

# SARUGBY

## About SA Rugby

SA Rugby magazine, established in 1995, has become the best-selling rugby magazine in the southern hemisphere and *the* rugby authority in South Africa. It is an independent title that celebrates our rugby heroes, addresses key issues in the game and stays in tune with the views, feelings and emotions of South African rugby fans. SA Rugby magazine covers South African rugby extensively - including Springbok, Super Rugby, Currie Cup, Varsity Cup, Craven Week and schools rugby - as well as the game around the world, making use of the best rugby writers and photographers.

## SA Rugby allows you to ...

- Reach some of the most loyal sports fans in South Africa and create a positive association with your brand through a magazine that has been trusted by readers for 24 years
- Target a core male audience in terms of demographic - In the 6-10 LSM - and utilise the buying power of this image conscious, trend focused and financially emerging market, while developing brand loyalty at a key lifetime period
- Associate yourself with a sport in South Africa that corporate brands spend millions of rands to sponsor, through one of the most affordable male focused and sport media platforms in this country, without breaking the bank
- Have the opportunity to create a 'full circle' approach to media, utilising the most influential and far reaching rugby website in SA - [www.sarugbymag.co.za](http://www.sarugbymag.co.za)
- Engage with a large social media following and have your brand be a part of our readers' lives on a daily basis, creating a ripple -on effect to their friends and family

LATEST  
ABC FIGURE:

**24 871**

PRINT RUN:  
26 000

South Africa's  
best-selling  
magazine  
since 1995

Most traffic for a magazine website in SA\*

\*Based on unique users and impressions of Q2 2019



## PUBLICATION

● SA Rugby magazine is an A4, full colour, perfect-bound, glossy publication of approximately 116 pages, with an ABC figure of 24 871

## FREQUENCY

● Monthly (12 issues a year)

## DISTRIBUTION

● SA Rugby magazine is distributed through leading retail outlets via the NND network, including CNA, Spar, Checkers, Pick n Pay, Woolworths, and Exclusive Books, as well as to subscribers

## INVOICING

● On publication

## MATERIAL DEADLINE

● To be advised by Highbury Media's production department



# 12 ISSUES PER YEAR

# 2019

## RATE CARD

|                              |                |
|------------------------------|----------------|
| <b>FULL PAGE FULL COLOUR</b> | <b>R36 950</b> |
| <b>DOUBLE PAGE SPREAD</b>    | <b>R62 000</b> |
| <b>INSIDE FRONT SPREAD</b>   | <b>R64 950</b> |
| <b>INSIDE BACK COVER</b>     | <b>R33 950</b> |
| <b>OUTSIDE BACK COVER</b>    | <b>R38 000</b> |

## DIGITAL RATE CARD

|  |                    |
|--|--------------------|
| <b>300X250 set button rate</b>           | <b>29 950</b>      |
| <b>728X90 Rotating button</b>            | <b>34 950</b>      |
| <b>Facebook &amp; Instagram per post</b> | <b>R8000/Month</b> |
| <b>CPM Rate</b>                          | <b>R250</b>        |

DISTRIBUTED THROUGH LEADING RETAIL OUTLETS

All rates above exclude VAT and exclude agency commission. For more information please phone

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