

# SIMPLY GREEN DIGIMAG

YOUR LEADER IN ECO-BUSINESS & LIFESTYLE



## MEDIA PACK 2017

SA's award-winning and pioneering business & lifestyle magazine, relaunching under the well-known team of Insights Publishing in November 2015, brings a fresh new look and feel to the 'green scene' and everything to do with sustainable business and living.



Simply Green Digital heralds a new era in publishing in South Africa, one that doesn't rely on enviro-exhaustive practices. With publishing now rapidly converting to a digital format via the internet, tablets and smart phones, *Simply Green Digimag* delivers a modern multimedia platform promoting the finest in enviro-conscious culture.

Produced by Insights Publishing, the publishers of the award-winning *The Intrepid Explorer* magazine that goes out to all Cape Union Mart's nationwide and publishers of the South African version of the international *Fast Company* magazine, which won Best Magazine of the Year 2014 in the USA, who have now teamed up with the driving force behind SA's leading green magazine, *Simply Green*. The Digimag provides positive and practical steps to cleaner living for people who want to make a difference but don't want to compromise on lifestyle and is packed with the latest eco-friendly focused news, information, tips and expert advice. Aside from key insights into a greener lifestyle, *Simply Green* will now have engaging articles and expert opinions from SA Top industry experts on areas such as alternative and renewable energy, mining, environmental management, water and much more. *Simply Green* will bring together the latest business and lifestyle information in an exciting and engaging format.

The Digimag launched on platforms with over 90 million potential readers and increased its reach rapidly, through partnerships and viral distribution, to achieve a remarkable average from 80 000+ reads/views per edition. A whole new audience, whose members prefer reading online, has been introduced to the values and benefits of going green, and is being encouraged to interact with the growing community associated with the magazine through the power of social media.

With at least six issues scheduled annually, *Simply Green* provides content and information on any platform in any place and in any way that readers would want to find it. Readable or downloadable to PC, tablet and smartphone, the magazine will now also be available for free through Insights Publishing's app via the I-Store and Google Play. Readers have the total freedom to choose how they access all of *Simply Green's* offerings.



## MAIN BODY

ADVERT SIZES	LIST PRICE*
INSIDE FRONT COVER DPS (420mm x 275mm)	R18000.00
DOUBLE PAGE SPREAD (420mm x 275mm)	R16000.00
INSIDE BACK COVER (210 x 275mm)	R12000.00
FULL PAGE (210 x 275mm)	R10000.00
HALF PAGE (V 85 x 245; H 175 x 120mm)	R6000.00
THIRD PAGE (V 60 x 245; H 175 x 80mm)	R4000.00

## ADVERTORIALS/COMPANY PROFILES

The same rates as above apply to Advertorials and/or Company Profiles that Simply Green will put together, WITH A 10% SURCHARGE FOR WRITERS AND PHOTOGRAPHERS FEES unless all text and high res photographs are supplied.

\*ALL PRICES EXCLUDE VAT AND EXCLUDE AGENCY COMMISSION

## REPRO COST

No repro charges apply to adverts designed by us for placement in *Simply Green*. These prices apply if the advert is to be subsequently placed in any other media: FULL PAGE R 3 250.00 HALF PAGE R 2 550.00

# DATA

## TECHNICAL DATA

Full page Trim	210 x 275mm
Type Area	180 x 260mm
Bleed	1mm all-round
Material Required	pdf, fonts embedded, 160dpi. Articles/text/copy sent must be in Microsoft Word.
Submission	Webtransfer / FTP / Dropbox / email files <10MB
Queries please contact: Kevin 076 061 6646 / studio@simplygreen.co.za	

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