



**RATE CARD**  
**JAN - DEC 2012**  
 (All previous tariffs cancelled)

Published on behalf of the South African Council of Shopping Centres (SACSC)

Measurements read: width x height in mm

<b>COST PER INSERTION (excluding VAT) • FULL COLOUR THROUGHOUT</b>							
SIZE	CASUAL	2-4	5-11	12	TYPE AREA	TRIM AREA	BLEED AREA
<b>Full Page</b>	13 850	13 435	12 880	12 465	267 x 390	297 x 420	303 x 426
<b>Double Page Spread</b>	24 950	24 185	23 190	22 440	564 x 390	594 x 420	600 x 426
<b>Half Page</b> Horizontal Vertical	9 700	9 400	9 020	8 725	267 x 190 132 x 390	N/A	N/A
<b>Half Double Page Spread</b>	17 500	16 930	16 230	15 700	564 x 190	N/A	N/A
<b>A4</b>	10 920	10 600	10 150	9 850	210 x 297	N/A	N/A
<b>A5</b> Horizontal	6 750	6 550	6 275	6 075	210 x 150	N/A	N/A
<b>Quarter Page</b> Vertical Horizontal	5 800	5 640	5 410	5 235	130 x 180 267 x 92	N/A	N/A
<b>One-Third Page</b> Horizontal Vertical	6 465	6 270	6 020	5 810	267 x 125 85 x 390	N/A	N/A
<b>SPECIAL POSITIONS:</b> Profile Package Front Cover Inside Front Cover Inside Back Cover Outside Back Cover	5 050 19 415 17 270 20 800	4 900 18 830 16 750 20 175	4 700 18 050 16 050 19 345	4 550 17 475 15 540 18 720	65 x 134	N/A	N/A

**Orders for 2013 will carry a 8% rate increase**

**BOOKINGS:**

**Malnor (Pty) Ltd**  
 Private Bag X20  
 Auckland Park  
 2006

Telephone: +27 79 953 4128  
 Fax: +27 86 626 0111  
 E-mail: tabithak@malnormags.co.za  
 www.malnormags.co.za

**DEADLINES:**

Published monthly  
**Closing Date:** 1<sup>st</sup> 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).

**Contact:** Tebogo Ngobeni Tel: 011 726 3081 E-mail: traffic@malnormags.co.za

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SHOPPING SA RATE CARD 2011



A3 Monthly Magazine

Shopping SA is a publishing initiative of the South African Council of Shopping Centres. With a circulation of over 3 500 copies, the magazine has proven to be an effective mouthpiece and meaningful investment return media for advertisers, as well as those involved in all aspects of shopping centres, for the past six years.

The latest shopping centres statistics reveal that there are some 1619 shopping centres, which in turn accommodate in excess of 522 440 Retail Shops. Shopping SA plays a key role in the integration, communication and active involvement of all participants in reflecting the rich diversity of thinking and ideas that characterise this industry.

From time to time, as a service to the SA shopping industry, Shopping SA will publish authoritative profiles on selected shopping centres both large and small, covering inter alia; ownership; core centre statistics; tenant breakdowns, lease expiry schedules; foot counts; trading densities; key catchments; area statistics and factors.

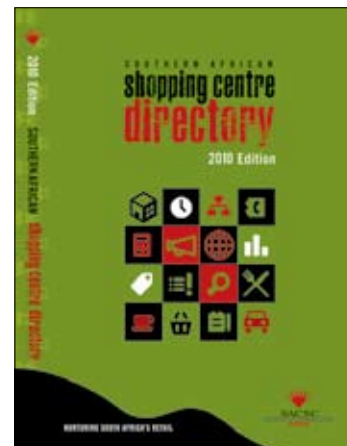
Advertising your product or service in Shopping SA is an excellent opportunity to create an increased awareness amongst decision makers in an extremely buoyant and viable segment of the property market.

READERSHIP PROFILE:

- All Members of the SA Council of Shopping Centres;
- Architects and mall / theme Concept Originators;
- Asset Managers;
- Air-Conditioning Companies;
- Attorneys;
- BMS Designers and Installers;
- Cleaning Companies;
- Designers and Suppliers of materials, fixtures, cabinets, shop fronts, shop décor, point-of-sale equipment, mall kiosks, signage, mall exhibits and furniture;
- Designers and Suppliers of food court equipment;
- Financial Institutions;
- Facilities Management Companies
- Leasing Agents;
- Landscape Enhancers;
- Listed Property Portfolio Managers;
- Lighting Consultants and Manufacturers of luminaries;
- Market Research Consultants;
- Merchandising Consultants;
- Members of various industry / professional institutes / associations such as AAAMSA and its affiliated institutes, ASAQS etc.
- Property Developers;
- Project Managers;
- Parking Equipment Suppliers;
- Parking Management Companies;
- Retailers;
- Security Management Companies;
- Selected key members of the International Council of Shopping Centres and its UK and European counterparts;
- Shopping Center Developers;
- Shopping Center Owners;
- Suppliers of shop and mall display equipment - both static and dynamic.



A1 Wall Calendar



SA Shopping Centre Directory - Biennial