

LOWVELD LIVING



2018

CREATIVE | CULTIVATED | QUIRKY



celebrate the good times

LOWVELD LIVING IS CLASSY AND CREATIVE;
INTELLIGENT AND UPBEAT. IT PROMOTES THE PEOPLE, BUSINESS AND LIFESTYLES
OF THE LOWVELD REGION & SURROUNDS.



Lowveld Living is the region's only homegrown glossy lifestyle publication; a collectible, perfectly bound product printed on top quality paper with a luxurious heft. We have celebrated over a decade in print – a truly fine achievement in this era of competitive media.

From the panoramic gateway of the escarpment, through Mpumalanga's subtropical heartland, to the beaches of cosmopolitan Maputo, the misty trout streams of Dullstroom and Swaziland's mountain kingdom, the area is renowned for its natural beauty – waterfalls, safari parks, canyons – but what really makes the Lowveld tick, is its people.

Lowveld Living explores how these innovative (and often eccentric) adventurers, artists and entrepreneurs are creating a spirited and stylish new Mpumalanga.





AUDREY FORD | 072 726 4660 | AUDREY@LOWVELDLIVINGMAGAZINE.COM



info

DISTRIBUTION

- Print readership is 15 000 – 20 000
- LSM 8-10 = high end of the market
- Issue.com - Free download



Lowveld Living is active on Facebook, Instagram, Pinterest and Twitter, which are interlinked with our digital magazines. We currently have over 7000 friends on Facebook.

Our distribution covers all the areas in the Lowveld, including the camps and Tiger's Eye stores in the South Kruger National Park and luxury lodges in Sabi Sands Private Game Reserve and Timbavati.

Lowveld Living is also available through niche distribution outlets at delis, hotels, BnB's and high-end boutique shops as well as the large retailers – Pick 'n Pay, Spar and Exclusive Books – in Nelspruit and further afield in Gauteng (OR Tambo). It is on shelf for two months, offering added benefit to our advertisers and the lasting value that far surpasses that.

rates

Lowveld Living - 6 Editions per year

Per Edition

COVERS

Inside Front Cover Spread	R 21 230
Inside Front Cover	R 15 950
Inside Back Cover	R 14 630
Outside Back Cover	R 19 305

MAIN BODY

Double Page Spread	R 19 140
Full Page	R 11 550
1/2 Page	R 6 545
1/3 Page	R 4 455

ADVERTORIAL

DPS	R 21 092
Full Page	R 12 732

MARKET PLACE

	once off	3 issues	6 Issues
1/8 Page	R 1 155	R 1 094	R 1 039
1/4 Page Advert	R 1 936	R 1 837	R 1 743
1/2 Page Advert	R 3 448	R 3 245	R 3 107

Rates exclude agency commission and VAT. The Publisher reserves the right to surcharge when contracts have not been completed within given time and where artwork has not been received within deadline provided. Artwork to be supplied in high resolution (at least 300dpi).



important information

MAGAZINE SPECIFICATION

AD TYPE

DPS
Full Page
1/2 Page Horizontal
1/3 Page Vertical

height x width

TRIM (MM)

280 x 420
280 x 210
210 x 140
280 x 75

TYPE (MM)

260 x 380
260 x 190
130 x 190
260 x 60

BLEED(MM)

290 x 430
290 x 220
150 x 220
290 x 85

MARKET PLACE

1/8 Page 93 x 62
1/4 Page 128 x 93
1/2 Page 190 x 128

FORMAT

PDF

RESOLUTION

300 DPI

COLOUR MODE

CMYK

ARTWORK DEADLINES 2018

Issue	Months	Artwork	Shelf
LL68	Apr-May 18	16 Mar	1st wk Ap
LL69	Jun July 18	18 May	1st wk Jun
LL70	Aug Sept 18	17 Jul	1st wk Aug
LL71	Oct Nov 18	19 Sept	1st wk Oct
LL72	Dec Jan 18	16 Nov	1st wk Dec



rates per edition 6 editions per year

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MARKET PLACE

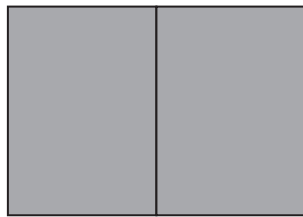
	once off	3 issues	6 Issues
1/8 Page	R 1155	R 1 094	R 1 039
1/4 Page Advert	R 1 936	R 1 837	R 1 743
1/2 Page Advert	R 3 448	R 3 245	R 3 107

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specs

DPS (mm)

Trim	280 x 420
Type	260 x 380
Bleed	290 x 430



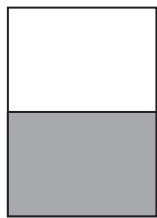
Full Page (mm)

Trim	280 x 210
Type	260 x 190
Bleed	290 x 220



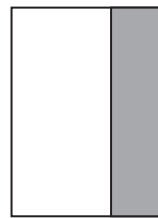
1/2 Page Horizontal (mm)

Trim	140 x 210
Type	130 x 190
Bleed	150 x 220



1/3 Page Vertical (mm)

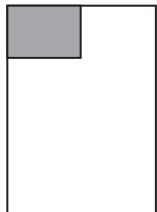
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Type	260 x 60
Bleed	290 x 85



MARKET PLACE

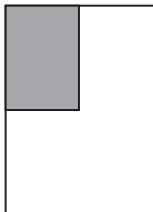
1/8 Page (mm)

93 x 62



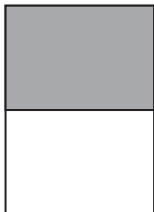
1/4 Page (mm)

128 x 93



1/2 Page (mm)

190 x 128



artwork

Format	PDF
Resolution	300 DPI
Colour Mode	CMYK

DESIGN FEE - per edition to make up your advert

Double Page Spread	R 720
Full Page Advert	R 570
Half Page Advert	R 370
Third Page Advert	R 320
Classifieds	R 270
Pic Change or Text	R 150

Images must be high resolution & supplied by client. They must be larger than 500kb.

ARTWORK DEADLINES 2018 / 2019

LL 67	Feb / March 2018	ad deadline 19 Jan
LL 68	April / May 2018	ad deadline 16 Mar
LL 69	June / July 2018	ad deadline 18 May
LL 70	Aug / Sept 2018	ad deadline 17 Jul
LL 71	Oct / Nov 2018	ad deadline 19 Sep
LL 72	Dec / Jan 2019	ad deadline 16 Nov

distribution

Nelspruit

White River | KMIA | Hazyview

Sabie | Graskop | Pilgrim's Rest | Malelane

Dullstroom | Machadodorp | Lydenburg

Hoedspruit | Kruger National Park

Malelane | Komatipoort | Barberton | OR Tambo

Johannesburg | Federal Airlines | Alzu, N4 | Millys, N4