

ADVERTISING
SPECIFICATIONS

One page size. One grid. One rate mechanic. This document governs paid space in every Cabanga Africa Group magazine and on every magazine website. Any edition, any market, the same specification and the same arithmetic.

12 REGIONAL EDITIONS	24 COUNTRIES OF CIRCULATION	28 COUNTRIES OF REACH	15K+ DIRECT SUBSCRIBERS
1.8M DOWNLOADS			

TWELVE EDITIONS, ONE STANDARD

Every edition is produced to the same house specification: 235 x 300 mm, the same two-column grid, the same typography, the same production pipeline. An advertisement built to this specification runs unaltered in any edition, or in all twelve at once.

CABANGA South Africa and Eswatini	KUFUNGA Zimbabwe
MOAKANYI Botswana and Lesotho	DHILADHILA Namibia
FIKIRIA East Africa	GANIZO Zambia and Malawi
HLEKETA Mozambique	IRONU Nigeria and West Africa
KANISA Democratic Republic of Congo	MUFAKIR North Africa
OKUSIMA Angola	YAADA Ethiopia, Chad, Eritrea and Somalia

Frequency: monthly. Each edition publishes a numbered volume and issue. The Probe Journal and BehaviourReport are produced to the same page specification but are quoted separately.

SPACE IS SOLD BY AREA

HOW EVERY PRINT PRICE IN THIS DOCUMENT IS
CALCULATED

WIDTH × **HEIGHT** × **USD 0.015** =

MILLIMETRES MILLIMETRES BASE RATE PER MM²

SPACE COST

PER EDITION, PER ISSUE

There is no negotiated card. The base rate is **USD 0.015 per square millimetre** of booked space, applied identically across all twelve editions. A full page occupies 51,359 mm² of live area and therefore costs **USD 770**. Position loadings and volume discounts are applied to that figure, in that order.

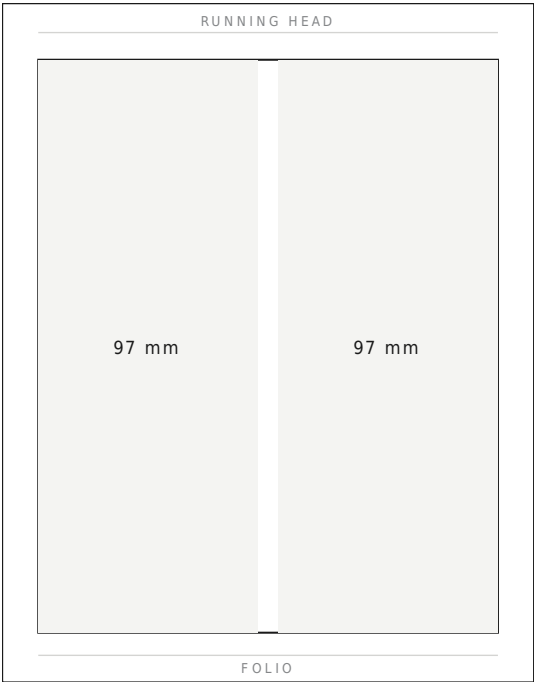
WORKED EXAMPLE

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

Space: 203 x 125 mm	25,375 mm ²
Base rate	x USD 0.015
Space cost	USD 381
Position loading: facing contents (+25%)	USD 476
Series discount: 6 insertions (-15%)	USD 405
Payable per issue	USD 405
Total, six issues	USD 2,430

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.

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 below is a whole number of columns wide. Nothing in this card sits off-grid, which is why one set of artwork runs in all twelve editions without adjustment.

AVAILABLE SPACE

These are the only print units sold. Rates are per edition, per issue, at run-of-book position, before loadings and discounts.

RATE CARD - PRINT - USD 0.015 PER MM²

UNIT	LIVE SIZE (W X H)	SUPPLY WITH BLEED	AREA RATE
Double-page spread	438 x 253 mm	476 x 306 mm	110,814 mm ² 1,662
Full page	203 x 253 mm	241 x 306 mm	51,359 mm ² 770
Half page - horizontal	203 x 125 mm	241 x 141 mm	25,375 mm ² 381
Half page - vertical	97 x 253 mm	116 x 306 mm	24,541 mm ² 368
Third page - horizontal	203 x 84 mm	241 x 100 mm	17,052 mm ² 256
Quarter page - horizontal	203 x 62 mm	241 x 78 mm	12,586 mm ² 189
Quarter page - vertical	97 x 125 mm	116 x 141 mm	12,125 mm ² 182
Strip	203 x 42 mm	241 x 58 mm	8,526 mm ² 128

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%	1,232
Inside front cover	+50%	1,155
Inside back cover	+35%	1,040
Facing contents or editor's note	+25%	963

POSITION	LOADING	FULL PAGE
Guaranteed first third of book	+15%	886
Guaranteed right-hand page	+10%	847
Run of book	-	770

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 11 editions	Same unit, same issue cycle	-25%
All 12 editions	Network buy, same unit, same issue cycle	-35%

A full page across the full network in one issue cycle: USD 9,240 at card, USD 6,006 net of the 35% network discount.

HOW TO SUPPLY ARTWORK

FILE FORMAT

PDF/X-1a:2001 or PDF/X-4. Single page, one advertisement per file.

TOTAL INK

Maximum 300%. Solid black type 100% K only.

IMAGE RESOLUTION

300 ppi at final size. 1200 ppi for bitmap line art.

FONTS

Fully embedded or outlined. No Type 3, no OpenType variable fonts.

TRANSPARENCY

Flattened, or supplied as PDF/X-4 with live transparency.

NAMING

Advertiser_Edition_Unit_Vol_Issue.pdf

COLOUR SPACE

CMYK. Convert all RGB, Lab and spot colours before supply.

RICH BLACK

Large solid areas: 60C 40M 40Y 100K.

MINIMUM TYPE

7 pt positive, 8 pt reversed. Hairlines not below 0.25 pt.

MARKS

Crop and registration marks offset 5 mm. No colour bars inside trim.

FILE SIZE

Up to 40 MB by email. Larger files by transfer link.

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.

THE WEB BANNER

One banner unit is sold across the network. It is the only advertising position available on the magazine websites, and it is identical on all twelve.



Shown at scale. Dashed guides mark the central safe zone that survives narrow viewports.

DIMENSIONS

1500 x 250 px (6:1). No other size is accepted.

FILE FORMAT

JPG, PNG or GIF. RGB, sRGB profile.

ANIMATION

Maximum 15 seconds, 3 loops, then rest on a static end frame.

MINIMUM TYPE

28 px at 1500 px wide, so it remains legible when the banner scales down.

CLICK-THROUGH

One destination URL, https only, supplied with the artwork. UTM parameters welcome.

REPORTING

Impressions and clicks, reported monthly.

HIGH-DENSITY FILE

3000 x 500 px, supplied alongside the standard file.

MAXIMUM WEIGHT

200 KB static, 400 KB animated.

SAFE ZONE

Keep the logo and the message inside the central 1140 x 250 px. Edges may be cropped on narrow screens.

BORDER

Required where the banner background is near-white, so it separates from the page.

THIRD-PARTY TAGS

Not accepted. Hosted creative only.

PLACEMENT

Rotated across article and index pages of the edition site.

DIGITAL RATES

RATE CARD - WEB BANNER - PER CALENDAR MONTH

BUY	SITES	PER MONTH
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BUY	SITES	PER MONTH
Single edition	1	195
Regional cluster	3 to 5	495
Half network	6 to 11	890
Full network	All 12	1,450

Term discounts: 3 months -10%, 6 months -15%, 12 months -20%. Minimum booking one calendar month. Creative may be changed once per month at no charge.

07 · DEADLINES

THE MONTHLY CYCLE

STAGE	DEADLINE
Space booking confirmed	15th of the month preceding publication
Print 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

WHAT WE WILL AND WILL NOT RUN

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.

BOOKINGS AND MATERIAL

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OFFICES

Gaborone · Johannesburg · Chinhoyi

PUBLISHER

Cabanga Africa Group
Africa thinks here.