



SA CHEF MEDIA

SA Chef magazine is a bi-monthly publication, and is the voice of the South African Chef's Association (SACA). It provides a platform for association members to engage with peers, thrash out issues, learn about development and training initiatives, and showcase new culinary stars, equipment and suppliers. SA Chef magazine is distributed to the decision makers in the world of purchasing produce, hardware and accessories. **As the game-changer for the industry, advertisers in SA Chef are guaranteed exposure to those who hold the buying power.** SA Chef magazine is distributed to over 9 000 members of SA Chef Association; and industry shows such as Hostex, InfoChef etc, international and local competitions, restaurants, hotels and stakeholders in the hospitality industry. Advertisers and readers can access our rapidly-growing online presence, by visiting our social media platforms, and our SA Chef website.

PRIME POSITIONS

Cover Story includes DPS Editorial/Advertorial	406mm wide x 276mm high	R47 200	
Inside Front Cover - Double Page spread	406mm wide x 276mm high	R36 700	
Inside Front Cover - Full Page advert	203mm wide x 276mm high	R21 000	
Outside Back Cover includes 1 Single Page Editorial/Advert	203mm wide x 276mm high	R25 100	
Inside Back Cover - Full Page advert	203mm wide x 276mm high	R21 000	
Inside Back Cover - Double Page spread	406mm wide x 276mm high	R32 500	

PLEASE ENSURE ARTWORK COMPLIES WITH THE 'BIG FIVE' LIST AND UPLOAD FILES VIA WWW.WETRANSFER.COM

- 1. Colour Setup:** CMYK only
- 2. File Type & Resolution:** High Resolution PDF (images used should be at least 300dpi at actual size)
- 3. Size:** Please ensure your artwork is the correct size.
- 4. Bleed:** 5mm bleed all round and crop marks offset by 5mm.
- 5. Type Safe area:** Text and logos must be at least 10mm from the trim edge.

STANDARD POSITIONS

4 Page Spread	203mm wide x 276mm high	R45 300	
Double Page spread	406mm wide x 276mm high	R28 300	
Single Page	203mm wide x 276mm high	R17 800	
1/2 Page	203mm wide x 136mm high	R10 500	
1/4 Page	203mm wide x 72mm high	R7 300	
Branding of Feature strip advert per page	203mm wide x 32mm high	R5 200	

SA CHEF DISCOUNTS

MULTIPLE INSERTIONS

- 2 insertions** - 5% discount
- 3 insertions** - 10% discount
- 4 insertions** - 15% discount
- 5-6 insertions** - 20% discount

All prices quoted exclude VAT and Ad Agency Commission. All advertising bookings receive a free directory listing and profile on our website.

NEWSLETTER

Banner Advert
415 x 500 pixels
R5 500
800 pixels wide
RGB colour
JPG/PNG/GIF format
*Please specify required link

Newletter Sponsored Content
R3 500
300-800 words
with link(s) of choice
*Please specify required link

SOCIAL MEDIA

Basic Boost
FROM R 2 200
Reaches between 500-2500 people per day for 7 days
Post of your choice (web article, image, text post, etc.)
*Please specify required collateral and chosen platform (Facebook, Twitter or Instagram)

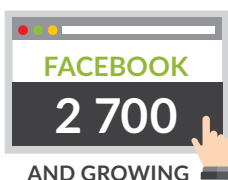
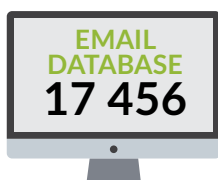
Added Boost
FROM R 2 400
Reaches between 1000-5000 people per day for 7 days
Post of your choice (web article, image, text post, etc.)
*Please specify required collateral and chosen platform (Facebook, Twitter or Instagram)

WEBSITE

Banner Advert
R 5 800
415 x 200 pixels
RGB colour
JPG/PNG/GIF format
*Please specify required link

Right Hand Block Advert
R 4 000
300 x 300 pixels
RGB colour
JPG/PNG/GIF format
*Please specify required link

DIGITAL FACTS



WEBSITE COMBOS

OPTION 1 – R7 500

Includes:

- Third-Page Profile in Specified Issue
- Company Profile on Website
- Directory Listing on Website
- Directory Listing in Print/ EbookLink to Website
- Shared on social media

*Price per year

OPTION 2 – R6 500

Includes:

- Block Profile in Specified Issue
- Company Profile on Website
- Directory Listing on Website
- Link to Website
- Shared on social media

*Price per year

OPTION 3 – R4 500

Includes:

- Company Profile on Website
- Directory Listing on Website
- Link to Website
- Shared on social media

*Price per year

360 DEGREE CAMPAIGNS

Package 1: R34 000.00

Includes:

- Full Page Print Ad (with link to client website on e-book)
- 2 Website Articles (Q&A split in two segments)
- Infographic Explainer Video (10-20 seconds)
- 2 Newsletter Mentions
- 4 Social Media Mentions (on platforms specified by client)

Package 2 Option 1: R26 500.00

Includes:

- Full Page Print Ad (with link to client website on e-book)
- 2 Website Articles (Q&A split in two segments)
- 4 Social Media Mentions (on platforms specified by client)

Package 2 Option 2: R26 500.00

Includes:

- Infographic Explainer Video (10-20 seconds)
- 2 Website Articles (Q&A split in two segments)
- 4 Social Media Mentions (on platforms specified by client)
- 2 Newsletter Mentions

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