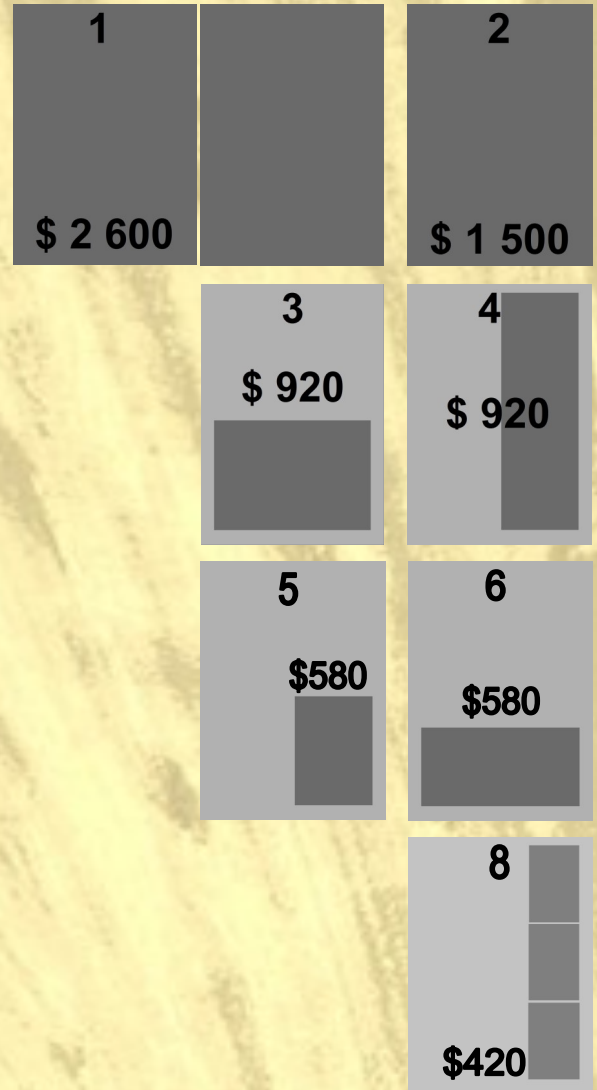


Rate card \$

Advertising rates for African Outfitter				
Rate per insertion per issue				
Nr	Page size	1—2 Rate per insertion	3—4 Rate per insertion	5—6 Rate per insertion
	Back Page	2 500	2 400	2300
	Inside prime positions	2 200	2 100	2 000
	DPS <small>prime positions</small>	3 800	3 500	3 100
1	DPS	3 000	2 800	2 600
2	Full Page	1 800	1 670	1 500
3 & 4	½ Page	1 000	970	920
5 & 6	¼ Page	700	650	580
7	Credit card size	500	470	420



1 \$ 2 600

2 \$ 1 500

3 \$ 920

4 \$ 920

5 \$ 580





6 \$ 580

8 \$ 420

Notes:

- Prices on illustrations are based on 5—6 issue contracts
- All rates are per issue
- Inserts— Prices on request
- DPS—prime position rates on request
- Rate levy applies to Jan/Feb. issue

Credit card Outfitter showcase and directory listings: please enquire

Specifications (mm)					
Full Page	½ Page		¼ Page		⅓ Page
297x210	125x180 Landscape only	270x180 Portrait only	125x88 Portrait only	65x180 Landscape Only	75x55 Portrait only
					

Technical data (mm)			
Full Page	Trim size:	Printing area	Bleed:
	297x210	270x180	305x215
DPS Double page spread	Trim size: 297 x 420	Printing area 260 x 388	Bleed: 426 x 303