



2021 RATE CARD

Triathlon SBR (Swim, Bike, Run) is a unique, large format, high gloss publication and 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. It is an extended version of IRONMAN race magazine and available on newsstands nationally.

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

Triathlon SBR is a high gloss large-format magazine sold on newsstands for R79.90. It is a bi-annual mag (May

& October) 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 2021

FULL PAGE	R22 000
DPS	R35 000
IFC DPS	R42 500
IBC	R27 500
OBC	R31 500
HALF PAGE	R12 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 both issues upfront and get 15% off each

ENQUIRIES

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Electricink
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Publishers of SA's hottest coffee table magazines.



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

DEADLINES

AUTUMN ISSUE

Booking: 15 April 2021

Material: 29 April 2021

On sale: 12 May 2021

SPRING ISSUE

Booking: 7 September 2021

Material: 21 September 2021

On sale: 13 October 2021



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)

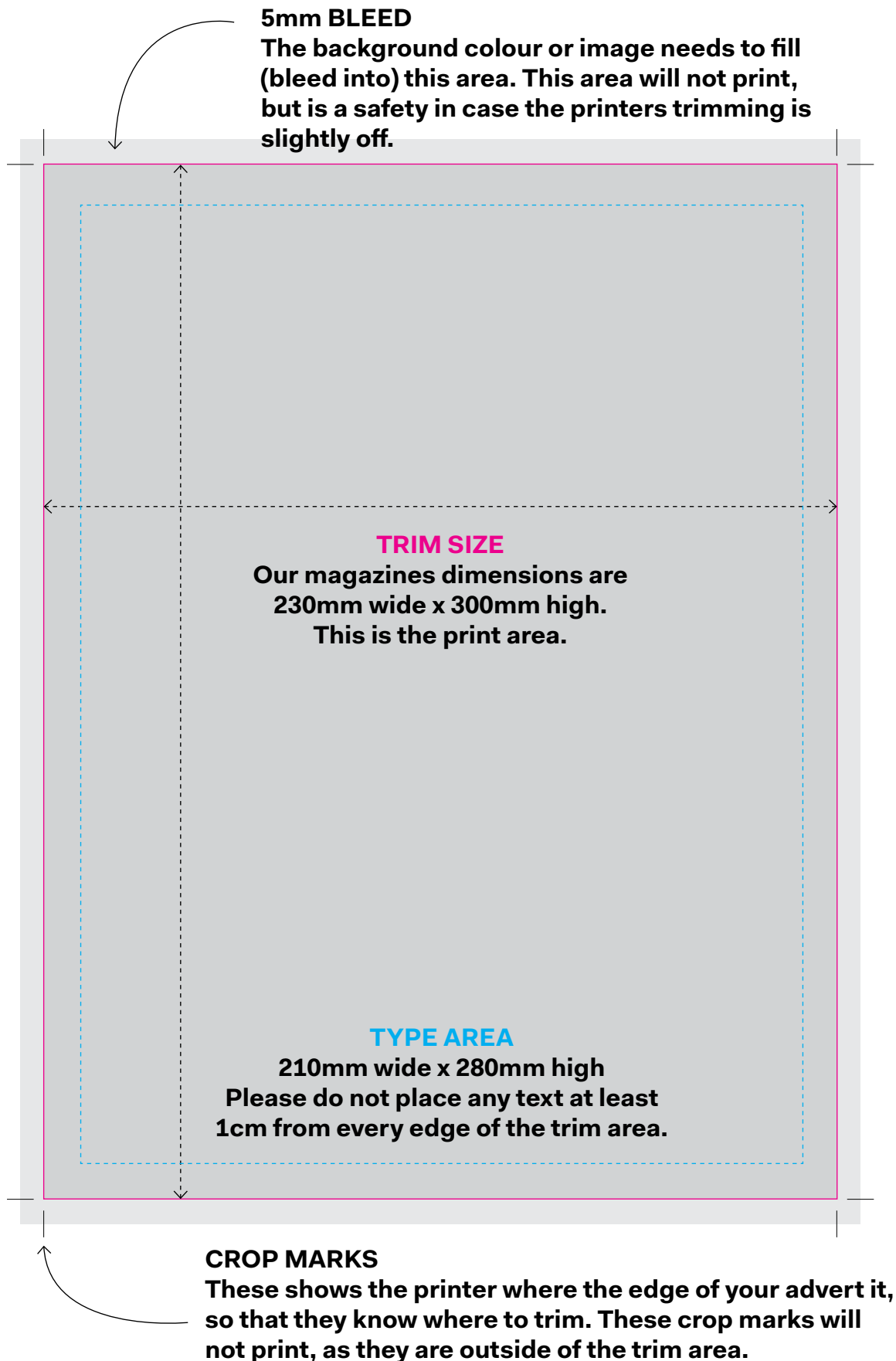
1/2 page H 150mm (h) x 230mm (w)

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.

PRINT GUIDELINES



Please ensure your print pdf is CMYK colour profile, HIGH RESOLUTION (300dpi), contains crop marks, bleed, and has all fonts embedded