

South Africa's Gay & Lesbian Monthly Newspaper

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RATES 2012

Profile

Exit is a well-established community newspaper published by Highland Publications cc and printed on newsprint in tabloid form. *Exit* is a monthly newspaper for the Lesbian, Gay, Bisexual and transgender (LGBT) community distributed throughout South Africa.

It has been in existence since 1985, has appeared monthly since 1996, and since December 1998 the newspaper's logos has incorporated a red ribbon to help raise awareness of the massive problem of HIV/AIDS in South Africa,

Exit's print run is 25 000 and the paper is distributed through the CNA and Exclusive Books, and at gay clubs and bars countrywide.

Copies of the newspaper are given away free every month in the gay bars and clubs in Gauteng, Cape Town and Durban, and at special gay events such as the annual Pride Parades. Subscribers around the subcontinent and overseas received hundreds of copies.

The content of *Exit*

The nature of the content of the newspaper is what would be expected of any community newspaper: that the content be of relevance to the community it serves. *Exit* carries the latest local and international news affecting the LGBT community, sport and entertainment news, letters, profiles, columns, and travel, health and other features. We have a classified section in which readers rent out and sell a variety of goods and services from real estate to second hand books. Doctors, lawyers, counselors, owners of guesthouses and other small businesses advertise their services. There is also a large and popular Personals section.

Rates per column centimeter

Prices quoted below are for completed material. The cost of make-up and reproduction of a new advertisement is 15% of the cost of the advertisement. Prices exclude VAT.

Black and White	R33	One-spot colour	R44		
Two-spot colour	R55	Full colour	R66		
Size		B & W	1 Spot	Full colour	
5cm x 2 columns (Bus card size)		R 330	R 440	R 660	
10cm x 2 columns		R 660	R 880	R1320	
17cm x 3 columns (Quarter page)		R1820	R2300	R3500	
17cm x 5 columns (Half page)		R2700	R3600	R5500	
37,5cm x 5 columns (Full page)		R5900	R7900	R11800	
37,5cm x 53,8 (Double page spread)		R11800	R15700	R23500	

Classified advertisements (including Where to Stay): R130 for up to 30 words. R1 per additional word. Blocking R30. Photo R60, Impact ads (5cm x 5cm): R250

Inserts: Supplied pre-printed material for insertion: R250 per 1000.

Discounts

Discount of 10% will apply for advertisements on contract for 6 placements or more. Cover advertisement: add 50%. Page 1 advertisement: add 25%, other specified positions (if possible) add 10%. **Deadline for advertising is the 12th of each month for the following month.**

Technical details

Format:	Tabloid.
Print area:	260mm X 375mm
Column width:	49mm
Material:	Litho negatives, 85 screen, no bleed or supply eps or tiff file on disc, or e-mail jpg
Printing process:	Web Cold Press