

# FINESSE

A **LIFESTYLE** magazine  
for 30+ Afrikaans-speaking women.  
Editorially focused on delivering content which  
addresses all facets of our reader's lives.

Her **SELF**

Her **RELATIONSHIPS**

Her **BODY**

Her **HEALTH**

Her **SPIRIT**

Her **WEALTH**

Her **HOME**

With content that speaks to her  
**holistically,**

lifting her **spirit**, refreshing her **soul**  
and **inspiring** her to be all that she can be!



## ADVERTISING RATES 2010

SIZE	STANDARD RATE (excl. VAT)	INSPIRED DUO* (excl. VAT)
Double Page Spread	45,310	41,685
Full Page	24,000	22,080
Half Page Horizontal	14,010	12,890
Half Page Vertical	14,010	12,890
1/3 Page Horizontal	11,910	10,960
1/3 Page Vertical	11,910	10,960

## SPECIAL POSITIONING

SIZE	STANDARD RATE (excl. VAT)	INSPIRED DUO* (excl. VAT)
Inside Front Cover & PG1	53,275	49,015
Inside Back Cover	25,240	23,220
Outside Back Cover	29,490	27,130
1st Double Page Spread	50,465	46,430
Specific Position (Guaranteed)	25,970	23,890

\* Inspired Duo Rates apply when combining Finesse & Soul

**ADVERTORIALS:** All advertorial pages feature a lifestyle photograph/pack shot. No logos will be featured. Advertorial pages are produced according to the magazine's editorial style and clients brief. Full Page Full Colour rate R26,000 (including agency commission, production and photographic costs, but excluding VAT).

## BOOKING DEADLINES

COVER DATE	PROMO DEADLINE	AD DEADLINE	AD MATERIAL DEADLINE	ON STREET
Jan 2010	04 Nov 09	11 Nov 09	13 Nov 09	07 Dec 09
Feb 2010	30 Nov 09	07 Dec 09	11 Dec 09	11 Jan 10
March 2010	04 Jan 10	11 Jan 10	15 Jan 10	08 Feb 10
April 2010	01 Feb 10	08 Feb 10	12 Feb 10	08 Mar 10
May 2010	01 Mar 10	08 Mar 10	12 Mar 10	05 Apr 10
June 2010	02 Apr 10	12 Apr 10	16 Apr 10	10 May 10
July 2010	03 May 10	10 May 10	14 May 10	07 Jun 10
Aug 2010	07 Jun 10	14 Jun 10	18 Jun 10	12 Jul 10
Sep 2010	05 Jul 10	12 Jul 10	16 Jul 10	09 Aug 10
Oct 2010	06 Aug 10	16 Aug 10	20 Aug 10	13 Sep 10
Nov 2010	06 Sep 10	13 Sep 10	17 Sep 10	11 Oct 10
Dec 2010	04 Oct 10	11 Oct 10	15 Oct 10	08 Nov 10

CANCELLATION DEADLINE: FULL AMOUNT TO BE PAID IF AFTER THE BOOKING DEADLINE.



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