CABANGA AFRICA GROUP

AD SPECIFICATIONS AND RATE CARD

Edition 2026.1. Effective 1 August 2026. One page size, one grid and one fixed rate per unit, governing paid space in all thirteen regional editions and on every edition website.

13
REGIONAL EDITIONS

43
COUNTRIES OF CIRCULATION

2.1M
DOWNLOADS TO DATE

28K+
DIRECT SUBSCRIBERS

01

THE NETWORK AND THE RATE

Every edition is produced to the same house specification - 235 x 300 mm, the same two-column grid, the same production pipeline - and every unit carries one fixed rate, applied identically in all thirteen editions. Every edition is delivered as a digital PDF.

THE RATE MECHANIC

HOW EVERY PRICE IN THIS DOCUMENT IS CALCULATED

CARD RATE Fixed per unit **+** **POSITION** Loading **–** **VOLUME** Discount **=**

YOUR RATE

Per edition, per issue

There is no negotiated card. A full page is **USD 279** per edition, per issue. Position loadings and volume discounts are applied to that figure, in that order.

WORKED EXAMPLE

A half page horizontal in Moakanyi, placed opposite the contents page, booked for six consecutive issues:

Half page horizontal - card rate	USD 138
Position loading: facing contents (+25%)	USD 173
Series discount: 6 insertions (-15%)	USD 147
Payable per issue	**USD 147**
Total, six issues	**USD 882**

All figures in United States Dollars, exclusive of any applicable local tax. Prices are rounded to the nearest dollar at the space-cost stage, and every figure thereafter - loadings, discounts, network totals - is calculated from that rounded space cost.

02

UNITS, SIZES AND RATES

Rates are per edition, per issue, at run-of-book position, in United States Dollars, before loadings and discounts.

AVAILABLE UNITS AND RATES

RATE CARD · DIGITAL PDF · FIXED RATE PER UNIT

UNIT	LIVE SIZE (W X H)	SUPPLY WITH BLEED	RATE
Double-page spread	438 x 253 mm	476 x 306 mm	602
Full page	203 x 253 mm	241 x 306 mm	279
Half page - horizontal	203 x 125 mm	241 x 141 mm	138
Half page - vertical	97 x 253 mm	116 x 306 mm	133
Third page - horizontal	203 x 84 mm	241 x 100 mm	93
Quarter page - horizontal	203 x 62 mm	241 x 78 mm	68
Quarter page - vertical	97 x 125 mm	116 x 141 mm	66
Strip	203 x 42 mm	241 x 58 mm	46

Bleed supply sizes add 3 mm on every edge that runs off the page. Units that sit inside the text block (third, quarter, strip) are ordinarily supplied at live size with no bleed; bleed versions are accepted where the unit is placed at the head or foot of a page.

POSITION LOADINGS

Applied to the space cost before any discount. Run-of-book carries no loading and no position guarantee.

POSITION	LOADING	FULL PAGE
Outside back cover	+60%	446
Inside front cover	+50%	419
Inside back cover	+35%	377
Facing contents or editor's note	+25%	349
Guaranteed first third of book	+15%	321
Guaranteed right-hand page	+10%	307
Run of book	-	279

SERIES AND NETWORK DISCOUNTS

Series and network discounts are alternatives, not cumulative. The larger of the two applies.

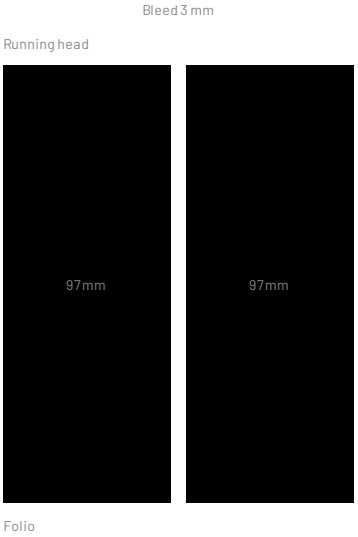
COMMITMENT	BASIS	DISCOUNT
3 insertions	Same edition, within 12 months	-10%
6 insertions	Same edition, within 12 months	-15%
12 insertions	Same edition, within 12 months	-20%
3 to 5 editions	Same unit, same issue cycle	-15%
6 to 12 editions	Same unit, same issue cycle	-25%
All 13 editions	Network buy, same unit, same issue cycle	-35%

A full page across the full network in one issue cycle: USD 3,627 at card, USD 2,358 net of the 35% network discount.

03

PAGE ARCHITECTURE

The page every edition is built on.



TRIM	235 x 300 mm portrait. Identical in every edition.
BLEED	3 mm on all four sides. Supply size 241 x 306 mm.
LIVE AREA	203 x 253 mm. All non-bleed space is measured inside this box.
MARGINS	16 mm left and right, 25 mm head, 22 mm foot.
COLUMNS	Two columns of 97 mm with a 9 mm gutter.
SAFETY	Keep all type and logos 10 mm inside trim on bleed material.
GUTTER	On a spread, allow 6 mm clear of the binding either side.

Every advertisement unit is a whole number of columns wide. Nothing sits off-grid, which is why one set of artwork runs in all thirteen editions without adjustment.

04

PRINT MATERIAL SPECIFICATION

How to supply artwork.

FILE FORMAT PDF/X-1a:2001 or PDF/X-4. Single page, one advertisement per file.	**COLOUR SPACE** CMYK. Convert all RGB, Lab and spot colours before supply.	**TOTAL INK** Maximum 300%. Solid black type 100% K only.
RICH BLACK Large solid areas: 60C 40M 40Y 100K.	**IMAGE RESOLUTION** 300 ppi at final size. 1200 ppi for bitmap line art.	**MINIMUM TYPE** 7 pt positive, 8 pt reversed. Hairlines not below 0.25 pt.
FONTS Fully embedded or outlined. No Type 3, no OpenType variable fonts.	**MARKS** Crop and registration marks offset 5 mm. No colour bars inside trim.	**TRANSPARENCY** Flattened, or supplied as PDF/X-4 with live transparency.
FILE SIZE Up to 40 MB by email. Larger files by transfer link.	**NAMING** Advertiser_Edition_Unit_Vol_Issue.pdf	**PROOFING** A contract proof is not required. Supply a low-resolution PDF for position reference.

Material that does not meet this specification will be returned for correction. Where correction is not possible before the material deadline, the booking runs as a house advertisement and remains payable.

05

THE WEB BANNER

One banner, 1500 x 250 px - the only size - on every article of all thirteen magazine websites.



Shown at scale. The dashed line marks the 40 px safe area kept clear on every edge.

DIMENSIONS 1500 x 250 px (6:1). The only size - no other size is accepted.	**WHERE IT RUNS** Every article of all thirteen magazine websites.	**POSITIONS** Directly below the article image and again at the end of the article.
FILE FORMAT JPG, PNG or GIF. Animated GIFs run. RGB colour.	**FILE SIZE** Up to 2 MB. Under 200 KB loads fastest.	**ANIMATION** Up to three loops within 15 seconds.
SAFE AREA Keep 40 px clear on every edge.	**MAIN LINE** At least 60 px tall, so it reads on a phone.	**CLICK-THROUGH** One https link, opening in a new tab.
THIRD-PARTY TAGS Not accepted. Hosted creative only.	**REPORTING** Views, clicks and click-through rate by magazine, position and day.	**BOOKING** Book and pay directly on Cabanga AdServe, cabanga.africa/adserve.

DIGITAL RATES

RATE CARD · WEB BANNER · ALL THIRTEEN MAGAZINES

TERM	DISCOUNT	TOTAL (USD)
1 month	-	28
3 months	-10%	76
6 months	-15%	143
12 months	-20%	269

One banner on all thirteen magazines at USD 28 a month. Term discounts: 3 months -10%, 6 months -15%, 12 months -20%. Minimum booking one calendar month. Creative may be changed once a month at no charge.

06

DEADLINES AND TERMS

The monthly cycle, and the terms every booking runs on.

DEADLINES

STAGE	DEADLINE
Space booking confirmed	15th of the month preceding publication
Advertising material supplied	20th of the month preceding publication
Cancellation without charge	Up to the booking deadline. After that, 100% payable.
Publication	Last working day of the month
Web banner live	Within 2 working days of material and payment

TERMS OF ACCEPTANCE

1. Advertising is sold separately from editorial. Space carries no influence over coverage, and no coverage is offered, implied or withheld in connection with a booking.
2. Any advertisement that resembles editorial in typography or layout is labelled ADVERTISEMENT at the head of the space, set in the house style. This label is not optional and does not reduce the booked area.
3. Sponsored features and brand studies are produced by the editorial desk to the house standard and are quoted separately from this card. They are always labelled.
4. The publisher may decline any advertisement without stating a reason, and will refund in full where material has already been paid for.
5. The advertiser warrants that it holds all rights in the material supplied and indemnifies the publisher against any claim arising from its publication.
6. Rates are quoted in United States Dollars and exclude value added tax and withholding tax, which are payable by the advertiser where applicable.
7. Payment is due before publication unless credit terms have been agreed in writing.
8. This card supersedes all earlier rate cards and is valid until superseded.

Read the full editorial position on the commercial firewall in the Editorial Policy.

BOOKINGS AND MATERIAL

BOOK YOUR SPACE.

Email **info@cabanga.africa**

WhatsApp +27 69 342 8500 (SA) · +267 78 467 445 (BW) · +263 71 885 3483 (ZW)

Price any combination online with the Ad Quote Builder at **cabanga.africa/advertising**

Offices: Midrand, Gauteng · Mogoditshane, Kweneng · Crownland, Chinhoyi

AFRICA THINKS HERE.