

CONNECTING SA FASHION AND TEXTILE INDUSTRY BUYERS & SUPPLIERS

# PURSUIT

20<sup>th</sup>  
ANNIVERSARY  
ISSUE

RATES 2019/20

PURSUIT is a trade directory for the South African fashion, clothing, home décor, textile and allied industries, and is expanding to include the African and global textile and apparel sectors. The annual publication is distributed nationally, and posted to key players in the industry, various tertiary fashion educational colleges and universities. PURSUIT is well established and respected in the industry as a comprehensive directory for fashion, apparel and textiles in South Africa. It is read and used as a reference guide by students in fashion, educational institutes, consultants, buyers, designers, agents, manufacturers, retailers, importers and exporters, distributors of the textiles and related industries, buyers, marketing departments, designers and décor designers.

DISPLAY ADVERTS FULL COLOUR	
FULL PAGE	R12 300
DPS (double-page spread)	R20 100
HALF PAGE	R8 500
QUARTER PAGE	R4 500

PREMIUM POSITIONS	
OUTSIDE BACK COVER	R16 500
INSIDE FRONT COVER	R16 500
INSIDE BACK COVER	R14 800
OPPOSITE EDITOR'S LETTER	R14 400
OPPOSITE CONTENTS PAGE	R13 750
FIRST RIGHT-HAND PAGE	R15 500
SECOND LEFT-HAND PAGE	R14 400
THIRD RIGHT-HAND PAGE	R15 200

**5%**  
EARLY BIRD  
DISCOUNT  
Sign your order before  
31 December 2017 to qualify

**HISTORICAL MILESTONES / SPECIAL EDITORIAL FEATURE**

**We are celebrating our 20th anniversary!**  
Would you like to share your company's milestones within our special editorial feature?  
Inform the industry of your company's progress and achievements.  
**FULL PAGE: R10 500**

- EDITORIAL GUIDELINES:**
- WORD COUNT 150 - 300
  - PURSUIT PAGE SIZE A5
  - MINIMUM 2 IMAGES (HIGH-RESOLUTION - 300DPI)
  - LOGO



**DIGITAL ADVERTISING**

**ONLINE PACKAGE DEAL**

- **12 MONTHS** (May 2017 – April 2019)
- **R10 950** excluding VAT (for the full year) [www.pursuit.co.za](http://www.pursuit.co.za)
- **ANIMATED BANNER ADVERT** size 300px x 600px, plus a landscape banner 728px x 90px on the top of the landing page (with hyperlinks) [www.pursuit.co.za](http://www.pursuit.co.za)
- **ANIMATED BANNER ADVERT** 300px x 600px with hyperlink
- **COMPANY BANNER ADVERT** featured exclusively on [www.pursuit.co.za](http://www.pursuit.co.za), linked to the E-zine

**ONLINE MONTHLY DEAL**

- Animated banner advert – 300px x 250px (with hyperlinks) – R2 500 per month

**LISTINGS:**

- First block listing **R2 300** – all consecutive block listings **R1 150** each. (a large block of highlighted text and company logo)
- First branded listing **R700** – all consecutive branded listings **R650** each. (4 or 5 lines of company name and contact details, highlighted frame with company logo)

**CATEGORY DIVIDERS: ONE PAGE FRONT AND BACK**

Only five will be available in the index, printed on 115gsm paper – **R14 600**  
**FRONT PAGE** – consists of category and sub-categories listed, image related to that sector, plus logo and contact details of advertiser  
**BACK PAGE** – consists of a full-page advert of advertiser sponsoring this section

**EDITORIAL SUBMISSIONS FOR PRINTING**

PURSUIT reserves the right to accept or deny any submission, based on available space, content and quality.  
PURSUIT does not pay any publication or submissions fees.

\* Early settlement discounts apply. Above rates exclude VAT. Please visit our website for full terms and conditions.

**MATERIAL REQUIREMENTS**

**DIGITAL:** All digital advertising must be supplied in PDF format.  
**PDF:** Press-optimised with all fonts and high-resolution images (minimum 300dpi) embedded. The PDF should be pre-flighted and verified prior to submission.

**FOR ADVERTS TO BE CREATED BY PURSUIT:**

All artwork must be supplied at high-resolution (minimum 300dpi). Should any material changes be requested, **Tiso Blackstar Group** accepts no responsibility for print errors.  
**COLOUR:** PURSUIT is not responsible for colour discrepancies which may occur when images are converted from RGB to CMYK.  
**PROOFS:** A high-quality Fogra colour proof is essential. Colour laser/inkjet printouts are not sufficient and PURSUIT will not be held responsible for variations in the final printed colour.

**METHODS OF SENDING ADS**

- 1 High-resolution: CMYK PDF, EPS, JPEG, PSD, supplied on WeTransfer/Dropbox etc.
- 2 Email: [morganc@tisoblackstar.co.za](mailto:morganc@tisoblackstar.co.za)

**TECHNICAL SPECIFICATIONS (WIDTH & HEIGHT)**

FULL-PAGE TRIM	148mm x 210mm	Bleed 5mm
FULL-PAGE TYPE AREA	128mm x 185mm	
HALF-PAGE HORIZONTAL	128mm x 95mm	No Bleed
HALF-PAGE VERTICAL	64mm x 190mm	No Bleed
1/4 PAGE	64mm x 95mm	No Bleed

**CONTACT**

**CLAIRE MORGAN**  
t: +27 (0) 11 280 5783  
e: [morganc@tisoblackstar.co.za](mailto:morganc@tisoblackstar.co.za)

**Website:** [www.pursuit.co.za](http://www.pursuit.co.za)  
[www.businessmediamags.co.za/pursuit](http://www.businessmediamags.co.za/pursuit)

**Facebook:** [www.facebook.com/Pursuit-1615514015362509](https://www.facebook.com/Pursuit-1615514015362509)

**FREE EXPOSURE**  
At no extra cost, advertisers have the added bonus of unlimited internet exposure on the E-zine version of the printed publication on [www.pursuit.co.za](http://www.pursuit.co.za).  
With click-throughs to email and website.

tiso blackstar group.

**BOOKING & MATERIAL DEADLINES**

<b>SALES DEADLINE</b> – 15 March 2019	<b>COMPLETE MATERIAL</b> – 25 March 2019
<b>MATERIAL FOR MAKE-UP</b> – 15 March 2019	<b>DISTRIBUTION</b> – 26 April 2019