

RATE CARD

BY THE EDITORS OF

ROAD BIKE

FOR WORSHIPPERS OF THE PAVÉ



2018 TOUR DE FRANCE THE OFFICIAL PROGRAMME



THE BIGGEST ANNUAL SPORTING EVENT IN THE WORLD

The Tour de France is the biggest annual sporting event in the world. Broadcast in more than 170 countries, its TV audience is estimated at 350 million viewers.

Produced by the expert ASO editorial team including internationally renowned cycling icons such as Bernard Hinault & Jean-Francois Pescheux.

The magazine will retail for R100 and will be available from 4 June 2018 in bookstores, bike shops and key magazine retailers in high income demographic areas all over South Africa.



RATECARD CAN BE DOWNLOADED AT WWW.ELECTRICINK.CO.ZA

DEADLINES

Booking deadline: 9 May 2018

Material deadline: 16 May 2018

On sale: 4 June 2018

Event starts: 7 July 2018

ADVERTISING RATES 2018

Full page.....	R29 000
DPS	R42 000
IFC DPS.....	R49 000
IBC.....	R30 000
OBC.....	R37 000
DPS [1st 8 pages]	R44 000
Half page	R18 000

- Special positions inside the first 20 pages carry a 15% loading fee
- Rates include 16.5% agency commission and exclude VAT
- Advertorial prices are same as above, but exclude agency commission.
- Call us for prices on loose and bound inserts.

MARKETING AND DISTRIBUTION

As a high gloss, large format, 164-page coffee table keepsake it will carry a cover price of R100. As such a limited print run of 6 000 copies will be sold nationally on the newsstands including most bike shops. On sale from 4 June when the Tour hype begins.



TESTIMONIALS

"Congratulations to you and your team for publishing such an excellent guide. The background information covering previous tours, the people involved, the team and rider descriptions and especially the maps of the daily stages made TV viewing a pleasure."
 - Jean & Erica Piaget

"Much appreciation for the magazine which I bought last year. I found it to be very comprehensive and would not be without a copy for future TDF's, it greatly enhanced my enjoyment and knowledge of the event. Well done on a very professionally put together publication - Thanks!" - Rowan Deysel

"Thanks to your team for an absolutely superb guide to the Tour de France. I came across it only part way into the race. The result has been me in front of the TV every afternoon enjoying, not only the race but also the stunning French scenery. I hope that you repeat this guide again next year." - Ian Norval



MATERIAL REQUIREMENTS

DPS 300 x 460mm

FULL PAGE 300 x 230mm

1/2 PAGE V 300 x 110mm

1/2 PAGE H 150 x 230mm

TRIM: Note that our page size is larger than most other magazines: 300 x 230mm.
BLEED: Please add 5mm bleed on each edge of your advert and include crop marks.
TYPE: All text to be at least 10mm from edges. For DPS ads please keep 30mm clear of text in the centre for the gutter area.

All digital material to be supplied in PDF format at 300dpi in CMYK with fonts embedded. Colour proofs or epsons must be supplied with all advertisements.

ADVERTISING ENQUIRIES

PAUL INGPEN
 Publisher
 082 990 8408
 paul@electricink.co.za

ABRÉ ROUX
 Commercial Manager
 078 0995 473
 abre@electricink.co.za

ElectricInk Media: Publishers of SA's leading official event magazines.

