

*New South African Arabian Horse Magazine to be launched  
at the 2013 SA Purebred Nationals*

## South African Arabian Horse Journal

- ☑ **High-quality, full-color printing**
- ☑ **Widest circulation amongst Arabian horse enthusiasts**

Distribution FREE OF CHARGE to:

Registered Arabian horse breeders (by mail)  
Tack shops  
Veterinarians  
Show attendees

Each advertiser will receive 15 magazines per A4 ad placed

- ☑ **Affordable advertising rates**  
By initially featuring mainly advertisements, advertising costs are kept low
- ☑ **Ideal medium to promote your stud, horses, product or services**  
An attractive publication with guaranteed circulation will get your message across
- ☑ **Continuity ensured**  
Two issues per year will keep your message current without exhausting your budget

### **Interested?**

For enquiries and bookings please contact:

Charlene Kopanski  
[ckopanski@gmail.com](mailto:ckopanski@gmail.com)  
Tel: 082 498 1383



**Advertising rates (Special rates for pilot issue)**

A4, full color ad     R 2 350 (Material to be supplied)  
 A4 design & layout     R 750 per page (Payable directly to designer)

Front cover (picture)     R 3 500 (picture to be supplied)  
 Back page     R 3 000 (Material to be supplied)  
 DPS – pp 2 & 3     R 5 900 (Material to be supplied)

Full payment required with booking.

**A4 Advert specifications**

Size: 210w x 297h + 5mm bleed right around (Portrait)

Material to be supplied in electronic format as follows:

1. Jpeg - 300 dpi & CMYK with 5mm bleed right around
2. HiRes PDF/X-la (print ready pdf) - all fonts & images embedded. 300 dpi & CMYK with 5mm bleed right around

	<b>Bleed size (w x h)</b>	<b>Trim Size (w x h)</b>	<b>Type Size (w x h)</b>
			<b>Save Area for info, logos</b>
<b>A4 Full Page</b>	220mm x 307mm	210mm x 297mm	170w x 257