



SOUTH AFRICA'S PREMIER EQUESTRIAN MAGAZINE

DIGITAL ADVERTISING RATES 2021



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DIGITAL EDITIONS TO BE PUBLISHED ON THE 1ST OF EVERY MONTH. FIRST DIGITAL EDITION TO BE PUBLISHED ON THE 1ST JUNE 2021.

COVERS

INSIDE FRONT COVER (IFC)	R5,000 (excl. VAT)
OUTSIDE BACK COVER (OBC)	R5,000 (excl. VAT)

ADVERTS

All adverts include a click through to website

FULL PAGE ADVERT	R4,200 (excl. VAT)
HALF PAGE ADVERT	R2,800 (excl. VAT)
QUARTER PAGE ADVERT	R1,800 (excl. VAT)
2 FULL PAGE ADVERTS	R5,800 (excl. VAT)

ADVERTORIALS

ADVERTORIAL 1 PAGE	R5,500 (excl. VAT)
ADVERTORIAL 2 PAGES	R7,200 (excl. VAT)

ADVERT SIZES

FULL PAGE

TRIM	219mm X 285mm
BLEED	229mm X 295mm

HALF PAGE

TRIM	219mm X 143mm
BLEED	229mm X 105mm

QUARTER PAGE

TRIM	219mm X 72mm
BLEED	229mm X 82mm



DIGITAL ADVERT BOOKING VALUE- ADD & ALTERNATIVE OPTIONS



www.hqmagazine.co.za

“VALUE-ADD” REFERS TO WHAT WE PROVIDE YOU OVER AND ABOVE YOUR DIGITAL ADVERT BOOKING

ADVERT	DIGITAL VALUE-ADD			
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DESCRIPTION	Promoted Advert (FB & Insta)	Sponsored Article	Organic Post (FB & Insta)	Story (FB & Insta)
INSIDE FRONT COVER (IFC)	✓		✓	
OUTSIDE BACK COVER (OBC)	✓		✓	
FULL PAGE ADVERT	✓		✓	
HALF PAGE ADVERT				✓
QUARTER PAGE ADVERT				✓
2 FULL PAGE ADVERTS	✓		✓	
ADVERTORIAL 1 PAGE		✓		✓
ADVERTORIAL 2 PAGE		✓		✓

Promoted Advert (FB & Insta)
This refers to us, HQ Magazine, sharing and promoting your brand advert on our social channels. Specs are provided or we have design and copywriting services if needed (This is a dark post - This refers to an advert that is promoted to the right audience but does not sit on the organic page).

Sponsored Article
This refers to when we (HQ Magazine) write an article and share it across our digital channels, your name will feature as the "sponsor" of that article in the digital promoted advert. Please note that a high resolution version of your logo will need to be supplied.

Organic Post (FB & Insta)
This value-add option is where we (HQ Magazine) will work with you and your brand to create a piece of content that is contextually relevant to our audiences. This is not a brand advert but more a content piece that will encourage engagement. Your logo can feature in this piece if needed.

Story (FB & Insta)
HQ Magazine shares imagery and video across Instagram and Facebook stories that sees high impression & interaction numbers. With this value add, we will work with you to create either a static, or video piece of content that is contextually relevant to our audiences.

DIGITAL ADS EXCL. MAGAZINE AD

*This option does not require you to book an advert in the digital magazine

SPONSORED BLOG R1250 EXCL. VAT	HQ Magazine writes blogs each month that are focused on: Horse and Rider; Horse and Yard; Horse Health; Horse News; and some Fun Facts and Trivia. This digital option allows you the opportunity to associate your brand with one of these blog articles. We will write the blog, share it and promote it on our social platforms and will tag your brand as the promoted sponsor of this blog article that sits on our website. *This option is based on blog availability for the month but we can also accept bookings for subsequent months.	ORGANIC STORY (FB & INSTA) R500 EXCL. VAT	HQ Magazine shares imagery and video across Instagram and Facebook stories that sees high impression and interaction numbers. With this digital advertising option, we will work with you to create either a static, or video piece of content that is contextually relevant to our audiences.
PROMOTED ADVERT R1000 EXCL. VAT	This refers to us, HQ Magazine, sharing and promoting your brand advert on our social channels. Specs are provided or we have design and copywriting services if needed. This is a dark post - This refers to an advert that is promoted to the right audience but does not sit on the organic page.	PROMOTIONAL VIDEO R5500 EXCL. VAT	We all love our horses and our community. Here at HQ Magazine we have access to skilled videographers that are able to assist in creating a branded promotional video for you and your business. This digital advert option not only accounts for the development of a 1 minute promotional video that is cut down into 30 & 10 second ads, but we (HQ Magazine) will also share this to our YouTube, Facebook and Instagram pages, which each have a growing following.
ORGANIC POST (FB & INSTA) R500 EXCL. VAT	This digital advert option is where we (HQ Magazine) will work with you and your brand to create a piece of content that is contextually relevant to our audiences. This is not a brand advert but more a content piece that will encourage engagement. Your logo can feature in this piece if needed.		

We also offer services for custom projects. Please contact us for more info.