



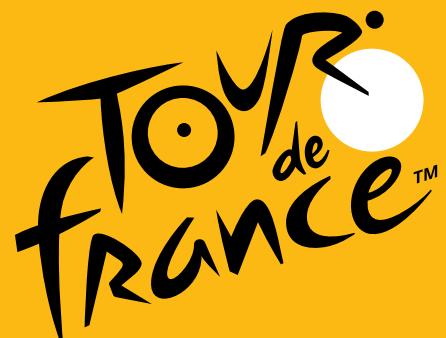
BY THE EDITORS OF



# RATE CARD

## 2021 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 & TDF legends.

The magazine will retail for R129.90 and will be available from 2 June 2021 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](http://WWW.ELECTRICINK.CO.ZA)

# DEADLINES

Booking deadline: 5 May 2021

Material deadline: 14 May 2021

On sale: 2 June 2021

Event starts: 26 June 2021

## ADVERTISING RATES 2021

Full page.....	R35 000
DPS .....	R48 500
DPS (1st 8 pages) .....	R50 500
IFC DPS.....	R59 500
IBC.....	R36 500
OBC.....	R44 500
Half page .....	R19 500

- Special positions inside the first 20 pages carry a 15% loading fee
- Rates exclude 16.5% agency commission & VAT
- Advertorial prices add 10% for design & editing
- Call us for prices on loose and bound inserts.

## MARKETING & DISTRIBUTION

As a high gloss, large format, 164-page coffee table keepsake it will carry a cover price of R129.90. As such a limited print run of 6000 copies will be sold nationally on the newsstands including most bike shops. On sale from 2 June 2021 when the Tour hype begins.

## 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.



## 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 Deyssel

*"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



## ADVERTISING ENQUIRIES

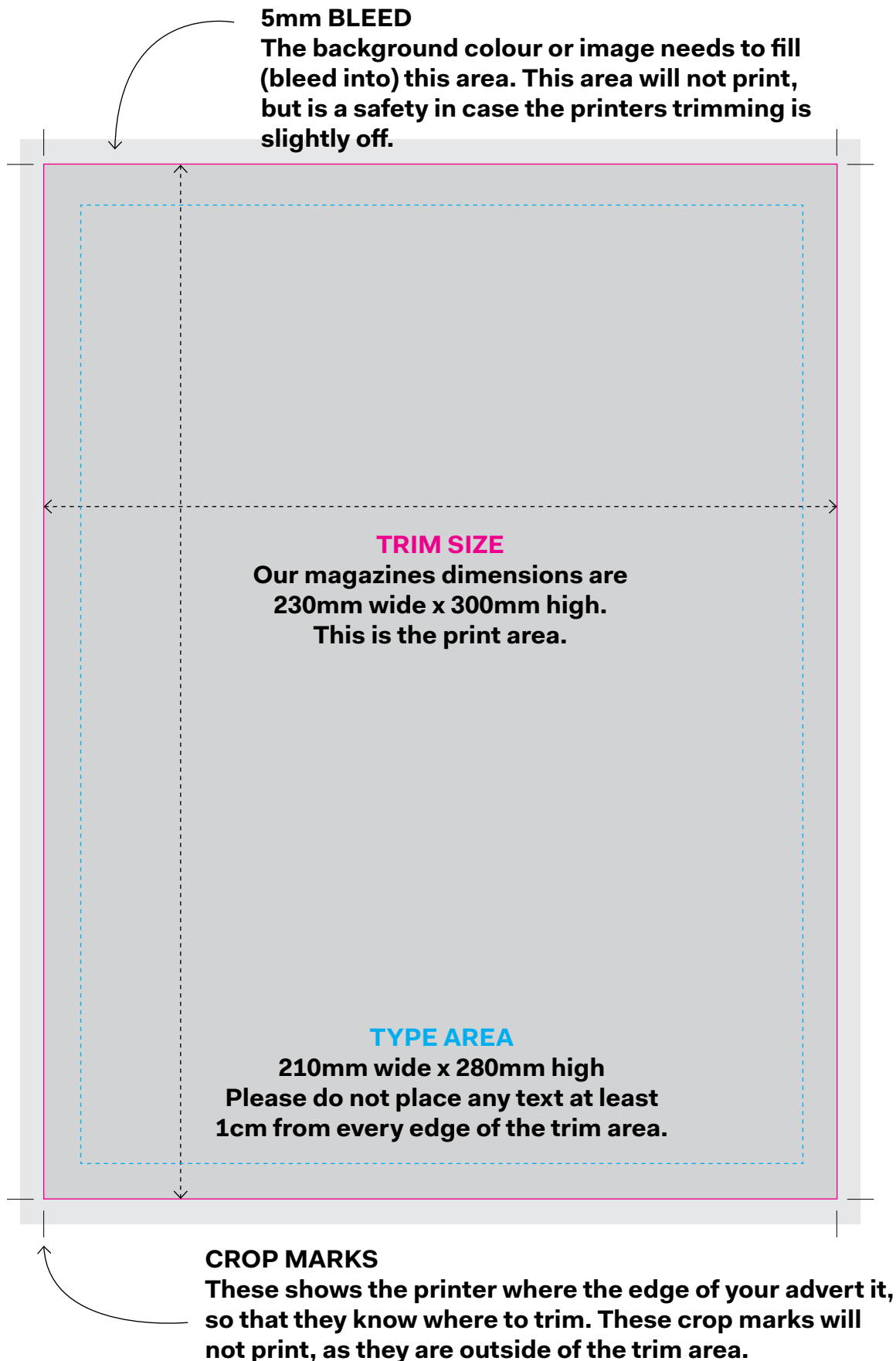
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ElectricInk Media: Publishers of SA's leading official event magazines.



# PRINT GUIDELINES



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