

## 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 video offering and our rapidly-growing online presence, by visiting our social media platforms, and our SA Chef website.

## PRIME POSITIONS

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

<b>4 Page Spread</b>	203mm wide x 276mm high	R49 800	
<b>Double Page spread</b>	406mm wide x 276mm high	R31 100	
<b>Single Page</b>	203mm wide x 276mm high	R19 500	
<b>1/2 Page</b>	203mm wide x 136mm high	R11 500	
<b>1/4 Page</b>	203mm wide x 72mm high	R8 000	
<b>Branding of Feature strip advert per page</b>	203mm wide x 32mm high	R5 700	

## SA CHEF DISCOUNTS




### MULTIPLE INSERTIONS

- 2 insertions** – 5% discount
- 3 insertions** – 10% discount
- 4 or more insertions** – 15% discount



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








### NEWSLETTER

<b>Banner Advert</b> 415 x 500 pixels	800 pixels wide, RGB colour, JPG/PNG/GIF format*	R5 500	
<b>Newsletter Sponsored Content</b>	300-800 words with link(s) of choice*	R3 500	
<b>Personalised Eblast</b>	Campaign eblast to our email database. Can be provided in HTML format or we can create it for you according to brief.	R8 000	
<b>Branded Newsletters</b>	Branded Newsletter Banner Specs (x2 - Top/Bottom and Middle Banners)	R7 500	

### SOCIAL MEDIA

<b>Basic Boost</b>	Reaches between 500-2500 people per day for 7 days. Post of your choice (web article, image, text post, etc)**	R2 200	
<b>Added Boost</b>	Reaches between 1000-5000 people per day for 7 days. Post of your choice (web article, image, text post, etc)**	R2 400	

### WEBSITE

<b>Banner Advert</b>	415 x 200 pixels, RGB colour, JPG/PNG/GIF format *Please specify required link	R5 800	
<b>Right Hand Block Advert</b>	300 x 300 pixels, RGB colour, JPG/PNG/GIF format *Please specify required link	R4 000	
<b>Sponsored Content</b>	300-800 words with link(s) of choice Accompanying image(s)	R3 000	
<b>Company Profile</b>	Short blurb of your company with contact details, logo and website link	R 900 for 12 months	
<b>Directory Listing</b>	Your company name, contact details and website link	R495 for 12 months	

### Video Content Creation\*\*\*

Infographic Video (10-20 seconds): R3 500

Infographic Video + Digital Media Buy: R6 500

Company Profile Video (60 seconds): R8 500

Company Profile Video + Digital Media Buy: R12 000

Strategic Company Video (90-120 seconds): R22 950

Strategic Company Video + Digital Media Buy: R26 000

Venue or Location Promo Video: R22 950

Venue or Location Promo + Digital Media Buy: R26 000

Case Study, Research and Accompanying Video (2-9 minutes with up to 3 cut downs): R280 000

Case Study, Research and Accompanying Video + Print and Digital Media Buy: R320 000

### Digital Content and Campaigns\*\*\*

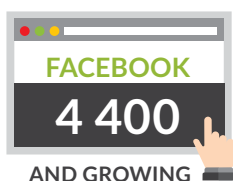
Thought Leadership Writing: On quote per piece

Website Articles: On quote per word

Social Media Content: On quote per post

Digital Content Strategy and Implementation: From R10 000 per month

Integrated Print and Digital Content Campaigns: From R10 000 per campaign



\*Please specify required link  
\*\*Please specify required collateral and chosen platform (Facebook, Twitter or Instagram)  
\*\*\*Please contact us for more information

