

Ndalo Media was founded six years ago by South African entrepreneur Khanyi Dhlomo. A multi-platform media company, the organisation aims to fulfil the needs of the dynamic South African population; in particular, to address the burgeoning entrepreneurial sector, which it recognises as an avenue towards national economic upliftment and personal empowerment.



“**W**e create compelling, unique and useful business and lifestyle content, which is delivered across multiple platforms and industries.”

**Khanyi Dhlomo**  
*Founding Editor and MD*

# DESTINY

Beautiful Powerful You

DESTINY (AMPS 2012 AB)

READERSHIP: 236 000 | AGE 25-49: 66%

LSM 8-10: 54% | WOMEN: 75%

BLACK READERSHIP: 91%

CIRCULATION:

31 091 (ABC: April - June 2013)



## *B*eautiful, Powerful You!

DESTINY magazine is a high-end business and lifestyle publication for ambitious, stylish and intellectually curious women who are either actively engaged in business, or aspire to be so.

DESTINY magazine is read by a wide variety of women – from young, ambitious business assistants and junior associates to well-established, affluent business owners/executives.



*Rate Card 2013*

# Material Specifications

Advertisement type	Depth in mm	Width in mm
Full page trim	275	210
Full page type area	258	190
Full page bleed	285	220
DPS trim	275	420
DPS type area	258	380
DPS bleed	285	430
½ page vertical trim	275	105
½ page vertical type area	258	92
½ page vertical bleed	285	115
½ page horizontal trim	136	210
½ page horizontal type area	127	190
½ page horizontal bleed	146	220

# Material Requirements

**GENERAL:** Should any type area run across a DPS, please allow a 10mm gap on either side of the gutter. A 5mm bleed is required on all edges. The overprint should be removed when sending an advertisement with white overprint/knockout.

**PDF:** All fonts and hi-res images must be embedded. A minimum resolution of 300dpi is required. Files must be X-1A. Please pre-flight and verify PDF files prior to transmitting them. Ndalo Media will not be held responsible for any print errors that might occur following material change requests.

**COLOUR:** All images and logos to be CMYK. Ndalo Media cannot be held responsible for any colour variations that may occur.

**PROOFS:** Please ensure all proofs are colour and of a high quality. Ndalo Media will not accept colour laser or inkjet printouts.

**DIGITAL:** All digital advertising must be supplied in PDF format via Quickcut, Websend, on disk or via email: animated banners, under 25kB; rich media banners, under 39kB. For online advertorials, please supply copy, click-through URL and a high-res logo in .jpg format. For TV sponsorships, please supply full-colour, hi-res logo in .jpg format or supply your clip. Film duration 30 seconds to four minutes, maximum.

# Magazine Rates

Rates include agency commission but exclude VAT. All covers printed on 150gsm gloss paper. Special rates and combination packages available on request.

PREMIUM POSITIONS	
Inside Front Cover	R102 900
Inside Back Cover	R49 000
Outside Back Cover	R52 500
1st DPS	R102 200
2nd DPS	R95 400
Opp Index/Letters/Masthead	R51 200

FPFC	R45 000
DPS FC	R90 000
½ page FC	R25 000
½ page DPS FC	R50 000
Advertorial FPFC	R52 400
Advertorial DPS FC	R104 850
Editorial FPFC	Double FPFC Rate
Editorial DPS FC	Double DPS FC Rate

LOOSE INSERTS	Cost/thousand
A4 or smaller, 1 fold	R515
2-6 folds	R685
8-12 folds	R860
14-20 folds	R935
20+ folds	R1 225

BOUND INSERTS	Cost/thousand
Single leaf	R660
2-6 folds	R935
8-12 folds	R1 095

# Deadlines

Deadlines for booking & materials

Issue	Advertorial Booking	Advertorial Material	Advertising Booking	Advertising Material	Inserts	On Sale
OCTOBER 2013	22/07/13	29/07/13	05/08/13	12/08/13	26/08/13	11/09/13
NOVEMBER 2013	26/08/13	02/09/13	09/09/13	16/09/13	30/09/13	16/10/13
DECEMBER 2013	23/09/13	30/09/13	07/10/13	14/10/13	28/10/13	13/11/13
JANUARY 2014	21/10/13	28/10/13	04/11/13	11/11/13	25/11/13	11/12/13
FEBRUARY 2014	11/11/13	18/11/13	25/11/13	02/12/14	30/12/13	15/01/13
MARCH 2014	09/12/13	30/12/13	06/01/13	13/01/14	27/01/13	12/02/13

# Terms & Conditions

ADVERTISEMENTS ARE ONLY ACCEPTED FOR PUBLICATION IN DESTINY MAGAZINE SUBJECT TO THE FOLLOWING CONDITIONS:

- 1) Ndalo Media, the owner and publisher of DESTINY magazine, reserves the right to withhold or cancel publication of any advertisement order that has been accepted. No liability is accepted by Ndalo Media for losses arising from failure to publish, omission, or for publication on dates other than those stipulated by the advertiser, or for any typographical errors or mistakes of any kind.
- 2) Every precaution will be taken to ensure the correct printing and insertion of all advertisements, but no liability will be accepted for any colour-matching or content errors that may occur. The onus is solely on the advertiser to ensure that material is supplied in the correct format. Material will be stored for a maximum of 12 months.
- 3) Telephonic instructions must always be confirmed in writing.
- 4) Booking deadlines stipulated are also cancellation deadlines. A cancellation fee of 50% of the advertising rate will be charged for cancellations received after the cancellation deadlines.
- 5) No changes to advertisements will be accepted once production of DESTINY magazine has commenced. Furthermore, no extensions will be granted for delivery of material. If material arrives after the stipulated deadline and too late for inclusion in the magazine, the full rate will be charged.
- 6) DESTINY magazine will not accept advertisements subject to editorial coverage being given to the product being advertised or subject to special positions. This does not apply to special or premium contractual positions.
- 7) Advertising space in DESTINY magazine may not be used for attacking or making negative comparisons with other advertisers, firms, persons or institutions.
- 8) DESTINY magazine reserves the right to edit, revise or reject, even after acceptance for publication, any advertisement the publication finds untruthful, misleading, or unsuitable for any other reason.
- 9) DESTINY magazine reserves the right to increase or decrease the number of editions published and quantity of magazines printed on a monthly basis without notice. Furthermore, the publisher does not guarantee any given level of circulation or readership for all forms of advertisements in DESTINY magazine.
- 10) Should an advertiser place an advertisement requiring money or stamps to be sent to a box number, the full name and address of the advertiser must be included in the advertisement.
- 11) When new advertising rates are announced, contract advertisers can maintain their contract rates for 45 calendar days after the announcement of the new rate. Thereafter, the balance of the order will be subject to the new rate. The advertiser may cancel the contract on the day the new or higher rate becomes effective by providing DESTINY with 14 calendar days' notice, unless a rate increase has been stipulated in the contract.
- 12) Accounts will be rendered monthly and payable within 30 days from the statement date. Outstanding amounts will be charged interest at the prime rate stipulated by the publisher's bankers. Should the publisher incur collection costs, these will be for the advertiser's account. Payment that is received from agencies later than 45 days from the statement date will not qualify for the 16,5% agency settlement discount.
- 13) All advertisement material is subject to the approval of the publisher. The publisher cannot be held responsible in any manner whatsoever for liabilities, claims, demands, actions, costs, losses and damages that occur as a result of the publication of an advertisement.
- 14) Advertorials and promotional pages must comply with DESTINY's style, design and editorial or procedural rules. The words "Promotion" or "Advertisement" will be placed above or below advertorials.
- 15) The publisher reserves the right to reject any creative material that resembles the design, layout and editorial style of the magazine.
- 16) The placing of an order or contract, either in writing or telephonically, qualifies as acceptance of the terms and conditions above. Any conditions stipulated in an advertiser's order form are considered void insofar as they conflict with the terms and conditions above.

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## Contacts

Ndalo Media sales team



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