

RATE CARD

THE TIMES MAGAZINES

BOOK YOUR SPACE NOW AND REACH OVER 40,000 READERS

Independent publisher MAC Publishing's portfolio includes three full-colour, glossy, large format magazines under the umbrella of **THE TIMES**, which showcase the tourism industry in the Garden Route and the exceptional offerings of each regional area: **Plett & Knysna; George, Wilderness & Oudtshoorn; and Mossel Bay**. The quarterly magazines are produced with the support of the regional and local tourism authorities and business chambers and distributed **FREE** to visitors and residents through their offices, from the brochure stand in the George Airport arrivals hall, and by car rental companies.

Packed to the brim with hospitality, lifestyle and business content that informs, educates and inspires, **THE TIMES** publications are researched, written, designed and produced by a team that collectively

has decades of publishing and editorial experience, and a deep rooted love for the region.

We cover local events, attractions, activities, and restaurants. Our inspiring, beautifully illustrated feature articles explore fascinating historical, cultural and tourism-related stories, with a focus on lifestyle, food and wine, adventure, art, and plenty of snippets about what's new, where to go and what to do when you're out and about.

Advertisers can reach 40,000 visitors and residents in four top Garden Route destinations with every issue of **THE TIMES**. Book your advertising space now!

Lorna

The typical demographic of The Times is LSM 8-10 – medium to high net worth individuals with disposable income and investment portfolios. They are visitors to or residents of the Garden Route area. To reach them, we distribute through the arrivals hall at George Airport and the car rental terminal, and all local tourism authorities (Garden Route & Klein Karoo, Mossel Bay, George, Plett and Knysna). The publications are also available at select accommodation establishments, restaurants, real estate companies and the Garden Route Mall.

Advertising rates and information

RATES

Quarter page – R4 500
Half page – R6 500
Full page – R12 000
Double page spread – R19 000

Prime Positions

Inside front cover – R17 000
Outside back cover – R17 000
Inside back cover – R17 000

BOOKING DEADLINES

December 2021:

Artwork Deadline: 25 November
Distributed: 10 December

March 2022:

Artwork Deadline: 1 March
Distributed: 15 March

June 2022:

Artwork Deadline: 1 June
Distributed: 15 June

September 2022:

Artwork Deadline: 1 September
Distributed: 15 September

December 2022:

Artwork Deadline: 25 November
Distributed: 10 December

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Full Page

212mm x 277mm

No bleed

Half Page Vertical

101mm x 277mm

No bleed

Half Page Horizontal

212mm x 133,50mm

No bleed

Quarter Page

101mm x 133,50mm

No bleed