



My Office
m a g a z i n e

media **PACK**
2016



My Office Magazine
www.facebook.com/shopsa.ZA

about

The *My Office* magazine contains information on the stationery, home and office products industry locally and worldwide, as well as activities of **shop-sa** and its members at national and regional level. It deals with the organisational experiences of leading stationery and office product suppliers, vendors, resellers and users; covers new product information, market trends, education and the legal implications concerning stationery supply; and includes specialist articles dealing with management, product and technical information.

Our objective is to supply up-to-date information to the trade that they require most.

My Office is distributed on a monthly basis. It was originally published as *The South African Stationery Trades Journal* in 1916, and has remained the only printed forum for reporting activities in the stationery and office products trade in South Africa.

shop-sa is celebrating their centenary in 2016

info

Features

Strong industry and product-related editorial features and articles support the networking, learning and information dissemination environment both to and for the stationery industry, ensuring collaboration, business synergy and increased returns.

How to sell ...

Industry-related features speak directly to the reseller and retailer.

Company profile

My Office is the only accredited mouthpiece of the Stationery industry in South Africa.

Circulation 25 000*

*per month / pass along rate 3.9

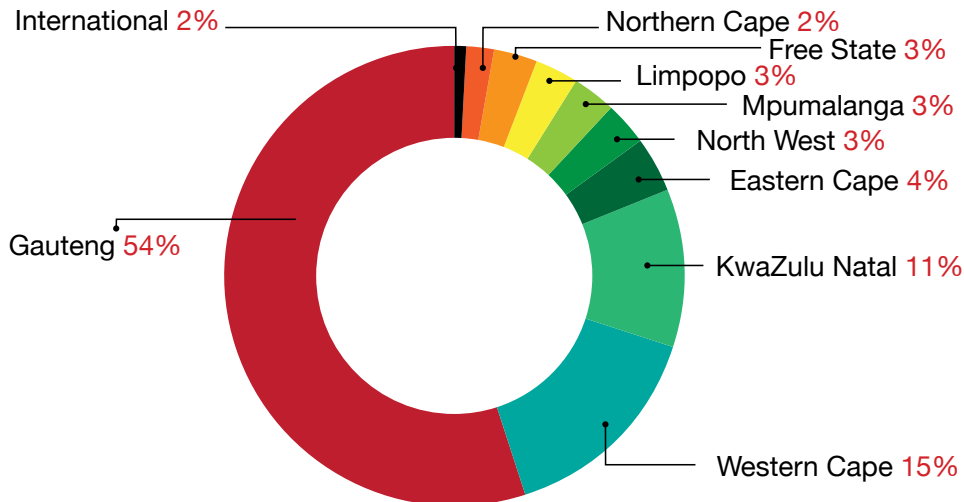
Distribution profile

Importers, manufacturers, wholesalers, suppliers, retailers, resellers, learning institutions, government end users and office products sector.

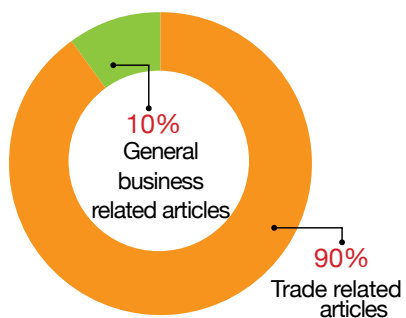


more about our readers

REGIONAL BREAKDOWN



MAGAZINE CONTENT



advertise

advertising rates

Book a series of adverts in My Office magazine and get up to **15%** discount.

■ 3-5 insertions 5% ■ 6-9 insertions 10% ■ 10+ insertions 15%

ADVERT TYPE	MEMBER	NON MEMBER
Double Page Spread	R 28 600	R 31 000
Full Page	R 13 800	R 15 600
Half Page	R 7 150	R 8 500
Third Page	R 5 900	R 6 500
Horizontal Banner	R 3 200	R 4 000
Front Cover - Logo strip	R 20 000	-
Inside Front Cover DPS	R 30 000	R 34 000
Inside Front Cover	R 16 000	R 18 500
Outside Back Cover	R 20 000	R 22 500
Inside Back Cover	R 16 000	R 18 500
Product Showcase	R 2 000	R 2 500
	R 1 100 x 6 months	-
	R 900 x 12 months	-

creative solutions

ADVERT TYPE	MEMBER	NON MEMBER
Co. Profile - 6 Page Spread	R42 000	
Co. Profile - 8 Page Spread	R56 000	
Advertorial – Full Page	R13 000	R15 000
Advertorial – DPS	R27 000	R31 000
Buyers Guide - Company Name	R 75	-
Per word	R 15	-

LEAFLET INSERTS can be arranged | For Crime Alert sponsorship, Gate fold and Corporate review please contact us for details. Standard agency commission rates of **16.50%** apply | Full digital copy of the magazine on our Web site including all adverts

All entries in the Buyers' Guide will have free exposure on our 'Quick find' on the My Office magazine Web site

advert prep

We prefer high resolution composite PDF files, following these instructions:

- All fonts need to be embedded or outlined.
- Files should be supplied as single pages and at the correct size.
- Where necessary, a bleed area of 3mm should be added to the trim size.
- We can also accept JPEG, EPS or TIFF files. All images should be CMYK, the correct size and high resolution (300dpi).
- We cannot accept artwork supplied as Microsoft Word, Publisher, Excel, PowerPoint or Corel Draw.

**REMEMBER:
BLEED IS ALWAYS 3MM
TYPE IS ALWAYS 17MM**

DOUBLE PAGE SPREAD
Trim: 297 x 420
Bleed: 303 x 426
Type: 262 x 385

FULL PAGE
Trim: 297 x 210
Bleed: 303 x 216
Type: 262 x 175

**HALF PAGE
VERTICAL**

**HALF PAGE
VERTICAL**
Trim: 297 x 110
Bleed: 303 x 116
Type: 262 x 75

**HALF PAGE
HORIZONTAL**
Trim: 210 x 145
Bleed: 216 x 151
Type: 175 x 110

**THIRD
PAGE**
Trim: 297 x 75
Bleed: 303 x 81
Type: 262 x 40

**QUARTER
PAGE
HORIZONTAL**
Trim: 210 x 74
Bleed: 216 x 80
Type: 175 x 40

**HORIZONTAL
BANNER**
Trim: 50 x 210
Bleed: 56 x 216
Type: 10mm

PLEASE NOTE: Advert positions shown are for illustrative purposes only

contributions

Letters and editorial contributions are welcomed and should be addressed to the editor at leigh@shop-sa.co.za.
Publication cannot be guaranteed and is subject to space and the editor's discretion.

Editor: Leigh Richter - leigh@shop-sa.co.za
Associate editor and marketing: Wendy Dancer - wendy@shop-sa.co.za
Executive sales manager: Kim Kotze - kim@shop-sa.co.za
Graphic design: Vanessa Bentley - vanessa@futurewave.co.za
New membership: Wendy Dancer - wendy@shop-sa.co.za

Johannesburg
 PO Box 3226, Parklands, 2121
 6 Edward Street, Kensington B, Randburg, 2124
Tel: + 27 11 781 0088
Fax: + 27 11 781 2828
 Email: wendy@shop-sa.co.za or kim@shop-sa.co.za
 Web site: www.myofficemagazine.co.za

advertise

online rates


ADVERT TYPE	SIZE	
Top main banner	700W x 180H	R8 000
Mid horizontal banner	700W x 180H	R7 000
Bottom banner	1000W x 90H	R6 000
Column - LHS	150W x 800H	R7 000
News advert – RHS	275W x 200H	R6 000
Section sponsor	700W x 180H	R7 000
Press office	700W x 180H	R1 000
Newsletter	275W x 200H	R6 000
Product showcase		R850

The newsletter is sent out to 12 000 subscribers once a week, and has an open rate of 20%.

advert prep


BOTTOM BANNER

1000 px x 90 px



NEWS ADVERT RHS NEWSLETTER

275 px x 200 px




TOP MAIN BANNER

MID HORIZONTAL BANNER

SECTION SPONSOR


PRESS OFFICE

700 px x 180 px

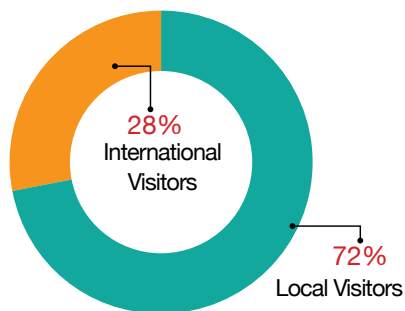


COLUMN LHS

150 px x 800 px



ONLINE READERSHIP



Johannesburg
PO Box 3226, Parklands, 2121
6 Edward Street, Kensington B, Randburg, 2124
Tel: + 27 11 781 0088
Fax: + 27 11 781 2828
Email: wendy@shop-sa.co.za or kim@shop-sa.co.za
Web site: www.myofficemagazine.co.za