

BusinessDay

# art



**INSERT DATE:  
27 SEPTEMBER 2018**

South African artist  
Irma Stern at work  
in her studio.

More and more investors are looking at the art market as an alternative to traditional investment assets. Where do you start? Where should you go? What should you consider?

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## Advertising rates

FP	IFC	IFC DPS	DPS	OBC	IBC	FULL PAGE + COVER LOGO (LIMITED):	1/2 PAGE
R22 500	R28 500	R50 000	R40 000	R32 000	R26 500	R32 500	R12 500

RATES: excl VAT and agency commission

## Material specifications

	DPS	FULL PAGE	1/2 PAGE HORIZONTAL	1/2 PAGE VERTICAL
Trim	470 x 297mm	235 x 297mm	225 x 138mm	107 x 287mm
Bleed	480 x 307mm	245 x 307mm	no bleed	no bleed
Safe type area	430 x 215mm	215 x 277mm	217 x 130mm	99 x 279mm

All finished advertising material to be supplied as CMYK PDF in PDF/X-1. (This format is standard for magazine web printing.) Resolution must be 300dpi and maximum total ink to be 270%.

## Advertising contact details

Merryl Klein  
tel: +27(0) 21 469 2446  
cell: +27 82 8957260  
email: [merrylk@picasso.co.za](mailto:merrylk@picasso.co.za)

## Publishing details

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A Tiso Blackstar Group Business  
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