

RATE CARD 2021

2021 ADVERTISING RATES EURO

Valid from January 2021

Full colour

Number of insertions	+5	2-4	Casual
Full page	1 025	1 300	1 800
Half page	625	895	1 200
Quarter page	495	625	800

Group discount scheme: Companies currently advertising in other publications in the New Media stable, qualify for a combined space-booking series discount.

- Advertorials will be charged at standard advertising rates
- All rates are exclusive of VAT and quoted in EURO
- Advertising contracts to be used within a 12-month period

ADDITIONAL MARKETING TOOLS

Prices and specifications on request:

- Belly bands
- Cover flap (half cover)
- Gatefold
- Post-It Note
- Bookmark
- Classifieds
- Inserts

GEOGRAPHICAL DISTRIBUTION

P&C Africa is distributed throughout the following countries:

- Algeria
- Angola
- Botswana
- Cameroon
- Cote d'Ivoire
- Egypt
- Ethiopia
- Ghana
- Kenya
- Lesotho
- Madagascar
- Malawi
- Mauritius
- Morocco
- Mozambique
- Namibia
- Nigeria
- Rwanda
- Saudi Arabia
- Senegal
- Seychelles
- Sudan
- Swaziland
- Tanzania
- Tunisia
- Uganda
- Zambia
- Zimbabwe



EDITORIAL PROFILE

Pharmaceutical & Cosmetic Review Africa is the only magazine of its kind in Africa to target decision makers in the manufacturing processes of pharmaceuticals, cosmetics, toiletries, health and household products, and related industries. It offers incisive and authoritative reports on all aspects of the process, from raw material sourcing, to manufacturing and packing, right down to distribution and marketing. It informs readers about the introduction of new ingredients, equipment, products and packaging, and provides commentary on African and international market trends and issues, as well as significant processing and packaging technologies.

Readership of **Pharmaceutical & Cosmetic Review Africa** is diverse, including general management, market research and production personnel from the pharmaceutical and cosmetics sectors, as well as packaging specialists for these industries. The magazine reaches a well-researched and carefully targeted readership across these sectors. On average, each copy is read by 6.25 individuals, providing advertisers with a total readership of 9 375 per quarter.

CONTACTS

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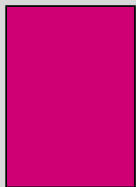
Càndida Giambò-Kruger

Tel +27 71 438 1918
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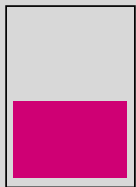
PRODUCTION CONTROLLER: Mandy Ackerman

Tel +27 11 715 8007 | mandy.ackerman@newmedia.co.za

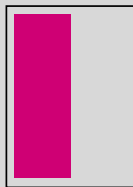
TECHNICAL DATA – Material to bleed must be supplied allowing 3mm all round



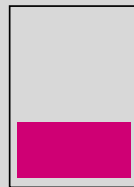
Full Page Trim Size
210mm(w) x 297mm(h)
Type Area
180mm(w) x 260mm(h)
Bleed
216mm(w) x 303mm(h)



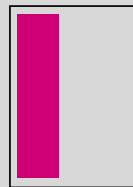
Half Page (Horizontal) Trim Size
177mm(w) x 130mm(h)
Type Area
168mm(w) x 110mm(h)



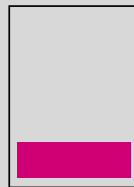
Half Page (Vertical) Trim Size
88.5mm(w) x 262mm(h)
Type Area
75mm(w) x 248mm(h)



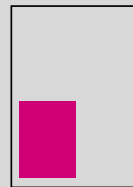
Third Page (Horizontal) Trim Size
177mm(w) x 85mm(h)
Type Area
168mm(w) x 65mm(h)



Third Page (Vertical) Trim Size
68mm x 262mm
Type Area
55mm(w) x 248mm(h)



Quarter Page (Horizontal) Trim Size
177mm(w) x 65mm(h)
Type Area
168mm(w) x 50mm(h)



Quarter Page (Vertical) Trim Size
88.5mm(w) x 130mm(h)
Type Area
75mm(w) x 110mm(h)

PRODUCTION SPECIFICATIONS

1. All material must be supplied in digital format to New Media specifications.
2. New Media would prefer that all advertising material be supplied as a print-ready high-resolution CMYK PDF file.
 - All fonts and images must be embedded and all images should be 300dpi, CMYK
 - Files must be supplied as single pages
 - Please allow a minimum of 3mm bleed all round where required
3. New Media also accepts material in the following formats, provided that all images are embedded and 300dpi, CMYK:
 - Photoshop – EPS, TIFF and JPG files (flatten image)
 - Illustrator – EPS or AI files (create outlines for text)
 - InDesign – (Package)

If changes are required, please supply open files
Additional charges apply to design alterations

EDITORIAL FEATURES LIST 2021

QUARTER 1

- QUARTER 1
- BEAUTY INNOVATIONS
- HAIR CARE
- PHARMA FOCUS: TABLETTING & ENCAPSULATION
- **PACKAGING PROFILES**

DEADLINES

EDIT	04/03
ADV	11/03
MAT	19/03

QUARTER 2

- ETHNIC CARE
- HOME CARE
- COLOUR COSMETICS
- PHARMA FOCUS: EXCIPIENTS
- **PACKAGING**
- LABELLING

DEADLINES

EDIT	04/06
ADV	14/06
MAT	22/06

QUARTER 3

- FRAGRANCES
- HYGIENE & CLEANROOM PRODUCTION
- PHARMA FOCUS: LABORATORY EQUIPMENT & SERVICES
- SKIN CARE
- **PACKAGING PROFILES**

DEADLINES

EDIT	03/09
ADV	13/09
MAT	23/09

QUARTER 4

- PERSONAL CARE
- ETHNIC CARE
- FRUGAL INNOVATIONS
- PHARMA FOCUS: PROCESSING TECHNOLOGY
- **PACKAGING**
- LABELLING

DEADLINES

EDIT	24/11
ADV	02/12
MAT	06/12



AFRICA

HISTORY

SA Pharmaceutical & Cosmetic Review, launched in 1974, has been the industry mouthpiece for the past 47 years. It is the official journal of five industry associations – The Aerosols' Manufacturers Association (AMA); The Society of Cosmetic Chemists (Coschem); Cosmetic, Toiletry & Fragrance Association (CTFA); Health Products Association (HPA); and the association of Generic and Biosimilar Medicines of Southern Africa (GBM).

With its unparalleled success, New Media undertook in-depth research into several new potential markets and it became very obvious that Africa, excluding the Republic of South Africa, is uncatered for in terms of pan-African cost-effective pharmaceutical and cosmetics manufacturing publications. In fact, to the best of our knowledge, no such print publications exist in these sectors.

It is with this in mind that the first quarterly edition of **Pharmaceutical & Cosmetic Review Africa** was launched in March 2016, offering advertisers the opportunity to address the largest and widest range of pharmaceutical and cosmetics manufacturers across the African continent.

CIRCULATION PROFILE

The distribution method is that of a "controlled circulation", which entails the mailing of 1 500 free-of-charge copies of the publication to a highly targeted database of African pharmaceutical and cosmetics manufacturing and packaging companies.

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A total
readership
of **9 325**
per
quarter

