

2017 Advertising rates

Full colour

Number of insertions	+11	6-11	3-5	1-2
Full Page	13 420	15 450	17 650	18 750
Half Page	9 150	10 500	11 935	12 800
Quarter Page	6 200	7 150	8 140	8 650
Prime Positions				POA

Group discount scheme: Companies currently advertising in other publications in the New Media stable, qualify for a combined space-booking series discount.

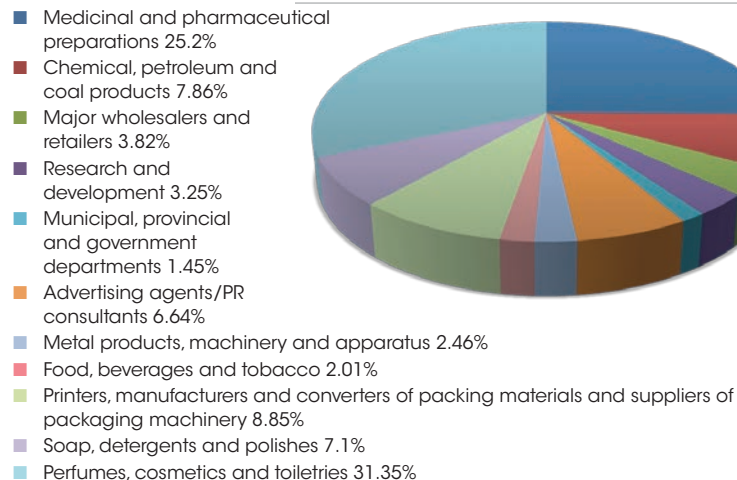
- Advertorials will be charged at standard advertising rates
- All rates are exclusive of VAT and quoted in ZAR
- Advertising contracts to be used within a 12-month period

Additional marketing tools

Prices and specifications on request:

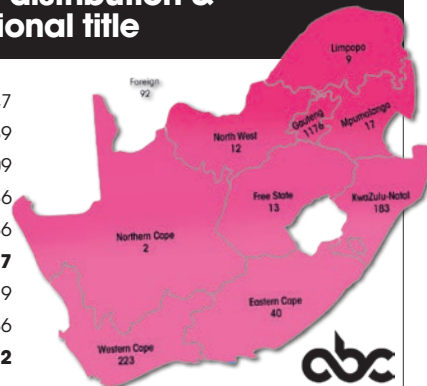
- Belly bands
- Classifieds
- Cover flap (half cover)
- Inserts
- Gatefold
- Online
- Post-It Note
- E-Newsletters
- Bookmark

Industrial distribution



Geographical distribution & Occupational title

General management	1147
Marketing, sales and distribution	189
Production, operations and engineering	209
Administration	36
Research and development	186
Sub Total	1767
Advertising agencies/PR consultants	119
Promotional copies	86
Grand Total	1972



Editorial profile

Pharmaceutical & Cosmetic Review

has been an industry mouthpiece for the past 43 years. It is the official journal of five industry associations – The Aerosol Manufacturers' Association (AMA); The Society of Cosmetic Chemists (Coschem); The Cosmetic, Toiletry & Fragrance Association (CTFA); The Health Products Association (HPA); and the National Association of Pharmaceutical Manufacturers (NAPM).

The magazine is the only one of its kind in the country which targets decision makers in the manufacturing processes of pharmaceuticals, cosmetics, toiletries, health and house-hold products, and related industries. It offers incisive and authoritative reports on all aspects of the process, from raw material sourcing, to manufacturing and packing, right down to distribution and marketing. It informs readers about the introduction of new ingredients, equipment, products and packaging, and provides commentary on local and international trends and issues.



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Technical Data – Material to bleed must be supplied allowing 3mm all round

Trim Size 210mm(w) x 297mm(h)	Half Page (Horizontal) Trim Size 177mm(w) x 130mm(h)	Half Page (Vertical) Trim Size 88.5mm(w) x 262mm(h)	Third Page (Horizontal) Trim Size 177mm(w) x 85mm(h)	Third Page (Vertical) Trim Size 68mm(w) x 262mm(h)	Quarter Page (Horizontal) Trim Size 177mm(w) x 65mm(h)	Quarter Page (Vertical) Trim Size 88.5mm(w) x 130mm(h)
Full Page Type Area 180mm(w) x 260mm(h)	Type Area 168mm(w) x 110mm(h)	Type Area 75mm(w) x 248mm(h)	Type Area 168mm(w) x 65mm(h)	Type Area 55mm(w) x 248mm(h)	Type Area 168mm(w) x 50mm(h)	Type Area 75mm(w) x 110mm(h)
Bleed 216mm(w) x 303mm(h)						

Production specifications

- All material must be supplied in digital format to New Media specifications.
- New Media would prefer that all advertising material be supplied as a print-ready high-resolution CMYK PDF file.
 - All fonts and images must be embedded and all images should be 300dpi, CMYK
 - Files must be supplied as single pages
 - Please allow a minimum of 3mm bleed all round where required
- New Media also accepts material in the following formats, provided that all images are embedded and 300dpi, CMYK:
 - Photoshop – EPS, TIFF and JPG files (flatten image)
 - Illustrator – EPS or AI files (create outlines for text)
 - InDesign – (Package)

If changes are required, please supply open files
Additional charges apply to design alterations

Editorial features list 2017



<h2>JANUARY</h2> <table border="1"> <thead> <tr> <th colspan="2">DEADLINES</th> </tr> </thead> <tbody> <tr> <td>EDIT</td> <td>28/11</td> </tr> <tr> <td>ADV</td> <td>05/12</td> </tr> <tr> <td>MAT</td> <td>12/12</td> </tr> </tbody> </table>	DEADLINES		EDIT	28/11	ADV	05/12	MAT	12/12	<ul style="list-style-type: none"> • COLOUR COSMETICS • HAIR CARE • PHARMACEUTICAL FOCUS: EXCIPIENTS • POLYMERS <p>PACKAGING REVIEW</p> <ul style="list-style-type: none"> • LABELLING 	<h2>MAY</h2> <table border="1"> <thead> <tr> <th colspan="2">DEADLINES</th> </tr> </thead> <tbody> <tr> <td>EDIT</td> <td>17/04</td> </tr> <tr> <td>ADV</td> <td>24/04</td> </tr> <tr> <td>MAT</td> <td>02/05</td> </tr> </tbody> </table>	DEADLINES		EDIT	17/04	ADV	24/04	MAT	02/05	<ul style="list-style-type: none"> • AEROSOLS • ANTI-AGEING ACTIVES • ETHNIC CARE • PHARMACEUTICAL FOCUS: TECHNOLOGY <p>PACKAGING REVIEW</p> <ul style="list-style-type: none"> • CARTON & BOARD • CLOSURES, PUMPS & DISPENSERS 	<h2>SEPTEMBER</h2> <table border="1"> <thead> <tr> <th colspan="2">DEADLINES</th> </tr> </thead> <tbody> <tr> <td>EDIT</td> <td>16/08</td> </tr> <tr> <td>ADV</td> <td>23/08</td> </tr> <tr> <td>MAT</td> <td>28/08</td> </tr> </tbody> </table>	DEADLINES		EDIT	16/08	ADV	23/08	MAT	28/08	<ul style="list-style-type: none"> • CONTRACT MANUFACTURING • ETHNIC CARE • HOME CARE • PHARMACEUTICAL FOCUS: SUPPLY CHAIN & DISTRIBUTION <p>PACKAGING REVIEW</p> <ul style="list-style-type: none"> • SUSTAINABLE PACKAGING & PRACTICES
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MAT	25/07																												

KEY

EDIT – Editorial Submission Deadline
 ADV – Advertising Booking Deadline
 MAT – Final Advertisement Material Deadline

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