

2010 RATECARD



one small seed®

THE SOUTH AFRICAN POP CULTURE MAGAZINE

SOUTH AFRICA
KICKS...ASS!

CITIES ALIVE: WHY CAPE TOWN
JOZI & DURBS HAVE HEART

ANTON KANNEMEYER ON THE DARK CONTINENT **LOCNVILLE** STEALING OUR PLANET
NIKE: AFTER10 **ONE SMALL SEED:** SELECTED CREATIVES **THE WINNERS!** **PUMA:** KEHINDE WILEY



ISSUE 19 SA R48.50



SOWING & GROWING

Nineteen issues and almost five years on, one small seed has increased its print run to 12 000 per quarter, and raised quarterly distribution to 10 806*. At an average of 4.1 readers per copy† that gives one small seed a readership of over 44 300 per magazine edition. Having increased in size and escalating in prevalence, South Africa's definitive pop culture publication is even more unmissable than ever before.

*official ABC audit February 2010
†one small seed reader survey April 2010

THE FACTS

- ▲ **one small seed** magazine is not only distributed nationwide at major retailers like Spar, Exclusive Books, CNA, Wordsworth Books and Musica Megastores, but also ensures strategic placement where our readers eat, sleep and play. Most of the trendiest eateries, fashion stores, boutique shops, art galleries, bars and hotels throughout the country stock one small seed magazine. See www.onesmallseed.com/retailers.htm for a list of our growing network of outlets.
- ▲ Advertisers are allocated a percentage of magazines to hand out as added value to their target market through controlled distribution channels.
- ▲ one small seed will be distributed at prestigious events taking place in SA throughout the year (advertisers can request relevant events).
- ▲ After its print run, each issue is made permanently available in an online version, guaranteeing additional, unending advertising exposure. To date, the online magazine averages 40 000 unique readers per issue.
- ▲ **one small seed** has over 600 active subscribers, including many major industry professionals in the fields of film production, design, advertising, architecture, fashion and education.
- ▲ In addition to the magazine, **one small seed** has created innovative platforms for events (celebrate.this), online television (www.onesmallseed.tv) and social networking (www.onesmallseed.net)
- ▲ An average of 240 000 hits per month on www.onesmallseed.com in 2010.
- ▲ 20 000+ monthly newsletter subscriber database.

AWARDS

2007 European Premiere Creative Award (EPICA) bronze award. A total of 5 642 entries from 45 countries participated in the 2007 awards.

Finalists at 2007 Loeries for bespoke Russian Bear interactive campaign, and for the publication itself.

one small seed was selected by WIN-initiative New York as the magazine representative of Africa in their international photography competition, 10 BEST 10.

2010 RATECARD

SIZE	Agency comm. included	excluded
full page / full colour	R21 515	R18 460
outside back cover / full colour	R33 176	R28 470
inside back cover / full colour	R26 520	R22 750
inside back cover dps / full colour	R40 170	R34 450
double page spread / full colour	R35 815	R30 745
inside front cover / full colour	R35 594	R30 550
inside front cover dps / full colour	R41 665	R35 750
editors right hand page / full colour	R24 986	R21 450
inserts / full colour	on request	on request

ADVERTORIAL

As per applicable size rate plus an additional 20%.

Creative input/tailor-made conceptualisation and design of advertising material available on request.

RECENT ADVERTISERS

Jameson, Nike, Ben Sherman, Diesel, adidas, Levi's, Mini, ghd, Swatch, Nixon, Lee Jeans, Reebok, Jagermeister, Converse, Musica, Boxfresh, Havaianas, Von Zipper, Bulgari, Lacoste, Olympus, Olmecca, Absolut, Havana, Scar Hair, Virgin, Pointer, Apple, Puma, Ruca, Skullcandy

TECHNICAL NOTES

Full page (mm) / 210 x 260 trim / 216 x 266 bleed / 190 x 230 type

DPS (mm) / 420 x 260 trim / 426 x 266 bleed / 410 x 230 type

All scans and logos at 300dpi (high resolution)

Accepted file formats (cmymk) pdf, tif, eps, jpeg (high resolution)

DTP, design and layout are the responsibility of the advertiser

please note: delivery of material to 5 constitution st, east city precinct, cape town, 8001

DEADLINES

Issue 19

jun/july/aug 2010

Bookings : 08.05.10

Material : 12.05.10

On shelf : 07.06.10

Issue 20

sept/oct/nov 2010

Bookings : 02.08.10

Material : 05.08.10

On shelf : 06.09.10

Issue 21

dec/jan/feb 2011

Bookings : 01.11.10

Material : 05.11.10

On shelf : 06.12.10

Issue 22

mar/apr/may 2011

Bookings : 01.02.11

Material : 04.02.11

On shelf : 07.03.11

CONDITIONS

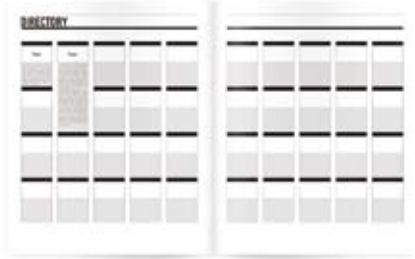
please note that in striving to produce a superior publication for both the readers and advertisers, one small seed reserves the right to decline any material that negatively impacts on the publication.





WHAT IS THE DIRECTORY?

one small seed's directory lists South Africa's premium boutique stores, specialised services, galleries, eateries, studios and more. The directory provides an advantageous means of promotion and visibility within a targeted environment.



TECHNICALLY SPEAKING

The index is divided into a grid of rectangles 30 x 40mm each. A single rectangle would provide sufficient space for contact details and an image or logo. An additional square would provide further space to accommodate a 37 word description. Each rectangle purchased includes a one-year subscription, and as an added bonus, all directory listings will be posted online at www.onesmallseed.com with visibly accessible link to your business website.

RATES

please note: all rates exclusive of VAT

4 issues / single 31.5 x 42mm / img / contact / 1 subscription	R 1850
4 issues / dbl 31.5 x 90mm / img / description / contact / 1 subscriptions	R 2550
1 issue / half page 180 x 95mm / img / description / contact / 1 subscriptions	R 5000
2 issues / single 31.5 x 42mm / img / contact / 1 subscription	R 1250
2 issues / dbl 31.5 x 90mm / img / description / contact / 1 subscriptions	R 1950
2 issues / half page 180 x 95mm / img / description / contact / 1 subscriptions	R 9350

TECHNICAL SPECS

SIZE: single 31.5 x 42mm / dbl 31.5 x 90mm
half page 180 x 95mm

IMAGE: full colour image or vector logo
31.5 x 16.5mm / 300dpi / cmyk /
email to graphics@onesmallseed.com

WORD COUNT: single contact info 7 lines / dbl 37
word description excluding contact information

CONTACT:

advertising sales / mike@onesmallseed.com / phone +27 (0) 72 461 4678
subs & distribution / sarah@onesmallseed.com / phone +27 (0) 21 461 6973
graphics dept. / graphics@onesmallseed.com / phone +27 (0) 21 461 6973

CONDITIONS

please note that in striving to produce a superior publication for both the readers and advertisers, one small seed reserves the right to decline any material that negatively impacts on the publication.

