

SARUGBY

2020 RATECARD

About SA Rugby Mag Website

Hitting the top 10 Sports Web Traffic list in 2019, SA Rugby Magazine Website shows once again that it can compete with the big boys! Established in February 2013, it has become the best & biggest Rugby website in Southern Africa.

With the best writers, content creators and sports heroes (Jon Cardinelli, James Dalton, John Goliath, Stefan Terblanche, Jean De Villiers, etc), our site has been voted not only the number 1 Rugby website in the country, but also in the world.

We have successfully built brands through creating their content, sharing brand stories and advertising them at key positions. Our clients have enjoyed the Traffic and ROI's, and our numbers in the pages to follow will tell you why!

HIGHEST
UNIQUE USERS

1 475 022

NOVEMBER 2019

*Voted #1 Best
Rugby
Magazine in the
world!*



SA Rugby Mag allows you to:

- Reach some of the most loyal sports fans in South Africa and create a positive association with your brand through digital platforms that have been trusted by readers for 8 years
- Target a core male & female 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 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
- 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

SARUGBYMAG

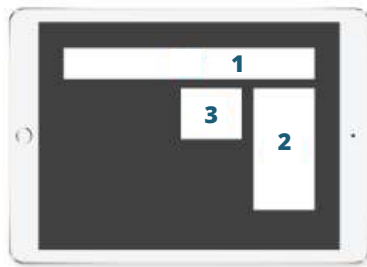
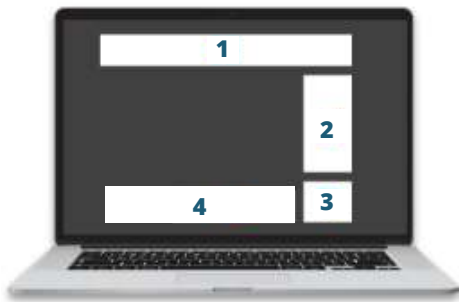
DIGITAL RATECARD

EXECUTION	PLACEMENT	SIZE	COST
MOBILE WEB BANNERS	MEDIUM RECTANGLE	300 X 50	<small>PER MONTH</small> R70 000
WEB BANNERS	LEADERBOARD	728 X 90	R30 000
	HALF PAGE	300 X 600	R30 000
	MEDIUM RECTANGLE	300 X 250	R25 000
SOCIAL MEDIA	INSTAGRAM	1080 X 1350	<small>PER POST</small> R8 950
SOCIAL MEDIA	TWITTER	1024 X 512	R8 950
		140 CHAR.	
SOCIAL MEDIA	FACEBOOK	1600 X 628**	R8 950
RICH MEDIA	TRANSITIONAL AD	800 X 600	POA*
	INTERSTIALS (FLOATING,	VARIABLE	
	PEEL-BACK, SLIDER, PUSH		
	DOWN, CASCADE, SIDEKICK,		
	BILLBOARD		
RICH MEDIA MOBILE / APP	EXPANDER, 360 CAROSOUL,	VARIABLE	POA*
	FORM AD, STORE LOCATOR,		
	CLICK TO CALL, SOCIAL SHARE		
EMAIL	NEWSLETTER HALF PAGE	300 X 600	POA*
	NEWSLETTER MEDIUM	300 X 250	
	RECTANGLE	RESPONSIVE	
	PROMO MAILERS	DESIGN	

* PRICE ON APPLICATION

** FACEBOOK ADVERTISING GUIDELINES APPLY

DIGITAL AD DIMENSIONS



1 Leaderboard
728 x 90

2 Half Page
300 x 600

3 Medium Rectangle
300 x 250

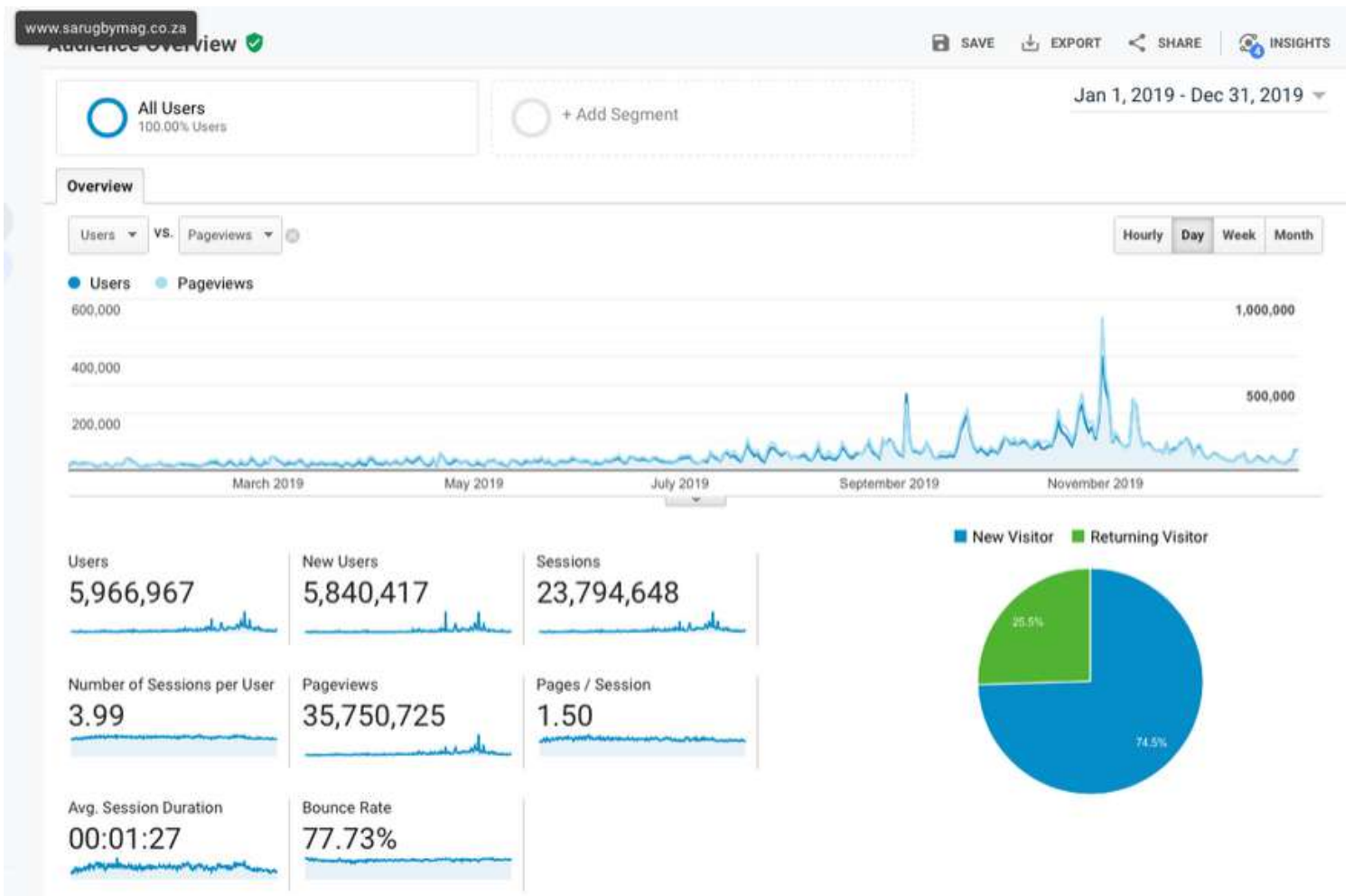
4 Always On Desktop
Strip
960 x 50

5 Mobile Web Banner
300 x 50 - 120 x 20

6 Always On Mobile Strip
320 x 50

- All rates exclude VAT
- An online advertisement impression is a single appearance of an advertisement on a web page. Each time an advertisement loads onto a users screen, the ad server counts that loading as one impression
- An impression is recorder whether the user clicks on the ad or not
- Impressions are booked for a time period stipulated by the client. This time period can be for one day, a week, a year or any date range specified.
- To view our Advertising Terms and Conditions, please click [here](#)

DIGITAL STATS 2019



431 585
CURRENT FOLLOWERS
ON FACEBOOK



61 500
CURRENT FOLLOWERS
ON TWITTER



87 400
CURRENT FOLLOWERS
ON INSTAGRAM

SARUGBY

2020 RATECARD

About SA Rugby Mag

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.

LATEST
ABC FIGURE:

24 871

PRINT RUN:
26 000

*South Africa's
best-selling
magazine
since 1995*



SA Rugby Mag 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 & female 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 and focused sport media platforms in this country, without breaking the bank



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

Voted #1
rugby magazine
in the world 2019

12

ISSUES
PER YEAR

2020 RATECARD

PRINT

FULL PAGE FULL COLOUR	R36 950
DOUBLE PAGE SPREAD	R62 000
INSIDE FRONT SPREAD	R69 950
OUTSIDE BACK COVER	R44 950

DISTRIBUTED THROUGH
LEADING RETAIL OUTLETS

All rates above exclude VAT and exclude agency commission. For more information please phone **(021) 416-0141** or email niall@hsm.co.za



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