

PARKING

AFRICA

Access • Security • Management

Established 2011

RATE CARD

JAN - DEC 2012

(All previous tariffs cancelled)

Measurements read: width x height in mm

COST PER INSERTION (excluding VAT) • FULL COLOUR THROUGHOUT

SIZE	CASUAL	2-4	TYPE AREA	TRIM AREA	BLEED AREA
Full Page	7 500	6 750	180 x 267	210 x 297	216 x 303
Double Page Spread	13 500	12 150	390 x 267	420 x 297	426 x 303
Half Page Horizontal Vertical	5 250	4 725	180 x 130 86 x 267	N/A	N/A
Half Double Page Spread	9 450	8 505	390 x 130	N/A	N/A
Quarter Page Horizontal Vertical	3 150	2 835	180 x 62 86 x 130	N/A	N/A
Quarter Double Page Spread	7 520	6 770	390 x 62	N/A	N/A
Two-Third Page Two Columns	6 500	5 850	117 x 267	N/A	N/A
One-Third Page Horizontal Vertical	3 500	3 150	180 x 86 55 x 267	N/A	N/A
One-Sixth Page Half Single Column	1 750	1 575	55 x 130	N/A	N/A
SPECIAL POSITIONS:					
Profile Package Front Cover	15 000		180 x 267	210 x 297	216 x 303
Inside Front Cover	10 500	9 450	180 x 267	210 x 297	216 x 303
Inside Back Cover	10 125	9 113	180 x 267	210 x 297	216 x 303
Outside Back Cover	11 250	10 125	180 x 267	210 x 297	216 x 303

Orders for 2013 will carry an 8% rate increase

BOOKINGS:

Malnor (Pty) Ltd

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DEADLINES:

Published monthly

Closing Date: 20th of month prior for bookings and advertisements to be made up and five days later for complete material.

TECHNICAL REQUIREMENTS:

All material should be of high quality (300dpi) and in process colours (CMYK). Please adhere to type area for all import information like contact details including websites. Include 3mm bleed when applicable on full page and double page spreads.

Material can be supplied in the following formats

- PrintOptimized PDF with bleed, NO cropmarks and NO embedded ICC profiles. Also set white text to knockout
- Uncompressed JPG, EPS or TIF files
- All fonts to be converted to curves, paths or embedded when applicable (Freehand, Illustrator and CorelDraw).

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Scheduled to commence June 2011, 'Parking Africa' is set to target a comprehensive market and reader profile. In addition, four issues will be circulated annually, which will effectively enhance advertising impact, as consistency equals success. These factors, in combination with its cutting-edge editorial, will ensure its welcome reception in the Parking industry.

The publication will focus predominantly on the Parking market in South Africa, although cognizance will be taken of development in Africa and on a global scale.

Distributed nationally, 'Parking Africa' magazine is set to contain feature articles that appeal to all sectors of the parking industry. Our feature stories will bring important, current information on a wide variety of topics such as on street, off street, new technology, management best practices, projects, innovations, Parking Automation, Lighting and Signage, Insurance and Security and Campus Parking.

International News

A look at what's making news globally with parking and transportation trends.

Trade Innovations

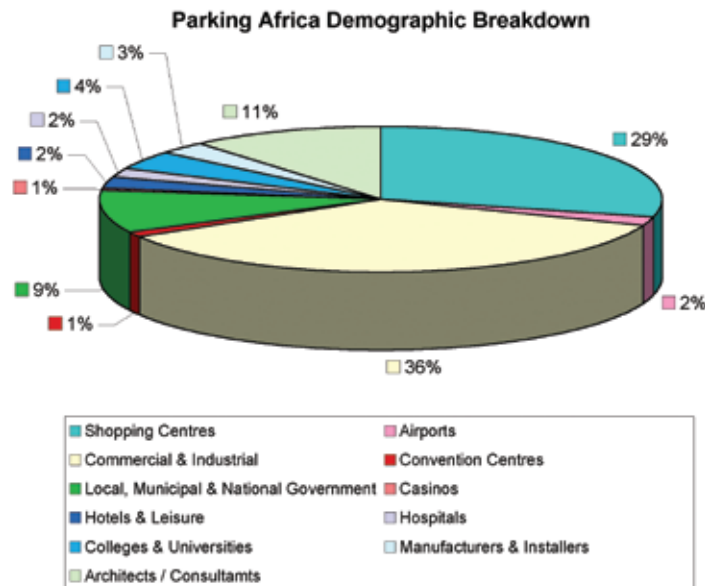
Showcase your innovative product or service in the "Trade Innovations" section of 'Parking Africa'. A description of your latest product or service, along with a photograph, will be included in this special section.

Legal Matters

Summaries of important legal issues and cases affecting the parking industry.

Advertising your product or service in 'Parking Africa' is an excellent opportunity to create an increased awareness amongst decision makers in an extremely buoyant and viable segment of the parking market.

Readership Profile:



Who reads 'Parking Africa'?

Owners, operators, and managers of private and commercial parking facilities
 Institutional parking administrators and supervisors for hospitals, colleges and universities, and medical centres
 Public parking officials and administrators for municipalities, airports and parking authorities
 Architects, engineers, and parking consultants, Industry equipment and service suppliers along with related industry professionals (company owners, CEOs, senior executives and front line managers, developers, building owners, hotels/motels, hospitals, etc.) are included in 'Parking Africa' readership.