



Advertising Rates **2011**



**FINESSE
&
SOUL**

carpediem
MEDIA

FINESSE

Finesse is a **LIFESTYLE**

magazine for 30+

Afrikaans speaking women.

The content speaks to her heart,
applies to her life, gives her hope
and inspires her to be more...

Finesse focuses on 7 key editorial pillars:

Her **SELF**

Her **RELATIONSHIPS**

Her **BODY**

Her **HEALTH**

Her **SPIRIT**

Her **WEALTH**

Her **HOME**

Finesse focuses on editorial that is
more than just skin deep!



ADVERTISING RATES 2011

SIZE	STANDARD RATE (excl. VAT)	INSPIRED DUO* (excl. VAT)
Double Page Spread	47,755	43,935
Full Page	25,300	23,275
1/2 Page Horizontal	14,760	13,580
1/2 Page Vertical	14,760	13,580
1/3 Page Horizontal	12,555	11,550
1/3 Page Vertical	12,555	11,550

SPECIAL POSITIONING

SIZE	STANDARD RATE (excl. VAT)	INSPIRED DUO* (excl. VAT)
Inside Front Cover & PG1	56,150	51,660
Inside Back Cover	26,600	24,475
Outside Back Cover	31,080	28,595
1st Double Page Spread	31,080	28,595
Specific Position (Guaranteed)	27,370	25,180

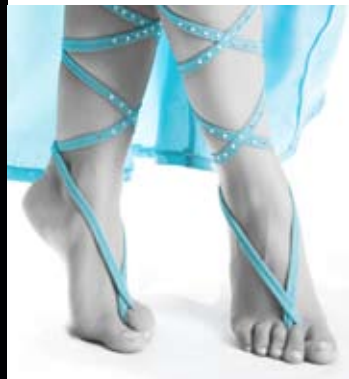
* Inspired Duo Rates apply when combining Finesse & Soul

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 R28,300 (including agency commission, production and photographic costs, but excluding VAT).

BOOKING DEADLINES

COVER DATE	PROMO DEADLINE	AD DEADLINE	AD MATERIAL DEADLINE	ON STREET
Jan 2011	10 Nov 10	17 Nov 10	19 Nov 10	13 Dec 10
Feb 2011	01 Dec 10	08 Dec 10	10 Dec 10	17 Jan 11
Mar 2011	12 Jan 10	17 Jan 11	21 Jan 11	14 Feb 11
Apr 2011	09 Feb 11	14 Feb 11	18 Feb 11	14 Mar 11
May 2011	09 Mar 11	14 Mar 11	18 Mar 11	11 Apr 11
Jun 2011	13 Apr 11	18 Apr 11	22 Apr 11	16 May 11
Jul 2011	11 May 11	16 May 11	20 May 11	13 Jun 11
Aug 2011	08 Jun 11	13 Jun 11	17 Jun 11	11 Jul 11
Sep 2011	13 Jul 11	18 Jul 11	22 Jul 11	15 Aug 11
Oct 2011	10 Aug 11	15 Aug 11	19 Aug 11	12 Sep 11
Nov 2011	14 Sep 11	19 Sep 11	23 Sep 11	17 Oct 11
Dec 2011	12 Oct 11	17 Oct 11	21 Oct 11	14 Nov 11

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



jou voelgoed tydskrif!

GENERAL CONDITIONS

1. Advertisements are only accepted for publications under the following conditions
 - a. The right to withhold any advertisement from publication and to cancel such an advertising order.
 - b. No liability is accepted for failure to publish, or for the publication dates other than those stipulated by the advertiser, or for any typographical or any other errors of any kind, including the loss or damage in consequence of any of the above.
 - c. Omissions of any scheduled insertions by the advertiser shall be considered a breach of the conditions of the order.
 - d. Telephonic instructions must always be confirmed in writing.
2. Although every effort will be made to accommodate the advertiser, the acceptance of any advertisement does not guarantee insertion on any specified date or dates at all.
3. Carpe Diem Media reserves the right to edit or revise or reject any advertisement deemed by them to be untruthful or objectionable in subject matter or wording, or unsuitable for any other reason, even after acceptance for publication.
4. Carpe Diem Media reserves the right to suspend an issue on any day and to increase or decrease the usual number of editions without notice.
5. The Advertiser will be liable for damages and costs that may arise from action that may be instituted against Carpe Diem Media as a result of the publication of an advertisement/ advertorial / insert.
6. All approved accounts must be paid 30 days and are payable within 30 days from date of statement. All other accounts will be rendered cash upfront.
7. In event of any payment not being made by the Advertiser on or before the due date, the full balance outstanding will immediately become due, owing & payable.
8. Advertising orders are not accepted subject to editorial space being given.
9. The Advertiser undertakes to notify Carpe Diem Media in writing within seven days of any change of address.
10. The Advertiser undertakes, notwithstanding any sale of its business, and/or change of its members, to accept liability for settling its debt to Carpe Diem Media in full.
11. Orders are accepted for a period not exceeding 12 months from the date of the 1st insertion, and should the contract amount not be reached within that period, an adjustment of the rate, according to the volume of advertising published, will be made. This also applies when the contract is cancelled prior to completion.
12. If an order for a given amount of advertising is increased during its terms to cover a large contract volume, all of which falls in the original period of 12 months, no reduction in rates shall be rebated for the advertising, which has already appeared. The lower rate shall apply to advertising appearing after the date of the increase.
13. On the announcement of new tariff rates, contract advertisers will be protected at their contract rates for 45 days after the effective date of the new rate, or until expiry of the contract, whichever is earlier. The balance of the order will be subject to the new rate. The advertiser may cancel their contract on the date the new rate becomes effective.
14. Acceptance of copy:
 - a. If the material is received too late for publication, the space reserved will be charged for.
 - b. The right is reserved to refuse material or copy considered objectionable by or unsuitable.
15. No cancellations of advertisements / advertorials / inserts will be accepted after booking deadlines. A 50% cancellation fee will apply to all cancellations received after the booking deadline if normal positioning was requested. If a special position was requested, a 100% cancellation fee will be charged.



CONDITIONS FOR ADVERTORIALS

1. Product information must reach us no later than the advertorial deadline.
2. Images will sent to client for approval. Re-shoots, for any reason other than pictures being technically incorrect, will be charged for.
3. Layout will will be sent to client for approval/corrections and should be returned within 2 day's. A maximum of 2 copy changes will be accepted.
4. Editorial decisions remain the right of the editor & publisher.
5. Advertorials will bear the wording 'promotion' or 'advertorial' at the top of the page.
6. Carpe Diem Media reserve the copyright on images and copy.
7. Advertorial pages are produced reflecting the magazines editorial style / interpretation of the product, from the choice of typefaces through to the overall look of the page.
8. No logos or logotypes will be featured.

TERMS & CONDITIONS

Standard & Non-standard inserts

1. In addition to the quoted circulation figures, an extra 2% of the inserts are required to allow for spoilage during the inserting process.
2. The rate quoted is per thousand inserts, based on full print runs.
3. The rate includes agency commission, but excludes VAT and any contractual discounts.
4. An additional 20% premium is to be charged for regional inserts (i.e. partial runs).
5. Inserts are accepted upon confirmation of booking and are subject to the availability of space.
6. The final quote is confirmed once the product to be inserted into the magazine has been viewed.
7. Samples of the inserts must be provided at least a week before booking deadline to ensure they can be inserted or bound as supplied (without a sample for approval the publishers cannot be held responsible for any problems arising with the insert).
8. The insert is to be positioned at the discretion of Carpe Diem Media.
9. Delivery deadlines will be supplied once booking has been confirmed.
10. Ensure that inserts are packed in a firm container / packaging and that the container / packaging clearly indicates the quantity of inserts, the name of the publication and cover date of the publication.
11. Please note that any charges relating to overtime at the printers due to the late delivery of inserts will be charged to the advertisers account.
12. Any cancellations of a booked insert after the advertising deadline expires will carry a 50% cancellation charge on the total price quoted.
13. Any non-standard prices quoted are valid for 45 days. If booking takes place after this period of time, a new quotation will be produced.

Maximum loose insert size:

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Bound/Stitched in inserts:

Type area of relevant magazine

140mm x 100mm

To be supplied untrimmed

Other variants on application

Delivery addresses* for Finesse & Soul:

CTP Gravure

19 - 21 Joyner Road

Prospecton, Kwa-Zulu Natal

* Delivery addresses are subject to change without prior notice.

* Please check delivery address on confirmation of booking.

