

THE WORLD'S BEST-SELLING GADGET MAGAZINE

Stuff

Rates 2012

Everything you want to know... about everything you want



Televisions



Laptops and PCs



Digital cameras



Gaming



Smartphones



Cars and motorcycles

Stuff

Everything you want to know... about everything you want

Rates and specifications [excl VAT and agency commission]

RATES

Full page full colour	R24 840
DPS	R45 900
Half page horizontal	R13 500
Half page DPS	R25 920

COVERS

IFC DPS	R52 458
IBC	R26 460
OBC	R27 972

PREMIUM POSITIONS

1st DPS	R49 248
Opposite Masthead	R26 460
Opposite 1st Contents	R26 460
Opposite 2nd Contents	R26 460

LOOSE INSERTS

	PER 1000
A4 or smaller, 1 fold	R432
2 or more folds	R550

BOUND INSERTS

	PER 1000
A4 or smaller, 1 fold	R561
2 or more folds	R658

ADVERTORIALS

(excl. agency commission and production costs)

Full page full colour	R24 840
DPS full colour	R45 900
Half page full colour	R13 500

TOP 10

¼ page horizontal	R7 560
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2011 DEADLINES

ISSUE

Nov/Dec
Jan/Feb 2012
Mar/April 2012
May/June 2012
July/Aug 2012
Sep/Oct 2012
Nov/Dec 2012
Jan/Feb 2013

AD BOOKING & MATERIAL

Thurs 29 Sept
Thurs 17 Nov
Fri 27 Jan
Thurs 22 Mar
Thurs 24 May
Thurs 26 Jul
Thurs 27 Sep
Thurs 15 Nov

ON SALE

Mon 24 Oct
Mon 12 Dec
Mon 20 Feb
Mon 16 Apr
Mon 18 June
Mon 20 Aug
Mon 22 Oct
Mon 10 Dec

MATERIAL REQUIREMENTS (DIGITAL)

SIZE	TRIM	BLEED	TYPE
DPS	275 x 420mm	285 x 430mm	239 x 392mm
Full page	275 x 210mm	285 x 220mm	239 x 182mm
½ page horizontal	137.5 x 210mm	147.5 x 220mm	113 x 182mm
¼ page horizontal strip	69 x 210mm	79mm x 220mm	50mm x 182mm

FORMAT: CMYK PDF (Compliant PDF/x – 1a standard for magazine web printing). **RESOLUTION:** 300dpi.

MAX TOTAL INK: 320%.

SUBMISSION: CD ROM to be delivered or emailed to Dawn Tlhapane (011 280 5576) at tlhapane@avusa.co.za or via websend.

CONTACTS

Priscilla Thompson
Avusa, 3rd floor
4 Biermann Ave, Rosebank 2194
ThompsonP@sundaytimes.co.za



terms and conditions

(please visit www.avusa.co.za for updated terms and conditions)

- The advertiser agrees to be bound by these Terms of Acceptance with respect to all or any publications whose advertising is owned or managed by Avusa Media Limited ("AML") and further agrees that it shall be bound by the provisions of AML's Rate Card ("the Rate Card") for the publication in question as it pertains to all matters set out therein, including but not limited to the rates for advertisements, technical specifications, material requirements, submission and cancellation deadlines and cancellation conditions.
- All copy for advertisements/advertorials is subject to the approval of AML, who also reserve the right to decline or cancel any advertisements/advertorials or series of advertisements/advertorials.
- No responsibility will be accepted by AML for loss arising from typographical or other errors. AML's responsibility is limited to industry standard scanning and printing quality. AML are not responsible for any apparent discrepancy in this regard and advertisers are not exempt from liability for the full insertion price reflected on orders and/or copy instructions, should an error have occurred.
- It is an advertiser's responsibility to supply material suitable for space bookings by AML's copy deadlines as set out in the Rate Card for the publication in question. If copy is not forthcoming, AML have the right to make up copy for space booked. Furthermore, the cost of making up the material will be debited to the advertiser.
- AML accept no responsibility for incorrect material supplied.
- AML shall not be liable for any loss occasioned by the failure of an advertisement to appear on any special date, or at all, for any cause whatsoever.
- AML will use their best endeavours to place the advertisement correctly as requested by the advertiser but will not be liable for any loss of profits or damages suffered by the advertiser as a result of their failure to do so and any failure in this regard will not entitle the advertiser to withhold payment of the account rendered in any respect. AML shall be exempt from any liability arising from force majeure or where performance of their obligations is prevented by circumstances outside their control.
- While an enquiry service number may be supplied, this in no way forms part of the contract. AML are not responsible for an omission of an enquiry number, nor for the failure to supply the advertiser with enquiries. The advertiser may not, in any way, hold back payment or part thereof should the enquiry number service, for whatever reason, not be supplied.
- While every effort will be made to place advertisements/advertorials/insertions in requested positions, no guarantees can be given. The placement of advertisements/advertorials/insertions is at the sole discretion of the editor. A guarantee of position is subject to a surcharge being paid by the advertiser as required by the publication in question, otherwise no guarantees will be given.
- Verbal cancellation will not be valid. Only a written cancellation confirmed by AML will serve as notice.
- Series rates quoted apply only to firm orders and insertions must be taken up within a 12 (twelve) month period unless otherwise arranged. Where the number of insertions does not justify the series rate, a surcharge will be made. Series rates are subject to rate increases which may be announced from time to time.
- Should AML agree in its sole discretion to make up, or complete, an advertisement for an advertiser, then all AML's production costs will be for the account of the advertiser as per AML's advertiser service rates. This includes all photography and layout expenses.
- All amounts payable are due simultaneously with the confirmation of order, save where AML has approved, in writing, an account for the advertiser, in which event:
 - Payment is required within 30 (thirty) days from date of statement, unless otherwise agreed in writing;
 - AML reserve the right to suspend services if payment is not received on due date;
 - Nothing herein contained shall be interpreted as obliging AML to afford the advertiser any indulgence to effect payment after due date;
 - All overdue accounts will bear interest, at an interest rate being, if the National Credit Act, 2005 ("NCA") applies to this agreement, the maximum permitted interest rate as determined by the NCA or any Regulations thereto, or otherwise the rate of 2% (two percent) per month, which interest shall be the interest to be capitalised monthly, subject to the provisions of the NCA and its regulations, if applicable;
 - in the event of AML instructing its attorneys to collect any amounts, all legal fees and collection charges, determined as the maximum permitted fees and charges in terms of the NCA and its regulations, if the National Credit Act, 2005 ("NCA") applies to this agreement, or otherwise a collection commission of 20% (twenty percent) of the amount outstanding tracing agents' fees, and legal fees as between attorney and advertiser, shall be borne by the advertiser.
- Once an account has been handed over for collection, all payments made shall firstly be allocated towards such collection/tracing fees and charges, thereafter to interest and finally to capital.
- A certificate under the hand of any director, manager or accountant of AML whose valid appointment need not be proved by AML, in respect of any indebtedness of the advertiser to AML or in respect of any other fact, including but without limiting the generality of the foregoing, the fact that professional publishing services were rendered, shall be prima facie evidence of the advertiser's indebtedness to AML and prima facie evidence of the services rendered, for inter alia the purpose of summary judgement.
- In all cases where the advertiser uses the postal service or any other service to effect payment, such service shall be deemed agent of the advertiser.
- Where an advertiser is a company, close corporation, partnership or other legal entity, whether or not the liabilities of the entity exceed the assets either at the time of entering the agreement or on publication, the authorising individual who signs any order as contemplated herein shall hereby bind himself/herself as co-principal debtor, in solidum, for the due and punctual payment of all amounts and sums of money which may now or at any time hereafter be or become due as a result of this contract and shall bind himself/herself to the provisions of these Terms of Acceptance, mutatis mutandis.
- The advertiser agrees that these Terms of Acceptance constitute a valid contract with AML and certifies that all information given herein by him/her/it to the representative of AML is true and correct.
- This agreement is governed by South African Law and is subject to the jurisdiction of the South African courts. AML is allowed to institute legal proceedings for the recovery of any amount owing hereunder in the Magistrate's Court of any district which by virtue of Section 28 of the Magistrate's Court Act has jurisdiction over the advertiser, but this does not preclude AML at their own discretion from instituting legal proceedings in the Supreme Court of South Africa which has jurisdiction over the advertiser.
- All terms and conditions relating to the services are set out herein. All other terms and conditions are excluded unless agreed to in writing by AML and no other conditions, warranties or representations, whether oral or written, express or implied by statute or otherwise, shall apply hereto.
- No concession, latitude or indulgence allowed by AML to the advertiser shall be construed as a waiver or abandonment of any of its rights hereunder.
- In the event that any of the terms of these Terms of Acceptance are found to be invalid, unlawful or unenforceable, such terms will be severable from the remaining terms, which will continue to be valid and enforceable.

CHECKLIST: SPECIFICATIONS FOR ALL MARKETING MATERIAL

- Hi-res visual of the product (min 300dpi CMYK JPG/PDF)
- or product to shoot
- Holding visual if available
- Detailed press release on product
- Value and quantity of any prizes.

IMPORTANT Please note that all pages will be designed in the STUFF editorial style. No changes can be made to headers, fonts and colours. Only two changes per page will be permitted. Use of

logos is at the discretion of the editor. No logos are permitted on STUFF competition and subscription promotions. Should a logo be permitted on the page, the size, position and colour of the logo is up to the discretion of the editorial team. Visuals supplied will not be changed after the pages have been designed. Should the client cancel a competition or

subscription promotion agreement after the rate card booking date, a penalty will be charged. **For more information on STUFF marketing activities** including events, subscription initiatives and website promotions, please contact **Michelle Mogo on (011) 280 3248 / MogoM@avusa.co.za** or visit our website: www.stuff.co.za.