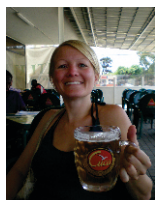


# On Tap

For brewers, drinkers & lovers of beer

## ADVERTISING RATE CARD 2017



**O**n Tap is South Africa's first dedicated beer publication – a quarterly magazine aimed at craft brewers, homebrewers, beer fanatics and those just beginning to dip their proverbial toe into the mash tun. Each issue will be filled with beer news from around the country and the continent, with snippets of relevant world beer news to make sure South African drinkers have their finger on the global beer pulse.

Lucy Corne - editor

### DISTRIBUTION

Exclusive Books, The League of Beers, brew masters, brewing supply stores (Brewcraft, NFP, Beer Bros.), micro brewers, taprooms, beer festivals

Total circulation - 5000

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### ADVERTISING RATES (per insertion)

Full Page	R 10 000.00
DPS	R 18 000.00
Front Cover plus 1 x full page	R 18 000.00
½ Page	R 6 000.00
½ DPS	R 12 000.00
¼ Page	R 3 000.00
⅓ Page	R 1 500.00
Directory	R 250.00

### Special Positions

Opposite Contents Page	R 12 000.00
Inside Front Cover	R 12 000.00
Inside Back cover	R 12 000.00
Outside Back Cover	R 12 000.00

- Volume discounts to be negotiated.
- All prices exclude 14% VAT and 16.5% agency commission.

### PUBLICATION DATES

Autumn issue: March 2017	16 Feb. 2017
Winter issue: June 2017	18 May 2017
Spring issue: Sept. 2017	19 Aug. 2017
Summer issue: Dec. 2017	15 Nov. 2017

### TECHNICAL SPECS (mm)

DESCRIPTION	TRIM SIZE (mm)	WITH NO BLEED (mm)	FULL BLEED (mm)	PRINT SAFE AREA (mm)
Full page	275h x 210w	250h x 185w	285h x 220w	250h x 185w
Half page vertical	275h x 105w	250h x 80w	285h x 115w	250h x 80w
Half page horizontal	137,5h x 210w	112,5h x 185w	147,5h x 220w	112,5h x 185w
DPS	275h x 420w	250h x 395w	285h x 430w	250h x 395w
Quarter page (no bleed accepted)	120h x 85w	120h x 85w	-	120h x 85w
One sixth page (no bleed accepted)	85h x 78w	85h x 78w	-	85h x 78w

\*Material to be submitted to size as a **Hi-Res PDF** to [andrew@ontapmag.co.za](mailto:andrew@ontapmag.co.za)

\*\* **Allow 3mm for bleed. Trim marks must be provided.**