

HGR Ratecard

As South Africa's leading independent retail publication, Home Goods Retailer seeks above all else to improve communication between the retailer and his supplier, because with successful communication both suppliers and retailers will achieve a far greater understanding of each other's needs, problems and the market in general.

Our editorial includes the people and personalities of the trade, hard news, both domestic and overseas, new products, services, developments and trends and regular product spotlights (advertorials). All of this is calculated to assist sales people, buyers and merchandisers to keep abreast of what is available in the local market, and to make informed decisions.

HGR

Home Goods Retailer

| | 1 - 5 INSERTIONS | 6 - 10 INSERTIONS | 11+ INSERTIONS |
|----------------------|------------------|-------------------|----------------|
| OFC | R25 000 | R22 000 | R20 000 |
| OBC | R21 000 | R19 000 | R17 000 |
| IFC | R13 000 | R12 000 | R11 000 |
| IBC | R12 000 | R11 000 | R10 000 |
| Feature Cover | R15 000 | R14 000 | R13 000 |
| DPS | R19 000 | R17 000 | R15 000 |
| A4 | R11 000 | R10 000 | R9 000 |
| A5 | R6 000 | R5 000 | R4 000 |

| | A5 (h x w mm) | A4 (h x w mm) | DPS (h x w mm) |
|--------------|---------------|---------------|----------------|
| Trim | 148 x 210 | 297 x 210 | 297 x 420 |
| Type | 133 x 180 | 265 x 180 | 265 x 390 |
| Bleed | 154 x 216 | 303 x 216 | 303 x 426 |

FEATURES LIST 2013 / 2014

February: Buying Groups

March: Lounge Furniture, Cellphones, Computers

April: Contract Interiors + Heating & Heaters

May: TV & Consumer Electronics

June: Dishwashers & Microwave Ovens

July: Refrigeration – Fridges, Freezers & Air Conditioning & Outdoor Furniture (including Braais)

August: Case goods – Dining Room Furniture, Bedroom Furniture, Wardrobes, Wall Units etc

September: Small Electrical Appliances + Personal Care

October: Stoves, Ovens, Cookers & Hoods + Vacuum Cleaners

November: Home Laundry

December/January: Calendar

ADVERTORIAL DETAILS

Full page, full colour R9 000
(500 words, 2 pics, logo, trade details)

INSERTS

Full page, full colour: R5 000

Deadline for Advertorial is the first Friday of the month prior to publication. Deadline for Advertising is the second Friday of the month prior to publication. Production Costs & Agency commissions are not included in the rates shown.

Note: Digital material only ie.

HI-RES PC TIFFs or JPGs CMYK or print-ready PDFs.

TO ADVERTISE, CONTACT:

Ian Hughes: 011 728 6593 | 082 553 8154 or e-mail: ian@hgr.co.za

Cherry Swanson: 011 463 1177 | 082 780 7976 or e-mail: cearecruit@mweb.co.za

Stienie Greyling: 011 484 0009 | 081 846 6214 or email: stienie.greyling@gmail.com