

ClubCard

CLICKS+

4 MILLION
CLUBCARD MEMBERS

(September 2013)

**TRIED &
TRUSTED**

16 Years helping advertisers
talk to ClubCard members

546 680
MAILED TO CLUBCARD
QUALIFIERS

(ABC Apr-Jun 2013)

EXCLUSIVE TO GOLD
BONUS
CLUBCARD
QUALIFIERS



SIX
ISSUES
PER YEAR

RATE CARD
2014



BOOKING SCHEDULE 2014

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	PUBLICATION DATE
ISSUE 1 CLUBCARD	29 NOVEMBER	6 DECEMBER	13 JANUARY
ISSUE 2 LIMITED	31 JANUARY	7 FEBRUARY	10 MARCH
ISSUE 3 CLUBCARD	14 MARCH	21 MARCH	21 APRIL
ISSUE 4 CLUBCARD	6 JUNE	13 JUNE	7 JULY
ISSUE 5 LIMITED	8 AUGUST	15 AUGUST	15 SEPTEMBER
ISSUE 6 CLUBCARD	3 OCTOBER	10 OCTOBER	10 NOVEMBER

ADVERTISING RATES 2014

FULL COLOUR	STANDARD	8+ INSERTIONS
DPS	R 150 150	R 135 135
FULL PAGE	R 75 075	R 67 567
HALF PAGE	R 45 150	R 40 635
IFC DPS	R 165 375	R148 575

ADVERTORIALS that adhere to one of our ClubCard advertorial templates are charged at R8 770 + VAT for the production, in addition to the placement costs. Contact Tessa Fenton-Wells if you have any special requests and we'll provide a quote. Rates for inserts, gatefolds and other promotional items are also available on application. All prices for advertising exclude VAT and include agency commission. **Products featured must be cleared by the Clicks buyer. Advertising material must be cleared by the magazine and the ClubCard marketing team.**

MATERIAL REQUIREMENTS

	TYPE	BLEED	TRIM
DPS	198 x 314mm	238 x 354mm	228 x 344mm
FULL PAGE	198 x 142mm	238 x 182mm	228 x 172mm
1/2 PAGE VERTICAL	198 x 71mm	238 x 96mm	228 x 86mm
1/2 PAGE HORIZONTAL	94 x 142mm	124 x 182mm	114 x 172mm

ALL DIGITAL MATERIAL to be supplied in PDF/X-1a format delivered via Quickcut 011 729-4800, or Adsend Digital 011 712-5700, or on an Apple Mac-compatible disc as a high-res PDF, with fonts embedded. Colour proofs or matchprints must be supplied with all ads, otherwise accurate colour reproduction cannot be guaranteed.

DIGIMAG PACKAGE DEAL

FP/FC in ClubCard magazine + FP/FC in DIGIMAG+ Banner on Website + Product Placement + 100 000 targeted coupons

COST: R105 000 excl VAT

VALUE: R145 000 excl VAT

DIGITAL MATERIAL REQUIREMENTS

PAGE SIZE Width 630mm(1786pixels) X Height 382mm (1083 pixels)

RESOLUTION 300dpi – will be optimized for web by TPP

MINIMUM FONT SIZE Body copy: 25pt font size on 30 pt leading* **Small print:** 18pt font size on 18pt leading*

*This is a recommendation, will differ between fonts. Please bear in mind that this will be viewed across a range of screen sizes (Computers, laptops, tablets and mobile devices).

All digital material to be supplied in Hi-Res PDF Format (all fonts embedded + RGB colours) delivered via Quickcut 011-729-4800, or Websend Digital 011 712-5700, or on an Apple Mac-Compatible disc. Please note that colour proofs or matchprints must be supplied with all advertisements, otherwise accurate colour reproduction cannot be guaranteed.

An abridged diary of the edition the team is working on can be emailed to you by Tessa Fenton-Wells, so you can check for potential editorial links for the placement of your advertisement or advertorial.



The power of ClubCard

INFORMATION

Whenever I read ClubCard I learn something new.

INSPIRATION

ClubCard inspires me to change my life in positive ways, and to try new products or activities.

CONNECTION

ClubCard talks to me, and other people like me. We are a community of valued Clicks customers.

ClubCard magazine demographics

CLUBCARD MEMBERS

4 million

GENDER

78% female; 22% male

AGE RANGE

19% aged 15-24; 21% aged 25-34; 28% aged 35-49; 32% 50+

AVERAGE INCOME CATEGORY

R19 954

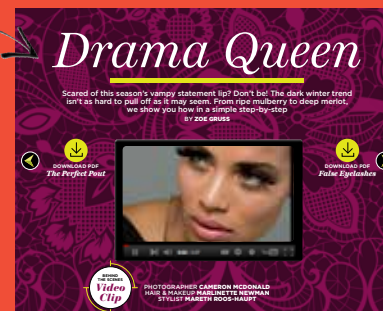
POPULATION PROFILE (INDICATORS ONLY):

39% black

61% white

coloured and Indian

Source: AMPS 2012AB



Sales enquiries

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ClubCard Enquiries

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