



RATE CARD

IRONMAN triathlon represents the pinnacle of endurance sport worldwide. This glamorous, hi tech, sexy sport carries an almost mystical image. This is showcased in the ultimate participant keepsake.

Electric Ink publishes a **high gloss, deep read print & digital magazine** for the massively popular IRONMAN 70.3 South Africa in Buffalo City, IRONMAN African Championship in Nelson Mandela Bay in March & the IRONMAN 70.3 Durban in June 2020.

All participants to each of these events will receive a **digital copy of IRONMAN mag** in the build up to the races as well as a **coffee table souvenir keepsake print edition** in their race pack. The scale of the events plus the retail sales nationwide makes this SA's biggest triathlon magazine.

What truly sets IRONMAN apart from other sports is its ability to allow **ordinary men and women the chance to become heroes** through an extraordinary journey of **self exploration and reflection**.

Every athlete that crosses the finish line becomes part of a select group of people who have transcended the ordinary and reached a level that conventional wisdom deems unattainable. In turn they **inspire thousands of others** who witness the true strength of the human spirit and the incredible endurance threshold of the human body. No other event can provide the same acclaim, prestige and global presence.

This coffee table keepsake print & digital mag gives advertisers the **ideal platform to engage with this elusive, passionate & affluent audience** over the 9 month triathlon season window period. It's sister publication, Triathlon SBR, will be on sale in bike shops & on newsstands across SA all year round.





SA'S
BIGGEST
TRIATHLON
MAGAZINE

TRIATHLON SWIM BIKE RUN



2020 RATE CARD

Triathlon SBR (Swim, Bike, Run) is an extended version of IRONMAN race magazine, available on newsstands nationally. The unique, large format, high gloss publication is Africa's biggest triathlon mag. It includes training advice from across the globe, personal travel & race reviews, gear tests, big name interviews and a lot more.

This glamorous, hi tech sport and it's world championship flagship event in Hawaii carries an almost mystical global image which is showcased in the ultimate triathlon mag and VIP event participant keepsake, Triathlon SBR and the official IRONMAN SA race magazines.

Triathlon SBR magazine is a high gloss large-format sold on newsstands for R79.90. It is available quarterly (January, April & June)

coinciding with the sale of copies of an IRONMAN race branded version allowing IRONMAN athletes to soak up full race experience.

IRONMAN events are by far the biggest triathlon events locally and globally. Typically entrants train for 4-6 months to prepare for their biggest day out in the year. IRONMAN magazine includes event specific information to each entrant of the 3 local Ironman events in PE, Durban and East London which effectively covers SA's tri season.

The Full distance Championship event sees super fit athletes competing for an average of over 13

hours non-stop, some up to 17 hours to make the dramatic midnight cut off. As such a lot of swimming, cycling and running preparation is required, let alone the spend on gear for each discipline plus travel costs.

Triathlon SBR & IRONMAN race mags combine the best local & international content through our 30 years of credible international editorial experience to deliver a uniquely insightful, pertinent, high quality read. This unique content and high quality coffee table packaging has made the magazine the biggest circulation triathlon mag in South Africa over the past 9 years.

ADVERTISING RATES 2019

FULL PAGE	R25 000
DPS	R37 000
IFC DPS	R44 500
IBC	R31 500
OBC	R33 000
HALF PAGE	R16 000

Above rates exclude agency commission & VAT
 • Special positions inside first 20 pages add 15%.
 • Advertorial prices add 10% for design & editing.
 • Loose and stitched insert rates on request
 • Book in all 3 issues upfront and get 15% off each

ENQUIRIES

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Electricink

media

www.electricink.co.za

Publishers of SA's hottest coffee table magazines.



Rate card can be downloaded from www.electricink.co.za

DEADLINES

IRONMAN 70.3 Buffalo City

Booking deadline: 29 Nov 2019

Material deadline: 2 Dec 2019

On sale date: 17 Dec 2019

Event date: 26 Jan 2020

IRONMAN African Championship Nelson Mandela Bay

Booking deadline: 26 Feb 2020

Material deadline: 4 Mar 2020

On sale date: 23 Mar 2020

Event date: 29 Mar 2020

IRONMAN 70.3 Durban

Booking deadline: 27 Apr 2020

Material deadline: 4 May 2020

On sale date: 25 May 2020

Event date: 7 June 2020



MATERIAL REQUIREMENTS

PLEASE NOTE: Our page trim size is larger than most other magazines: 300mm high x 230mm wide: Portrait shape - not landscape.

DPS 300mm (h) x 460mm (w)

Full page 300mm (h) x 230mm (w)

1/2 page V 300mm (h) x 110mm (w)

1/2 page H 150mm (h) x 230mm (w)

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.