



# SOUTH AFRICAN REAL ESTATE INVESTOR MAGAZINE RATE CARD 2018

## CIRCULATION

# 14 856\*



ABC AUDITED: July – September 2017\*

## ESTIMATED READERSHIP

# 59 424

(average 4 readers per copy)

## ABOUT REIM

REIM is South Africa's leading property investment magazine, having been in print for 10 years. With a well-established print and digital footprint, our focus is on educating and informing our readers. Topics range from residential and commercial property advice, to expert insights on offshore investments and building wealth. We are trusted by our readers to be an unbiased and inspirational source of knowledge and trusted leader in education.

## ADVERTISING RATES

SIZE/TYPE	1 Edition	3 Editions	6 Editions	11 Editions
Advertorial (3 full pages)	55 000	48 400	45 100	41 250
Inside Front Cover (DPS)	49 000	43 120	40 180	36 750
Inside Front Cover (Single Page)	39 000	34 220	31 980	29 250
Inside Back Cover	39 000	34 320	31 980	29 250
Outside Back Cover	45 000	39 600	36 900	33 750
Opposite Ed's Letter	32 000	28 160	26 240	24 000
Double Page Spread	45 000	39 600	36 900	33 750
Full Page Full Colour	30 000	26 400	24 600	22 500
Half Page Full Colour	19 500	17 160	15 990	14 625
PDF/Digital Full Page Only	15 000	13 200	12 300	11 250
Magazine Loose Insert	10 500			

(All prices exclude Agency Commission & exclude VAT)

## MATERIAL SPECIFICATIONS

PAGE SIZES	Type area (mm)	Trim size (mm)	Bleed size (mm)
Full page (FP)	140(w) x 212(h)	168(w) x 235(h)	174(w) x 241(h)
Double page spread (DPS)	312(w) x 212(h)	336(w) x 235(h)	342(w) x 241(h)
Half page (HP)	140(w) x 106(h)	168(w) x 117(h)	174(w) x 123(h)

## AUDIENCE PROFILE

**Homebuyers** - Buy-to-let investors & landlords  
**Property Investors** - Private Commercial & Offshore landlords, Unlisted & Listed investors  
**Property professionals** - Estate agents, Commercial brokers, Asset Managers, Property Managers, Developers, Auctioneers, Conveyancers, Bankers, Quantity Surveyors, Architects, Attorneys, Government etc.

## EDITORIAL THEMES & DEADLINES

Issue Date & Editorial Themes	Material Deadline
<b>FEBRUARY</b> New developments; Offshore Hotspots. Spotlight on Success Stories	16 January 18
<b>MARCH</b> Finance; The Future of Real Estate. Spotlight on Commercial Property	13 February 18
<b>APRIL</b> Property in South Africa; Alternative Investments. Spotlight on Europe	13 March 18
<b>MAY</b> Property Inspections; Knowing When to Buy. Spotlight on USA	10 April 18
<b>JUNE</b> Architecture/Construction; Investing in Technology. Spotlight on KZN	15 May 18
<b>JULY</b> Legal; Estate Living. Spotlight on Gauteng	12 June 18
<b>AUGUST</b> Women in property; Mixed-use Developments. Spotlight on Residential Property	12 July 18
<b>SEPTEMBER</b> Inner-City Development; Retirement Properties. Spotlight on Western Cape	14 August 18
<b>OCTOBER</b> Green building; Developing for the Future. Spotlight on UK	11 September 18
<b>NOVEMBER</b> Tourism; Making it in Property. Spotlight on Africa	12 October 18
<b>DECEMBER / JANUARY 2019</b> Preparing for the Year Ahead; Student Accommodation. Spotlight on Offshore Investing	12 November 18

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