

2009 ADVERTISING RATES

Effective December 2008. Rates include agency commission but exclude VAT. MIT levy included.

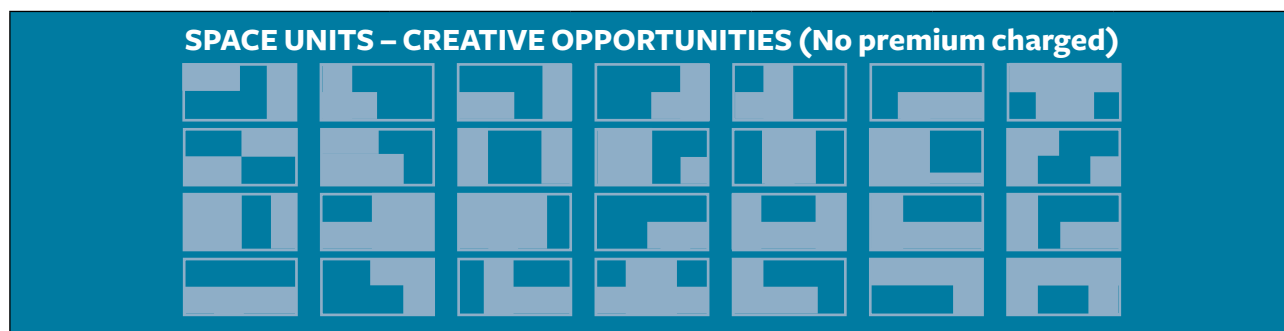
RUN-OF-BOOK	CASUAL	3X	6X	9X	12X
Full Page	R19 300	R18 721	R18 142	R17 370	R16 405
Double Page Spread	R38 600	R37 442	R36 284	R34 740	R32 810
Half Page	R12 545	R12 169	R11 792	R11 291	R10 663
Third Page	R7 720	R7 488	R7 257	R6 948	R6 562
Out of the Box – Qtr Page	R7 720	-	-	-	-
Advertorial Page – (Single)	R21 616	R20 968	R20 319	R19 454	R18 374

PREMIUM POSITIONS					
Inside Front Cover	R22 195	R21 529	R20 863	R19 976	R18 866
Inside Back Cover	R21 230	R20 593	R19 956	R19 107	R18 046
Outside Back Cover	R24 125	R23 401	R22 678	R21 713	R20 506
Guaranteed Page Position	R21 230	R20 593	R19 956	R19 107	R13 329

Your Health, Money Matters, What's Behind the Name?, Who Do You Trust? scheduled to industry needs or tailored to suit individual advertiser needs. Feature spreads comprise an advertisement opposite a non-branded information page designed to add information value to the advertised product/service. Price includes make-up. Special art or pictures nett extra.

INSERTS/ONSERTS*					
	1-2PP	4PP	8PP	16-20PP	24PP
(Per thousand)	R250	R350	R420	R504	R605

Inserts measuring 278mm deep x 128mm wide will need to be pre-folded by supplier. If Reader's Digest is required to have inserts folded then an additional charge of R150 per thousand will be applied.



The following cancellation charges will apply:

- If cancelled up to 5 days after the booking/material deadline, 60% of the full costs will be charged
- If cancelled after the 5 day period, 100% will be charged
- Speak to your Sales Manager for insert/onsert specifications.

*Insert/Osnt rates based on our standard specifications. For non-standard items price on application.