

LOWVELD

LIVING

2019



CREATIVE | CULTIVATED | QUIRKY

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



celebrate the good times



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 nearly 15 years 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.



fashiondecor design travelevents winebooks lodges family people



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info



DISTRIBUTION

- Print readership is 15 000 – 20 000
- LSM 8-10 = high end of the market
- Issue.com - Free download
- Facebook/LowveldLivingMagazine
- Instagram/ LowveldLivingMagazine
- www.lowveldlivingmagazine.com

Lowveld Living's 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. Areas include: Bethal, Tsaneen, Hoedspruit, Nelspruit, Malelane, White River, Phalaborwa, Badplaas, Graskop, Barberton, JHB OR Tambo, Machadodorp, N4, Hazyview, Pilgrims Rest, Hectorspruit, Dullstroom, Lydenburg, Sabie, Groblersdal, Komatipoort, KMIA.



rates

Lowveld Living - 6 Editions per year

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

ONLINE

Web banner advert	R 650
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MARKET PLACE

once off 3 issues 6 Issues

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
Web banner

height x width

TRIM (MM)

280 x 420
280 x 210
210 x 140
280 x 75
910 x 153 pix

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

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

FORMAT

PDF

RESOLUTION

300 DPI

COLOUR MODE

CMYK

ARTWORK DEADLINES 2019

Issue	Months	Artwork	Shelf
LL74	Apri-May 19	20 Mar	1st wk Ap
LL75	Jun July 19	22 May	1st wk Jun
LL76	Aug Sept 19	19 Jul	1st wk Aug
LL77	Oct Nov 19	20 Sept	1st wk Oct
LL78	Dec Jan 19	22 Nov	1st wk Dec

