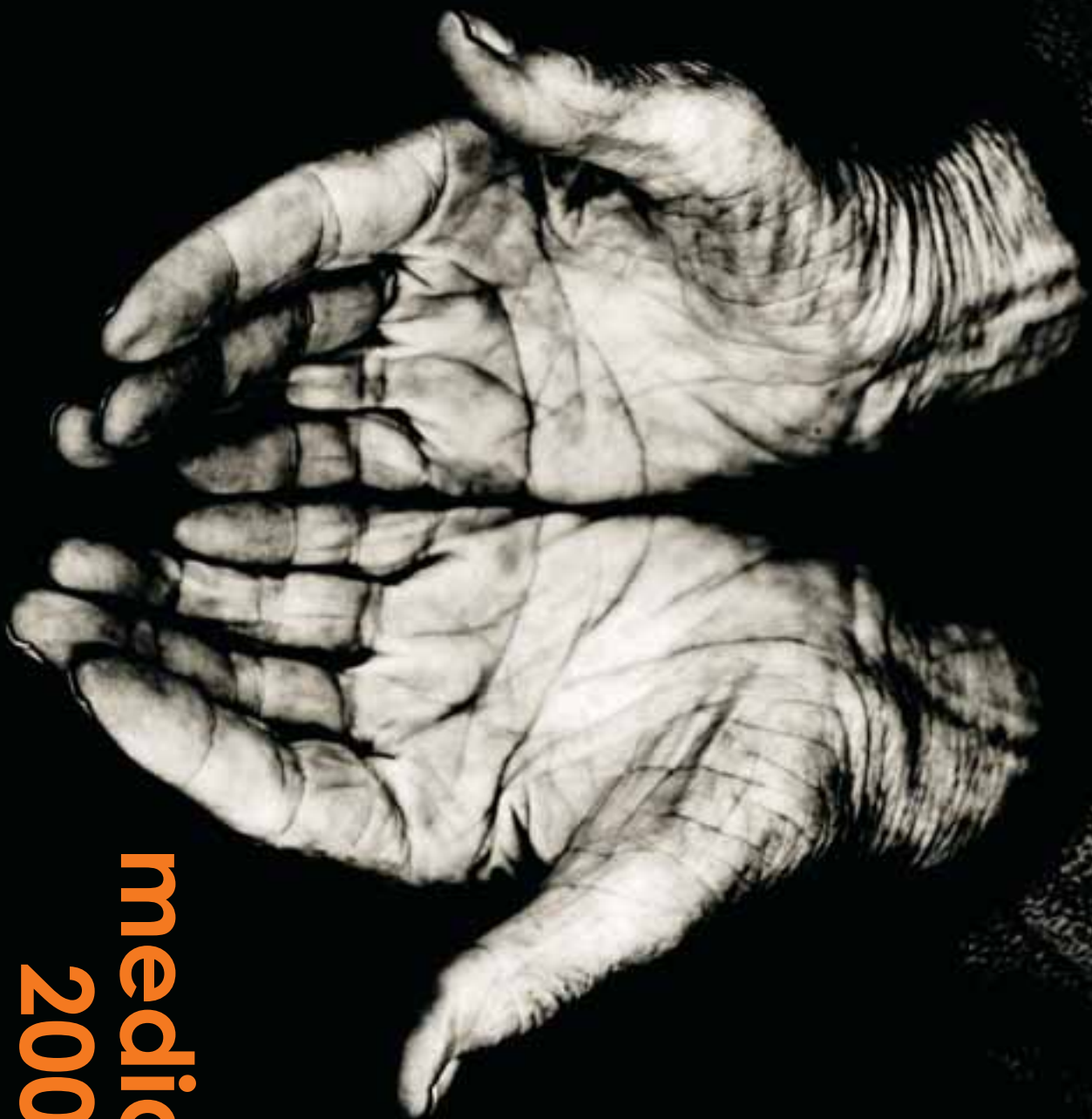


evoke

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media kit
2009

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distribution information

10 000 issues will be distributed through corporate **subscriptions**.

Archives will be kept in stock by **EVOKE** magazine head office.

Contact information:

Candice Langford on 082 469 6856 • candice@evokemag.co.za

Tamara Langford on 083 252 5590 • tamara@evokemag.co.za

subscriptions@evokemag.co.za / advertising@evokemag.co.za



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Advertising rates and specifications

Full Colour Layouts	Pricing	Trim	Type	Bleed
Double page spread (DPS)	R19 500	420 x 273	400 x 253	5mm
Full page	R10 950	210 x 273	190 x 253	5mm
Half page vertical	R6 250	104 x 273	84 x 253	5mm
Half page horizontal	R4 950	210 x 135	190 x 115	5mm
Half page double	R4 950	420 x 135	400 x 114	5mm
Quarter page	R3 990	103 x 125	85 x 104	5mm
Advertorials: DPS	R25 950	420 x 273	400 x 253	5mm
Advertorials: Full page	R14 670	210 x 273	190 x 253	5mm
Classifieds: less than eighth	FREE	50 x 55	-	-
Classifieds: eighth or bigger	R1 140+	92 x 50	-	-

PLEASE SEE STANDARD TERMS AND CONDITIONS

All adverts are printed in full colour unless otherwise specified.

Artwork supplied as hi resolution jpeg or pdf format with colour proofs.

Artwork may be emailed or via CD ROM

All artwork needs to be 300dpi

Classifieds:

For all small full colour ad size placements please contact Candice on 082 469 6856 or email candice@evokemag.co.za.

Advertorials:

- The advertorial rate covers layout, design and production costs.
- Rates exclude specialised photography, agency commission, styling, hair and make-up artists.

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Terms and conditions

Payment:

No advert will be placed unless the amount has been paid in full or 50% of the payment made on approval of artwork and the remaining 50% paid on date of magazine going to print. Subsequent placements will be invoiced on date of publication and payment is expected within 30 days thereof.

All advertisers will receive a complimentary copy of the magazine containing their advert placement.

Advertising:

Should any adverts be drawn up or edited in any way, a draft of the advert will be e-mailed or faxed to the advertiser, who will effect any corrections and sign approval of the final draft. If no signed approval has been received by the closing date, assumption will be made that the draft is acceptable.

In the event of any printing errors that detract from the effectiveness of the advert, compensation will be limited to the FREE placement of the advert in the following issue.

Terms and conditions:

Advertisements are only accepted for the publication under the following conditions:

- The right to withhold any advertisement from publication and to cancel such an advertising order
- No liability is accepted for failure to publish, or for publication dates other than those stipulated by the advertiser, or for any typographical or any other errors of any kind, including the loss or damage in consequence of any of the above.
- Omissions of any scheduled insertions by the advertiser shall be considered a breach of the conditions of the order.
- Telephonic instructions must always be confirmed in writing.

Although every effort will be made to accommodate the advertiser, the acceptance of any advertisement does not guarantee insertion on any specified date or dates at all.

The proprietors reserve the right to edit, revise or reject any advertisement deemed by them untruthful or objectionable in subject matter or wording, or unsuitable for any reason, even after acceptance for publication.



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Terms and conditions

The proprietors reserve the right to suspend an issue on any day and to increase or decrease the usual number of editions without notice.

Space is sold to advertisers for the purpose of making announcements concerning their own business and may not be used for attacking or making invidious comparisons with other advertisers, firms, institutions or persons.

Advertising orders are not accepted subject to editorial space being given.

Two months notice is required in case of order being discontinued.

Orders are accepted for a period not exceeding 12 months from the date of the first insertion, and should the amount not be reached within that period, an adjustment of the rate, according to the volume of advertising published, will be made. This also applies when the contract is cancelled prior to completion.

If an order for the given amount is increased during its terms to cover a large contract volume, all of which falls in the original period of 12 months, no reduction in rates shall be rebated for the advertising, which has already appeared. The lower rate shall apply to advertising appearing after the date of the increase.

On the announcement of new tariffs, contract advertisers will be protected at their contract rates for 45 days after the effective date of the new rate, or until expiry of the contract, whichever is earlier. The balance of the order will be subject to the new rate. The advertiser may cancel their contract on the new date the new rate becomes effective.

Acceptance of copy:

- if the material is received too late for publication, the space reserved may be charged for.
 - The right is reserved to refuse material or copy considered objectionable by or unsuitable.
 - All material must be claimed within 30 days after which no responsibility can be accepted. If proofs are required, copy must be in the printer's hands at least 72 hours before publication deadline, but there is no guarantee that a proof will be provided.
- No cancellations will be accepted after the booking deadline.