

# Today's Trustee

YOUR MONEY YOUR POWER

## > 2023 Magazine Rate Card

	BASE RATE	VAT @ 15%	RATE INCL. VAT
DPS full color	R63 500	R9 525	R73 025
Full page full colour	R32 500	R4 875	R37 375
Half page full colour	R18 200	R2 730	R20 930
	BASE RATE	VAT @ 15%	RATE INCL. VAT
Inside front cover	R34 500	R5 175	R39 675
Inside front cover DPS	R48 500	R7 275	R55 775
Inside back cover	R33 200	R4 980	R38 180
Inside back cover DPS	R48 500	R7 275	R55 775
Outside back cover	R34 500	R5 175	R39 675
INSERTS	BASE RATE	VAT @ 15%	RATE INCL. VAT
Loose-leaf insert	R16 500	R2 475	R18 975
Per additional page	R2 250	R337.50	R2 587.50

## > Technical Specifications

Full page is 273mm deep x 210mm wide. Type, trim and bleed areas for advertisements as follows:

Double page spread (Bleed through gutter)

	HEIGHT	WIDTH
Type	253mm	400mm
Trim	273mm	420mm
Bleed	283mm	430mm

Full page

	HEIGHT	WIDTH
Type	253mm	190mm
Trim	273mm	210mm
Bleed	283mm	220mm

1/2 DPS

	HEIGHT	WIDTH
Type	125mm	400mm
Trim	135mm	420mm
Bleed	140mm	430mm

1/2 Page horizontal

	HEIGHT	WIDTH
Type	125mm	190mm
Trim	135mm	210mm
Bleed	145mm	220mm

## > 2023 - 2024 Magazine Production Schedule

EDITION DATE	BOOKING DEADLINE	MATERIAL DEADLINE	DISTRIBUTION DATE
Mar - May 23	23 February	02 March	15 March
Jun - Aug 23	29 May	12 June	27 June
Sep - Nov 23	30 August	11 September	26 September
Dec 23 - Feb 24	15 November	22 November	06 December
Mar - May 24	27 February	11 March	26 March
Jun - Aug 24	30 May	13 June	25 June
Sep - Nov 24	26 August	09 September	26 September
Dec 24 - Feb 25	18 November	25 November	05 December

**Notes:** All rates exclude agency commission; Rates for special positions might attract a modest loading; Contract rates are available on request.

## Advertising enquiries:



**Thalia Pallotta**  
thalia@totrust.co.za  
Tel: 083 375 2418

## Production queries:



**Leanne Flint**  
flint@mail2.co.za  
Tel: 082 458 0170

## Graphic specifications:



**Graphics:**  
Save as EPS, Tiff or PDF.

**Resolution:**  
300 DPI (CMYK ONLY)

- No changes can be made in-house.
- Clients are requested to make their own changes to the original material as might be required.

## Sending your ad:



**Digital material delivery:**

All material to be supplied in PRINT READY PDF x1 a files. Advertising with bleed to use crop marks.

**Mail material to:**

thalia@totrust.co.za and cc'd to flint@mail2.co.za (Please supply printer and screen fonts).