



complimentary copy

issue 36 / spring 2014

design, production & frequency

This quarterly, high-quality publication's contents are printed on 115gsm and the cover on 170gsm matt art paper. The cover is embellished with UV Varnish.

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material requirements

All finished advertising material to be supplied in PDF/X-1a format delivered via Quickcut, Websend Digital +27 (0)11 781 1940, or as a hi-res 300dpi CMYK PDF, with fonts embedded. Please note that colour proofs or matchprints must be supplied with all advertisements to guarantee accurate colour reproduction. For ad material queries, contact Janice McLean (Ad Sales Coordinator): jmclean@tppsa.co.za Tel: 021 488 5928 or 082 488 9118



Connecting through content

Obrigado

WINNER OF MULTIPLE PICA AWARDS!

advertising rates for obrigado 2015

	FP	IFC	IBC	OBC	DPS	IFC DPS	HALF PG	1/3 PG
1 issue	R21 000	R24 000	R22 500	R26 500	R38 000	R42 000	R12 500	R7 500
4 issues	R19 000	R22 000	R20 000	R24 500	R34 000	R38 500	R10 000	R6 000

Prices include agency commission, but exclude VAT. Rates for gatefolds, advertorials, inserts, frequency discounts and other prime positions are available on request.

booking schedule 2015

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	ON STREET
issue 38	11 March 2015	18 March 2015	April 2015
issue 39	12 June 2015	19 June 2015	July 2015
issue 40	12 August 2015	19 August 2015	September 2015
issue 41	11 November 2015	18 November 2015	December 2015

material specifications

	TYPE	BLEED	TRIM
DPS	170 x 360mm	220 x 440mm	210 x 420mm
Full page	170 x 180mm	220 x 220mm	210 x 210mm
Half page - horizontal	170 x 90mm	220 x 115mm	210 x 105mm
Half page - vertical	90 x 170mm	115 x 220mm	105 x 210mm
1/3 page - horizontal	170 x 55mm	220 x 80mm	210 x 70mm
1/3 page - vertical	55 x 170mm	80 x 220mm	70 x 210mm

Obrigado

Obrigado is unusual – it's both commercially successful and alternative. It combines edgy content and opinions with solid, mainstream information. We're not afraid to challenge our readers. Reading should be rewarding as well as fun, and not many magazines dare to aim for both. Our readers are brand-savvy urbanites who value engaging local content, delivered with wit and intelligence. The gender split is 50/50 and ages range from late teens right through to young-at-heart mid-forties and beyond. They reside primarily in the three big cities, have high disposable income and are broadly in LSM 8-10.

distribution 15 000 magazines are available for free at 89 vida e caffè's nationwide.



“Jameson continues to advertise in *Obrigado* as it's a strong platform to communicate to a large part of our core consumer in an original and unique way. There is a shift in consumer trends and behaviour and *Obrigado* is at the cutting edge of capturing this burgeoning South African consumer Zeitgeist. We look forward to our continued relationship with the brand which has always given Jameson, the opportunity to continue interact with 'fearlessly authentic' South Africans”. – Shalon Jacobs, Media Manager



“*Obrigado* has been showcasing our brand, Old Khaki, for the past five years. It's wonderful to have our brand housed in such a dynamic and target market appropriate environment”.

– Candy Swart, Marketing Manager

“*Obrigado* magazine is seen as an important extension of the vida Brand. vida e caffè translates to life and coffee in Portuguese. *Obrigado* has the ability to truly bring this to life through great content, design and layout”.

– Andrea Calitz, Marketing Manager

