

NURSING UPDATE



RATE CARD 2016

Nursing Update is a bi-monthly magazine and the mouthpiece of the Democratic Nursing Organisation of South Africa, that is posted directly to 80 000 nurses.

Apart from keeping our readers in the nursing fraternity informed about the latest news, developments and happenings in the world of nursing, which is ever-changing, Nursing Update is also a lifestyle magazine. As consumers, with a steady income, our readers are constantly looking for new products and services that will improve their daily lives and circumstances.

Regular topics will include, but not be limited to:

- DENOSA-specific news and information
 - Current trends and events
- Education matters • Labour issues
- Personal finances • Investments.

On a lighter note, topics will include:

- Fashion • Health and beauty
- Food and beverages • Motoring
- Travel and family vacations
 - Latest gadgets.

Nursing Update is the perfect tool for advertisers to promote their products and services and provides various platforms and formats for advertisers to effectively achieve their objectives and maximise their investments.

The publication has a captive readership of over 80 000 registered DENOSA members and is also distributed to DENOSA-affiliated associations, both local and international.

By producing *Nursing Update* on a bi-monthly basis, we are able to keep our readers informed about current topics with fresh and contemporary content.



DENOSA Nurses united in pursuing service excellence

DEADLINES

Volume	Material Deadline
NOV/DEC	16 OCT 2015
JAN/FEB	11 DEC 2015
MAR/APR	12 FEB 2016
MAY/JUNE	15 APRIL 2016
JULY/AUG	18 JUNE 2016
SEP/ OCT	12 AUG 2016
NOV/DEC	14 OCT 2016
JAN/FEB	9 DEC 2016

MEDIA INFO

FREQUENCY

Bi-Monthly

LSM 5 - 9

DISTRIBUTION

80 000 print copies
to a direct

personalised mailing
list nationwide

READERSHIP

+ - 320 000

Registered DENOSA
members

DENOSA affiliated
associations

(local and international)

Institutes of higher
learning

Nursing Update themes

Jan/Feb

Back to School
Arrive Alive Campaign
Sunsmart Skin cancer Awareness Month
World Braille Day
World Leprosy Day
Healthy Lifestyle Awareness Month
Reproductive Health Month
World Cancer Day
Pregnancy Awareness Week
Beauty – Tips on sunscreen and skin cancer
– Summer sandals for every outfit
Recipes – New Years party / Delicious summer cocktails

March/April

Easter Edition

TB Awareness Month
World Kidney Day
Human Rights Day
World TB Day
World Health Day
Global/ African Vaccination Week
World Malaria Day
Beauty – Hair care/skincare tips
Recipes – Sweet treats for birthday parties & healthy foods that is tasty

May/June

Workers day

Anti-Tobacco Campaign
Burns Month
Burns Awareness Week
International Nurses Day
World Hypertension Day
Men's Health Month
National Blood Donor Month

National Youth Month
World Blood Donor Day
Youth Day
National Epilepsy Week
Beauty – Get ready for fall with these simple tips including haircare
Recipes – Delicious fish & soup recipes for winter

July/Aug

Mental Illness Awareness Month
World Population Day
International Mandela Day
World Hepatitis Day
National Women's Month
Organ Donor Month
World breastfeeding Week
National Women's Day
African Traditional Medicine Week
African traditional medicine Day
Beauty – Statement coats that never go out of style
– Six ways to wear your winter scarf
Recipes – Pasta's to warm the winter nights
– Winter puddings

September /October

Heritage Month

Albinism Awareness Month
Bone Marrow donation and Leukaemia awareness month

Cervical Cancer Awareness Month
Childhood cancer awareness Month
National Month of Deaf People
National Heart awareness Month
Breast Cancer Awareness Month
Mental Health Awareness Month
SANCA Drug Awareness Week
Beauty – Gorgeous floral dresses for spring
– Shed the winter kg's with these simple tips

Nov/Dec

Xmas
Back to School
Arrive Alive Campaign
Prevention of Injuries Month
International Volunteers Day
International Human Rights Day
Quality Month
Red Ribbon Month
SADC Malaria Week
SADC Malaria Day
World Diabetes Day
Beauty – Show us your signature style
– Tips on sunscreen & skin
Recipes – Delicious and healthy fruit salads
– Christmas lunch





ADVERTISING RATES

ALL PRICES EXCL VAT
& AGENCY COMMISSION

ADVERTISEMENT SIZE	RATE
Inside Front Cover Double Page Spread	R42 000
Inside Back Cover	R35 000
Outside Back Cover	R30 000
Double Page Spread	R30 000
Full Page	R16 000
Half Page	R10 000
Quarter Page	R6 000

GOLD PACKAGE R68 000

- 4 x Full Colour Pages
- Mention on the contents page
- Digizine/Ebook link activation to your website
- 50 Copies of the magazine

SILVER PACKAGE R50 000

- 3 x Full Colour Pages
- Mention on the contents page
- Digizine/Ebook link activation to your website
- 30 Copies of the magazine

BLOCK BOOKING DISCOUNTS

3 - 5 ISSUES	5%
6 - 9 ISSUES	7.5%
10 - 12 ISSUES	10%

MATERIAL REQUIREMENTS

All advertising material must be Apple Mac compatible in PDF/X-1a format (high resolution PDF, with all fonts embedded and a colour guide – '96 Screen Values 150.
All images – Minimum 300 dpi.
Colour – CMYK only
(NO special metallic inks or Pantone spot colours)

TECHNICAL SPECIFICATIONS

All sizes are expressed as width (w) x height (h)

FULL PAGE (PUBLICATION SIZE)

Trim Size: 168 x 246 mm (Portrait)
Type Area: 154 x 232 mm (7 mm inset)
Bleed Size: 174 x 252 mm (3 mm added all round)

DPS – DOUBLE PAGE SPREAD

Trim Size: 336 x 246 mm (Landscape)
Type Area: 322 x 232 mm (7 mm inset)
Gutter: 14 mm (No type allowed in this area)
Bleed Size: 342 x 252 mm (3 mm added all round)

HALF PAGE VERTICAL

Trim Size: 81 x 246 mm (Portrait)
Type Area: 71 x 236 mm (5 mm inset)
Bleed Size: 87 x 252 mm (3 mm added all round)

HALF PAGE HORIZONTAL

Trim Size: 168 x 121 mm (Landscape)
Type Area: 158 x 111 mm (5 mm inset)
Bleed Size: 174 x 127 mm (3 mm added all round)

QUARTER PAGE HORIZONTAL

Trim Size: 168 x 62 mm (Landscape)
Type Area: 154 x 52 mm (7 mm inset)
Bleed Size: 174 x 68 mm (3 mm added all round)

ADVERTISING SALES

SALES

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