

2020 MEDIA KIT



THE TEAM

PUBLISHER

Andrew Thomas
In House Publications
c: +27 82 604 5038
e: andrew@ontapmag.co.za
w: ontapmag.co.za

EDITOR

Lucy Corne
c: +27 76 093 7236
e: lucy@ontapmag.co.za

SALES

Andrew Thomas
c: +27 82 604 5038
e: andrew@ontapmag.co.za

DESIGN AND PRODUCTION

Rachel du Plessis
c: +27 83 278 0777
e: rachel@prycision.com

ON TAP, South Africa's first dedicated beer publication, is a quarterly magazine for brewers, beer aficionados, suppliers to the industry, and those just beginning to dip their proverbial toe into the mash tun. Each issue is filled with beer news from around the country and the continent, with snippets of relevant world brewing news to make sure South African drinkers have their finger on the global beer pulse.

ON TAP connects the beer industry with the discerning consumer. It's distributed across South Africa and beyond to brewers, breweries, taprooms and industry suppliers. It's also available from airport lounges in Johannesburg, Cape Town and Durban and onboard South African Airways' (SAA) international and regional flights for their business and first-class passengers.

ON TAP has established a firm foothold in the beer industry as the go-to guide for beer lovers. ON TAP owns the beer space in South Africa!

The publication also travels electronically to our many international subscribers.

The **ON TAP** brand:

- Published four times a year in print and digital
- We get involved in brewing events and beer festivals
- Our social media taps into the beer scene
- We love to engage with our beer fans

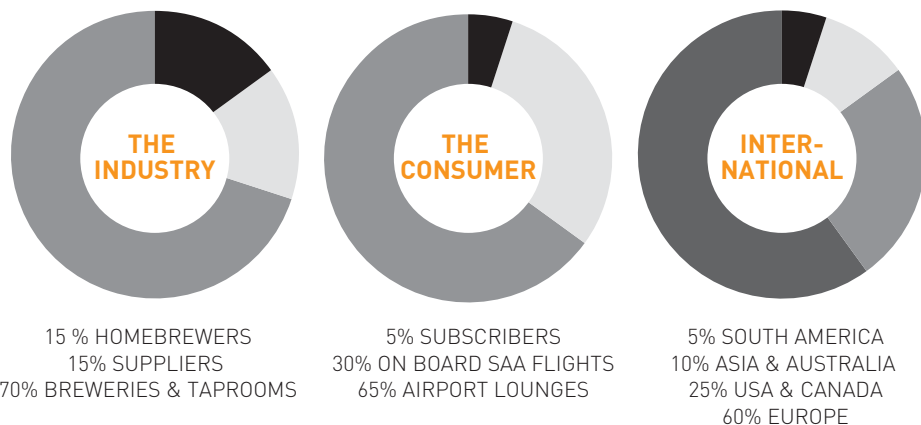
There's simply no other media partner in the beer space that connects and engages with the brewers and the beer consumers. There's always time for a beer!



Published by
inhouse
PUBLICATIONS

CIRCULATION PROFILE

ON TAP has a circulation of 5500 - nationally and internationally. As most copies are either addressed to work places – breweries, taprooms – or are made available at airport lounges and on board South African Airways international flights - copies are quite often shared and so multiply the circulation number at least five-fold.



WHERE CAN I GET ON TAP?

You'll find ON TAP on international South African Airways flights for their first and business class passengers.

In airport lounges: JHB, Cape Town & Durban

ACSA VIP Ministers – Domestic
Aspire, Swissport International Lounge
British Airways – Domestic & International
Emirates International
FNB Slow Lounges
Lanseria - Execujet, General Aviation Lounge
Menzies domestic & International
Million Air Lounge
South African Airways (SAA) - Domestic & International
Standard Bank - Café Blue, Connection Hub, Library Lounge

At Exclusive Books, in Brewery Taprooms, Home Brewers Supply stores across South Africa.

Total circulation - 5500

PO Box 412748
Craighall
2024
Johannesburg
South Africa
Tel: +27 82 604 5038
andrew@ontapmag.co.za
VAT Reg No. 4410173589

ontapmag.co.za



WHAT OUR PARTNERS SAY

“We just love their new look!”

- Darling Brew

“As an established manufacturer of high-quality container systems like KEGs for the industry, we know On Tap very well as a fresh and dynamic magazine for all topics around breweries developed in South Africa.

SCHÄFER Container Systems uses On Tap as a source of inspiration out of the market and translates tendencies from it into the market, let it be for smaller or bigger breweries, located wherever. High-quality and respect for the product, that is the attitude we share. And so we continue to work with them...and above all, we love to read them!”

- Julia Niederer, Marketing Manager, SCHÄFER Container Systems

“On Tap, great magazine, it has without a doubt become a very well recognized beer & home brewing magazine since commencement. Great balance of content, something for everyone. Each issue goes from strength to strength.”

- Ryan Phillips, Owner Brewcraft SA

“On Tap magazine has quickly become the brewers “go-to” magazine for all things beer - from equipment, materials, final product and events.

As the organizer of food & drink technology (fdt) Africa and representative of the world's leading trade fair for the beverage industry, drinktec, we are proud to have a partnership with On Tap Magazine since 2016, and we have watched the publication grow from strength to strength within the industry.”

- Dain Richardson
Senior Exhibition Manager
Messe München South Africa (Pty) Ltd

“On Tap is a magazine with an appealing and modern design combined with interesting and relevant content. Last but not least the On Tap team provides good conditions for advertising customers.”

- Katharina C. Müller, Director Marketing & Communications
BESTMALZ

ADVERTISING RATES

Double Page Spread	R 28 000
Full Page	R 16 000
Front Cover plus 1 page advertorial	R 30 000
1/2 Page horiz/vert	R 9 000
1/4 Page	R 4 000
1/6 Page	R 2 000
Directory	R 250
Classifieds	R 1 000

Special Positions	
Opposite Contents Page	R 19 000
Inside Front Cover	R 19 000
Inside Back cover	R 19 000
Outside Back Cover	R 19 000

Advertorial	
Four Page Spread	R 35 000
Double Page Spread	R 25 000
Full Page	R 16 000
Online Advertising	Contact us

Volume discounts to be negotiated | All prices exclude 15% VAT | Section sponsorships available, contact us for advertising & other promotional opportunities. Prices are quoted in Rands. Our €, US\$ and £ available on request.

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
On sale:	1 March	1 June	1 Sept	1 Dec

TECH SPECS



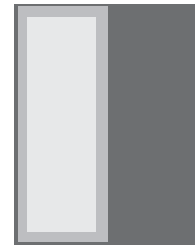
Double Page Spread (w x h)

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



Full Page (w x h)

Trim Size	210 x 275 mm
Type Safe Area	185 x 250 mm
With Bleed	216 x 281 mm



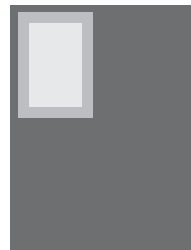
Half Page Vert (w x h)

Trim Size	105 x 275 mm
Type Safe Area	80 x 250 mm
With Bleed	111 x 281 mm



Half Page Horiz (w x h)

Trim Size	210 x 137.5 mm
Type Safe Area	185 x 112.5 mm
With Bleed	216 x 143.5 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)	

THE NITTY GRITTY

Allow 3mm for bleed | Trim marks must be provided | All material to be submitted to size as a Hi-Res, print ready PDF to andrew@ontapmag.co.za | We offer design of artwork at very competitive rates