

RS&D

ROCK SURF & DEEP



TOTAL PRINT RUN
6 000

DISTRIBUTION

Selected outlets
Pick 'n Pay, Shoprite,
Checkers, Spar and OK
Food stores

Garages
Sasol, Engen and Total
New agencies

Tackle stores

Airport lounges
coastal city
airport lounges,
(Cape Town , Durban and
Port Elizabeth) as well
as Namibia.

Rock, Surf & Deep is
published as a quarterly
publication
(November, February,
May and August)

ADVERTISING RATES

FULL PAGE	FULL HALF PAGE	FULL COLOUR QUARTER PAGE	FULL DOUBLE PAGE SPREAD (DPS)
R7 500	R5 000	R3 000	R12 750

SPECIAL POSITIONS

INSIDE FRONT COVER (FCP)	INSIDE FRONT COVER (DPS)	INSIDE BACK COVER (FCP)	INSIDE BACK COVER (DPS)	OUTSIDE BACK COVER (FCP)	LOGO ON FRONT COVER
R11 500	R19 500	R10 750	R19 750	R15 000	R4 000

The above rates are priced per insert and exclude VAT, and agency commission.

MATERIAL SPECIFICATIONS

SIZE	TRIM	BLEED
DPS	420mm x 275mm	220mm x 285mm incl 5mm bleed
FCP	210mm x 275mm	242mm x 285mm incl 5mm bleed
HALF PAGE HORIZONTAL	200mm x 128mm	NO BLEED
HALF PAGE VERTICAL	95mm x 265mm	NO BLEED
QUARTER PAGE	95mm x 128mm	NO BLEED





INTRODUCTION

Offering readers the very best of angling, including reviews of the latest products, innovations and exciting fishing locations. The Destinations section covers SA shores right up to the coast of West Africa, and the archipelagos of the Indian Ocean. *Rock, Surf & Deep* focuses on all aspects of salt water angling, including reviews of new equipment and established brands. The Destinations section covers a wide range of different areas in each edition, providing important information and interesting features on specific lodges and species angling.

Off Shore takes a look at boating – and here we feature new vessels and tackle tests to aid the angler with product-related queries. Jet- and paddle-ski is a product-related section centred around a different style of angling that is taking our country by a storm! Drop-shot, vertical jigging and plugging offers detailed information on imported and locally manufactured products.



RSD

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