



ULTIMATE

EXOTICS

REPTILE AND EXOTIC PET MAGAZINE

Advertising

Prices and Guidelines 2012

**NOW ON
SALE AT
CNA
STORES
COUNTRY-
WIDE!**

For advertising sales
and info,
call 031 763 4054

Email: adverts@dennisonpublishing.co.za

- Up to date articles on the keeping and breeding of reptiles, amphibians, arachnids, insects, and small mammals in captivity
- Classified section
- Exotic pet products for sale

An imprint of:

Dennison
Publishing^{cc}



www.ultimateexotics.co.za



In print since 2007, Ultimate Exotics is South Africa's only reptile and exotic pet magazine. This magazine has up-to-date articles on the keeping and breeding of reptiles, amphibians, arachnids, insects and small mammals in captivity! Articles in Ultimate Exotics are written by experienced keepers and breeders who share their valuable experience, allowing readers the opportunity to have the same successful result with their animals. Ultimate Exotics is a vital source of information for all pet enthusiasts in South Africa and the rest of the world.

WE ARE ALSO VERY PLEASED TO ANNOUNCE THAT AS OF THE JANUARY/FEBRUARY 2012 ISSUE, ULTIMATE EXOTICS WILL BE AVAILABLE FROM CNA OUTLETS COUNTRYWIDE, WHICH MEANS THAT OUR READERSHIP WILL BE EXPANDING EXPONENTIALLY!

WEBSITE

Advertise on our homepage, www.ultimateexotics.co.za, with a link to your site and increase your online presence! We also have a classified section in the magazine; free to anyone who breeds any type of exotic animal. All classified ads are displayed online for two months.

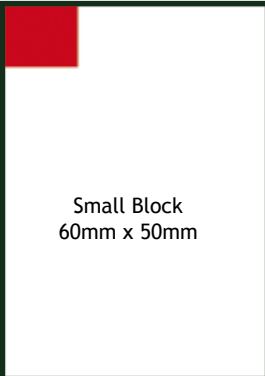
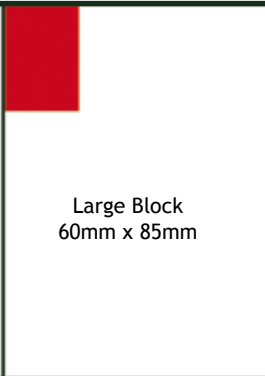
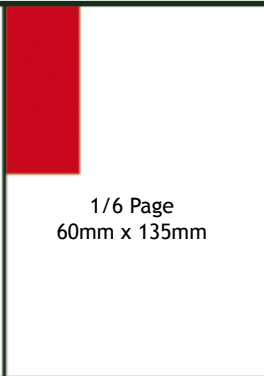
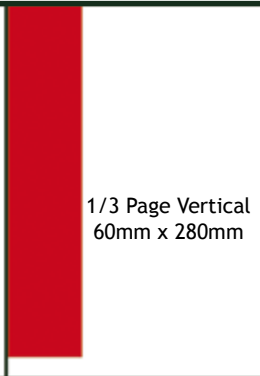

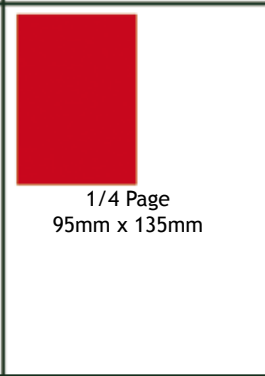
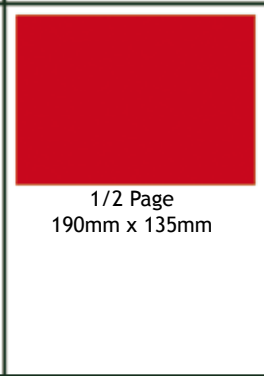

ARTWORK

All formats are acceptable, although JPEG and PDF are preferred, at as high a resolution as possible. We also offer a design service at no extra charge, whereby we can put together something for you based on your instructions. We will send a proof for approval before printing. All full page ads require a 5mm bleed.

RATE CARD

(prices valid from 01 January 2012)

Magazine Size Options:

 <p>Small Block 60mm x 50mm</p>	 <p>Large Block 60mm x 85mm</p>	 <p>1/6 Page 60mm x 135mm</p>	 <p>1/3 Page Vertical 60mm x 280mm</p>
 <p>1/3 Page Horizontal 190mm x 70mm</p>	 <p>1/4 Page 95mm x 135mm</p>	 <p>1/2 Page 190mm x 135mm</p>	 <p>Full Page / Inside Cover / Outside Back Cover 210mm x 297mm</p>

Rates

(all prices include VAT)

Size	Price
Small Block	R 99.00
Large Block	R 175.00
1/6 Page	R 330.00
1/4 Page	R 550.00
1/3 Page	R 715.00
1/2 Page	R 990.00
Full Page	R 1 650.00
Inside Cover	R 2 200.00

Website Banner Options:



Rates (all prices include VAT)

Position	Size	Price
Footer	336x280	R 250.00
Right Menu	120x90	R 225.00
Left Menu	120x90	R 225.00