



# 2019 MEDIA KIT

**ON TAP**

**ON TAP** magazine has established a foot hold in the craft beer industry as a go-to guide for beer lovers.

ON TAP, South Africa's first dedicated beer publication is a quarterly magazine aimed at 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.

Although South African craft beer consumers are still testing the waters before they dive in, the industry has grown substantially in recent years. As ON TAP magazine, we are the direct link to the beer consumer, brewer and home brewer. Through our wide distribution channels, including direct to the breweries, Exclusive Books, Airport lounges, League of Beers and direct subscribers, ON TAP owns the beer space in South Africa.

**The ON TAP brand is extended by:**

- Our print and digital publications - published four times a year
- Our presence and involvement in beer and craft festivals country-wide
- Our social media presence - engaging with breweries and beer fans

There is simply no other media partner in the beer space that offers the direct to the beer consumer communication that ON TAP magazine does.

If you have a special project that you would like ON TAP's involvement in, don't hesitate to contact us today.



## REGULARS

### WORLD OF BEER

A taste of the happenings in beer worldwide

### HOMEBRU

Tips and tricks for the homebrewer

### BEER MEETS FOOD

The perfect combination - recipes using beer

### AGAINST THE GRAIN

It can't all be about hops, here we feature a drink outside the beer scope because we are inclusive

### ON THE HOP

Beer and travel - nothing better

### TELL THE BARTENDER

Get a little off your chest, letters directly from the reader

**We can't give it all away, pick up a copy to read all of our features.**

# TESTIMONIALS

#pearlrose and #spiritedflight will be in the latest issue of **On Tap Magazine**  
We just love their new look!

- Darling Brew

African Pride India Porter is tasting and looking delicious, hoppy but with a lovely smooth rich finish. Thanks **On Tap Magazine** for the feature in the latest issue out now!

- Woodstock Brewery

How about that? Cheers to On Tap Magazine for the feature in their latest issue!

- Fuller's South Africa

# ADVERT SIZE OPTIONS



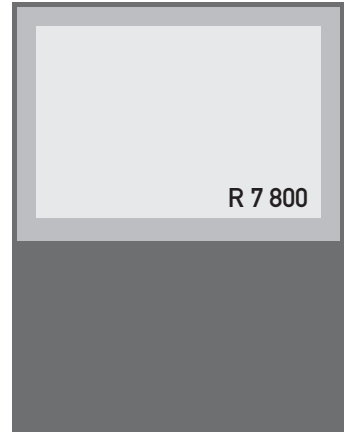
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Trim Size 420 x 275 mm  
 Type Safe Area 395 x 250 mm  
 With Bleed 426 x 281 mm



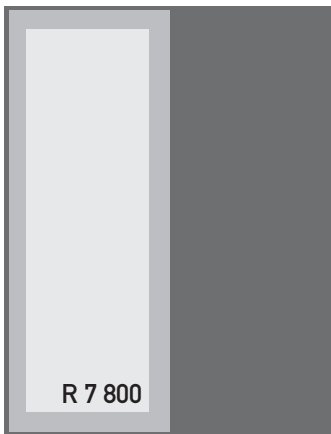
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 With Bleed 216 x 281 mm



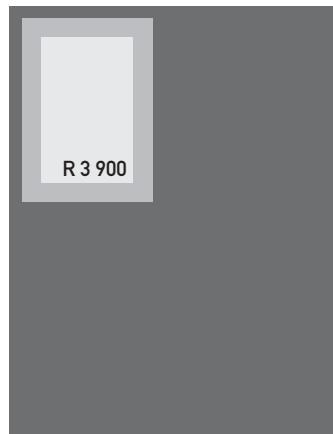
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 With Bleed 216 x 143.5 mm



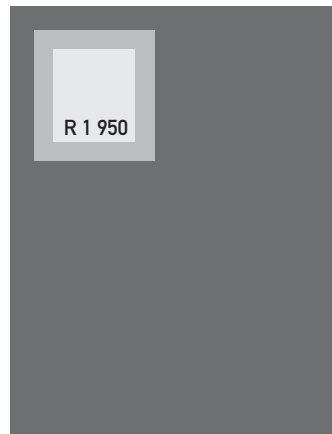
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 With Bleed 111 x 281 mm



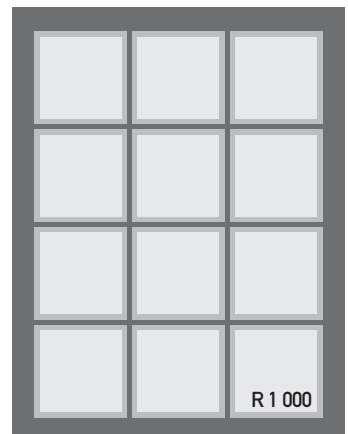
## Quarter Page (w x h)

Trim Size 85 x 120 mm  
 Type Safe Area 60 x 95 mm  
 (no bleed required)



## One Sixth Page (w x h)

Trim Size 78 x 85 mm  
 Type Safe Area 53 x 60 mm  
 (no bleed required)



## Classifieds (w x h)

Trim Size 60 x 60 mm  
 Type Safe Area 53 x 53 mm  
 (no bleed required)

## THE NITTY GRITTY

Material to be submitted to size as a Hi-Res, print ready PDF to [andrew@ontapmag.co.za](mailto:andrew@ontapmag.co.za) | Allow 3mm for bleed | Trim marks must be provided.  
 Design of artwork to be charged at an additional fee.

# ADVERTISING RATES

Double Page Spread	R 23 400.00
Full Page	R 13 000.00
Front Cover plus 1 page advertorial	R 23 400.00
1/2 Page horiz/vert	R 7 800.00
1/4 Page	R 3 900.00
1/6 Page	R 1 950.00
Directory	R 250.00
Classifieds	R 1 000.00

## Special Positions

Opposite Contents Page	R 15 600.00
Inside Front Cover	R 15 600.00
Inside Back cover	R 15 600.00
Outside Back Cover	R 15 600.00

## Advertorial

Four Page Spread	R 26 000.00
Double Page Spread	R 16 000.00
Full Page	R 10 400.00
Online Advertising	Coming soon!

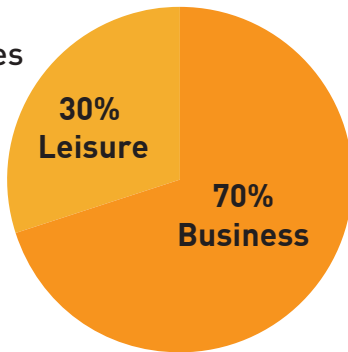
Volume discounts to be negotiated | All prices exclude 15% VAT and include 16.5% agency commission | Section sponsorships available, contact us for more.

# ON TAP DISTRIBUTION

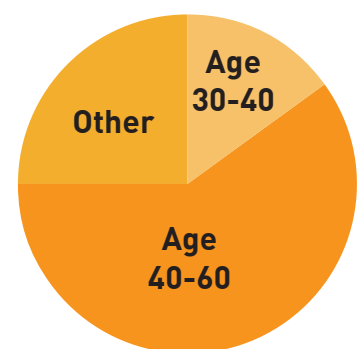
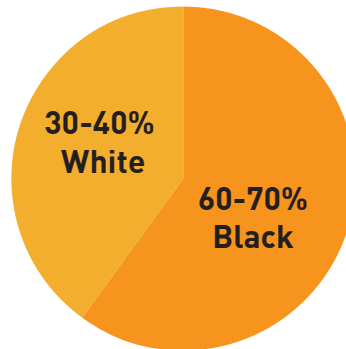
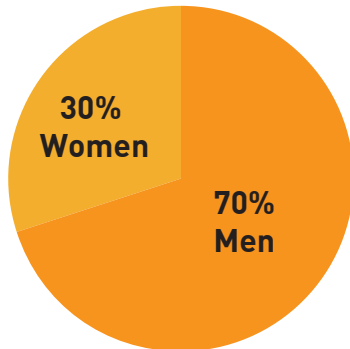
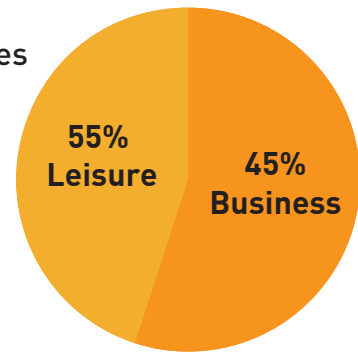
## AIRPORT LOUNGES NATIONALLY - 2500 COPIES

On Tap magazine is distributed in the FNB Slow Lounges, Bidvest, British Airways, Emirates, Menzies, South African Airways and Standard Bank Lounges. The clientele for the lounges are in the high LSM bracket.

Domestic Lounges

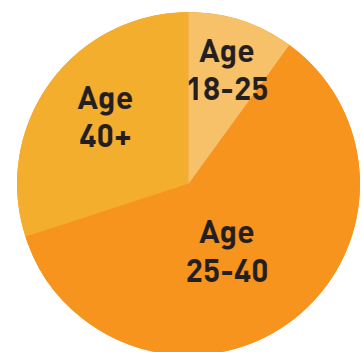
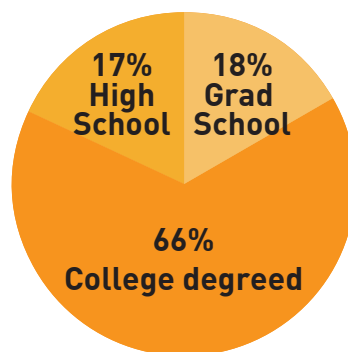
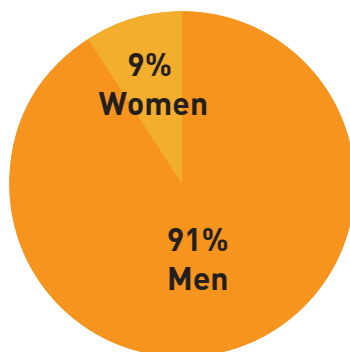


International Lounges



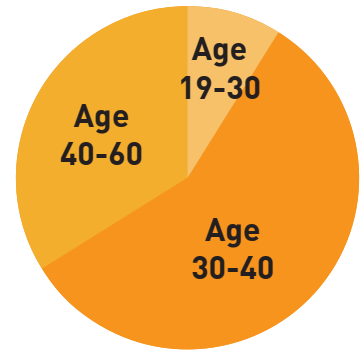
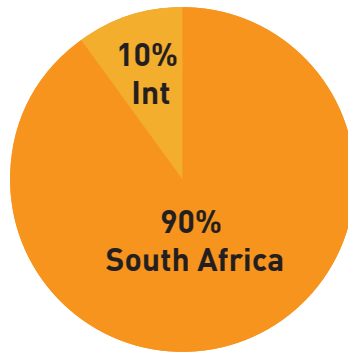
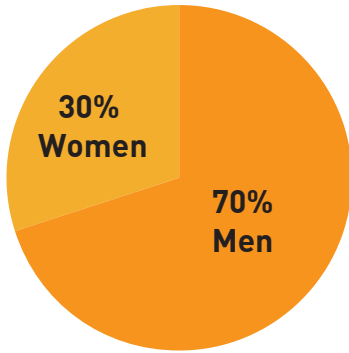
## THE LEAGUE OF BEERS - 1000 COPIES

League of Beers wants to take everyone on the journey to becoming craft beer aficionados - stretching local tastebuds, connecting brewers with their fans and making the best selection of beer available throughout South Africa. They offer a curated range of local and international craft beers, including the very latest and rare to old-time favourites.. The clientele for are in the high LSM bracket.



High indexes for Management, Sales, Admin Services, Arts Entertainment and Media, Production, Business and Finance, IT and Technical Services, Computation and Mathematics

## ON TAP SUBSCRIBERS AND SOCIAL MEDIA



High index between 30-54 years old. Peaks at 35-44  
High index in Cape Town, Johannesburg and Durban  
High indexes for Senior Professional, Middle Management, Skilled Trade

## EXCLUSIVE BOOKS - 500 COPIES

Exclusive Books is one of South Africa's largest bookselling chains with stores throughout South Africa, and one store in Gaborone, Botswana. As of 1 December 2013, the chain is owned and operated by a private group of investors.

Home Brewers Supply Stores - Brewcraft, NFP, Beer Bros, Beer Lab | Micro Brewers, Taprooms | Beer Festivals | Industry Trade | Subscribers - **1000 COPIES**

## 2018 ON TAP MAGAZINE



# WHERE CAN I GET ON TAP?

Exclusive Books | The League of Beers | Home Brewers Supply Stores - Brewcraft, NFP, Beer Bros, Beer Lab | Micro Brewers, Taprooms | Beer Festivals | Industry Trade | Subscribers | Magzter.com

WANT TO  
STOCK ON TAP?  
CONTACT US TODAY  
andrew@ontapmag.co.za

## Airport Lounge Distribution - Nationally

FNB Slow Lounges | Bidvest | British Airways | Emirates | Menzies | South African Airways | Standard Bank

Total circulation - 5000

## PUBLICATION DATES & DEADLINES

	Autumn	Winter	Spring	Summer
Advertising booking:	10 Feb	10 May	10 Aug	10 Nov
Advert material:	16 Feb	15 May	19 Aug	15 Nov
Advertorial:	10 Feb	10 May	10 Aug	10 Nov
On sale:	1 March	1 June	1 Sept	1 Dec

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