

THE WORLD'S BIGGEST SELLING FASHION MAGAZINE

ELLE



advertisement

RATES

2010



FASHION *beauty* LIVING & *celeb*

ELLE RATES EFFECTIVE: JANUARY – JUNE 2010

size	full colour	advertorial*
	per insertion	per insertion
Full page	R 40 800	R 40 800
DPS	R 81 400	R 81 400
Half page	R 24 700	
Half page DPS	R 49 400	
1/3 page	R 28 560	

covers

IFC (DPS)	R 97 800
IBC	R 52 500
OBC	R 55 600

premium positions

1st DPS	R 93 700
2nd DPS	R 89 600
opposite masthead	R 49 200
opposite ELLE welcomes	R 49 200
opposite ELLE mail	R 49 200
opposite contributors	R 49 200
1st RHP in ELLE style	R 49 200

*excluding agency commission and VAT

Pre printed Inserts (Loose) *all insertion rates exclude agency commission and VAT		Pre printed Inserts (Bound) *Pre tip in Bound insert: R900/'000 – please send all bound inserts to us for a quote		special rates on request
size	rate per '000	size	rate per '000	
Single	R 408	Single	R 530	For quotes on gatefolds, perforation, glueing, bagging, sampling, bookmarks and stickers, please contact your account executive.
2-4 Pages	R 510	Pre-Tip In	R 900	
6-8 Pages	R 500	2-4 Pages	R 700	
12 Pages	R 670	6-8 Pages	R 730	
16-20 Pages	R 750	12 Pages	R 840	
24 Pages	R 870	16-20 Pages	R 940	
32 Pages	R 1020	•Subscribers	R 2 800 per thousand	
48 Pages	R 1 200			
52 Pages	R 1 300			
Odd sample	R 880			*(Subject to increased postage where applicable) **Maximum size of insert should not exceed 270mm x 200mm

Packaging of inserts:

1. Inserts must be properly packed in a firm carton container or box on a pallet.
2. Individual stacks must be uniformly packed, facing the same direction.
3. Inserts must be delivered face-up.
4. The container must be clearly marked with the publication name, cover date and the number of inserts. Print orders given of our magazines are meant as guidelines only and they can fluctuate at any time with every issue.
5. In the event of our printers not being able to handle an insert due to incorrect packaging or shortages, no liability will be accepted for any losses arising from the omission of the insert.

Address:

PAARL WEB 15 JAN VAN RIEBEECK DRIVE PAARL ATTENTION: MARINA DE JAGER

ELLE FEBRUARY 2010 – JANUARY 2011

issue	advertorial & marketing deadline	cancellation & booking deadline	material deadline	insert deadline	on sale date
February 2010	02.11.09	30.11.09	07.12.09	08.12.09	21.01.10
March 2010	01.12.09	11.01.10	18.01.10	20.01.10	18.02.10
April 2010	11.01.10	08.02.10	15.02.10	17.02.10	18.03.10
May 2010	15.02.10	08.03.10	15.03.10	17.03.10	15.04.10
June 2010	15.03.10	06.04.10	12.04.10	14.04.10	13.05.10
July 2010	12.04.10	10.05.10	17.05.10	19.05.10	17.06.10
August 2010	17.05.10	07.06.10	14.06.10	17.06.10	15.07.10
September 2010	14.06.10	05.07.10	12.07.10	14.07.10	12.08.10
October 2010	12.07.10	10.08.10	16.08.10	18.08.10	16.09.10
November 2010	16.08.10	06.09.10	13.09.10	15.09.10	14.10.10
December 2010	13.09.10	04.10.10	11.10.10	13.10.10	11.11.10
January 2011	11.10.10	01.11.10	08.11.10	10.11.10	09.12.10

ELLE SUPPLEMENTS JANUARY 2010 – DECEMBER 2010

* Run of Paper	advertorial & marketing deadline	cancellation & booking deadline	material deadline
STYLE GUIDE May 2010	01.02.10	17.02.10	24.02.10
ELLE MAN* JUNE 2010	15.03.10	06.04.10	12.04.10
ELLE JUNIOR September 2010	01.06.10	17.06.10	23.06.10
STYLE GUIDE October 2010	05.07.10	21.07.10	28.07.10
BEACH & BODY* November 2010	16.08.10	06.09.10	13.09.10
LUXE* December 2010	13.09.10	04.10.10	11.10.10

For supplement technical specs please contact your sales executive.

important information

- Cancellation fee of 25% will apply after booking deadline.
- Booking deadline for half-page ads is 14 days prior to official booking deadline

technical specifications

bleed	5mm on all edges
screen ruling	153lpi
output resolution	2540dpi
page sizes	as per rate card
min resolution	@ 100% - 300dpi
max total ink	350%

trim	depth	width
full page trim	275mm	210mm
full page type area	255mm	190mm
full page bleed	285mm	220mm
½ vertical trim	275mm	105mm
½ vertical type area	255mm	93mm
½ vertical bleed	285mm	110mm
½ horizontal trim	138mm	210mm
½ horizontal type area	120mm	190mm
½ horizontal bleed	143mm	220mm
⅓ vertical trim	275mm	70mm
⅓ vertical type area	255mm	60mm
½ vertical bleed	285mm	75mm
½ horizontal trim	92mm	210mm
½ horizontal type area	80mm	190mm
½ horizontal bleed	97mm	220mm

trim	depth	width
double page spread trim	275mm	420mm
double page type area	255mm	400mm
double page bleed	285mm	430mm

FORMATS

The following are formats by which Avusa Magazines can accept digital advertisements:

- PDF** press optimised PDFs including all elements eg, high resolution images (minimum 300 dpi) and all fonts embedded. The PDF should be pre-flighted and verified prior to transmission.
- EPS** fonts and high resolution images embedded. Should any material changes be requested, Avusa accepts no responsibility for print errors.
- A colour proof must be supplied with all ads received.

methods of receiving ads:

1 websend 2 quickcut 3 disks

material delivery details:

37 Bath Avenue Rosebank, attention: Mpho Ntori, 011 280 3450

please do not hesitate to contact us if you have any queries.

CHECKLIST SPECIFICATIONS FOR ALL ELLE PROMOTION PAGES:

- 1** Client to supply a high res product visual and holding visual if available (min 300 dpi JPEG or PDF) or client to provide products to shoot. Products shot on models will be charged for separately.
- 2** Visuals supplied will not be changed after the pages have been designed.
- 3** Client to provide a detailed press release on the product.
- 4** For competition and subscription promotion pages client to provide value and quantity of the prize.
- 5** A detailed brief should be provided stating specific photographic or layout requirements i.e. product to be shot on white background with logo facing forward, if no brief is provided the pages will be photographed and designed at the ELLE

editorial team's discretion.

- 6** All pages are designed in the ELLE editorial style and no changes can be made to headers, font and colours.
- 7** Use of logos and visuals are up to the discretion of the ELLE editorial team. No logos are permitted on ELLE competition and subscription promotion pages.
- 8** Should a logo be permitted on the page, the size, position and colour of the logo is up to the discretion of the editorial team.
- 9** Only two changes per page will be permitted and the approval period will be within 48 hours of receiving the first draft.
- 10** Should the client cancel a competition or subscription promotion agreement after the rate card booking date, a penalty will be charged.

For booking details visit www.ellemagazine.co.za

ELLE

TERMS OF ACCEPTANCE

1. The advertiser agrees to be bound by these Terms of Acceptance with respect to all or any publications whose advertising is owned or managed by Avusa Media Limited ("AML") and further agrees that it shall be bound by the provisions of AML's Rate Card ("the Rate Card") for the publication in question as it pertains to all matters set out therein including but not limited to the rates for advertisements, technical specifications, material requirements, submission deadlines and cancellations deadlines and cancellation conditions.
2. All copy for advertisements/advertorials is subject to the approval of AML, who also reserve the right to decline or cancel any advertisements/ advertorials or series of advertisements/advertorials.
3. No responsibility will be accepted by AML for loss arising from typographical or other errors. AML's responsibility is limited to industry standard scanning and printing quality. AML are not responsible for any apparent discrepancy in this regard and advertisers are not exempt from liability for the full insertion price reflected on orders and/or copy instructions, should an error have occurred.
4. It is an advertiser's responsibility to supply material suitable for space bookings by AML's copy deadlines as set out in the Rate Card for the publication in question. If copy is not forthcoming, AML have the right to make up copy for space booked. Furthermore, the cost of making up the material will be debited to the advertiser.
5. AML accept no responsibility for incorrect material supplied.
6. AML shall not be liable for any loss occasioned by the failure of an advertisement to appear on any special date, or at all, for any cause whatsoever.
7. AML will use their best endeavours to place the advertisement correctly as requested by the advertiser but will not be liable for any loss of profits or damages suffered by the advertiser as a result of their failure to do so and any failure in this regard will not entitle the advertiser to withhold payment of the account rendered in any respect. AML shall be exempt from any liability arising from force majeure or where performance of their obligations is prevented by circumstances outside their control.
8. While an enquiry service number may be supplied, this in no way forms part of the contract. AML are not responsible for an omission of an enquiry number, nor the failure to supply the advertiser with enquiries. The advertiser may not, in any way, hold back payment or part thereof should the enquiry number service, for whatever reason, not be supplied.
9. Whilst every effort will be made to place advertisements/ advertorials/insertions in requested positions, no guarantees can be given. The placement of advertisements/advertorials/insertions is at the sole discretion of the editor. A guarantee of position is subject to a surcharge being paid by the advertiser as required by the publication in question otherwise no guarantees will be given.
10. Verbal cancellation will not be valid, only a written cancellation confirmed by AML will serve as notice.
11. Series rates quoted apply only to firm orders and insertions must be taken up within a 12 (twelve) month period unless otherwise arranged. Where the number of insertions does not justify the series rate, a surcharge will be made. Series rates are subject to rate increases which may be announced from time to time.
12. Should AML agree in its sole discretion to make up, or complete, an advertisement for an advertiser, then all AML's production costs will be for the account of the advertiser as per AML's advertiser service rates. This includes all photography and layout expenses.
13. All amounts payable are due simultaneously with the confirmation of order, save where AML has approved, in writing, an account for the advertiser, in which event:
 - 13.1 Payment is required within 30 (thirty) days from of date of statement, unless other wise agreed in writing;
 - 13.2 AML reserve the right to suspend services if payment is not received on due date;
 - 13.3 Nothing herein contained shall be interpreted as obliging AML to afford the advertiser any indulgence to effect payment after due date;
 - 13.4 All overdue accounts will bear interest, at an interest rate being, if the National Credit Act, 2005 ("NCA") applies to this agreement, the maximum permitted interest rate as determined by the NCA or any Regulations thereto, or otherwise the rate of 2% (two percent) per month, which interest shall be the interest to be capitalised monthly, subject to the provisions of the NCA and its regulations, if applicable;
 - 13.5 in the event of AML instructing its attorneys to collect any amounts, all legal fees and collection charges, determined as the maximum permitted fees and charges in terms of the NCA and its regulations, if the National Credit Act, 2005 ("NCA") applies to this agreement, or otherwise a collection commission of 20% (twenty percent) of the amount outstanding, tracing agents' fees, and legal fees as between attorney and advertiser, shall be borne by the advertiser.
14. Once an account has been handed over for collection, all payments made shall firstly be allocated towards such collection/tracing fees and charges, thereafter to interest and finally to capital.
15. A certificate under the hand of any director, manager or accountant of AML whose valid appointment need not be proved by AML, in respect of any indebtedness of the advertiser to AML or in respect of any other fact, including but without limiting the generality of the foregoing, the fact that professional publishing services were rendered, shall be prima facie evidence of the advertiser's indebtedness to AML and prima facie evidence of such other fact and prima facie evidence of the services rendered, for inter alia the purpose of summary judgement.
16. In all cases where the advertiser uses the postal service or any other service to effect payment, such service shall be deemed to be the agent of the advertiser.
17. Where an advertiser is a company, close corporation, partnership or other legal entity, whether or not the liabilities of the entity exceed the assets either at the time of entering the agreement or on publication, the authorising individual who signs any order as contemplated herein shall hereby bind himself/herself as co-principal debtor, in solidum, for the due and punctual payment of all amounts and sums of money which may now or at any time hereafter be or become due as a result of this contract with and shall bind himself/herself to the provisions of these Terms of Acceptance, mutatis mutandis.
18. The advertiser agrees that these Terms of Acceptance constitute a valid contract with AML and certifies that all information given herein by him/her/it to the representative of AML is true and correct.
19. This agreement is governed by South African Law and is subject to the jurisdiction of the South African courts. AML is allowed to institute legal proceedings for the recovery of any amount owing hereunder in the Magistrate's Court of any district which by virtue of Section 28 of the Magistrate's Court Act has jurisdiction over the advertiser, but this does not preclude AML at their own discretion from instituting legal proceedings in the Supreme Court of South Africa which has jurisdiction over the advertiser.
20. All terms and conditions relating to the services are set out herein. All other terms and conditions are excluded unless agreed to in writing by AML and no other conditions, warranties or representations, whether oral or written, express or implied by statute or otherwise, shall apply hereto.
21. No concession, latitude or indulgence allowed by AML to the advertiser shall be construed as a waiver or abandonment of any of its rights hereunder.
22. In the event that any of the terms of these Terms of Acceptance are found to be invalid, unlawful or unenforceable, such terms will be severable from the remaining terms, which will continue to be valid and enforceable.