

RSD

ROCK SURF & DEEP



DISTRIBUTION
TOTAL PRINT RUN
6 000

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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
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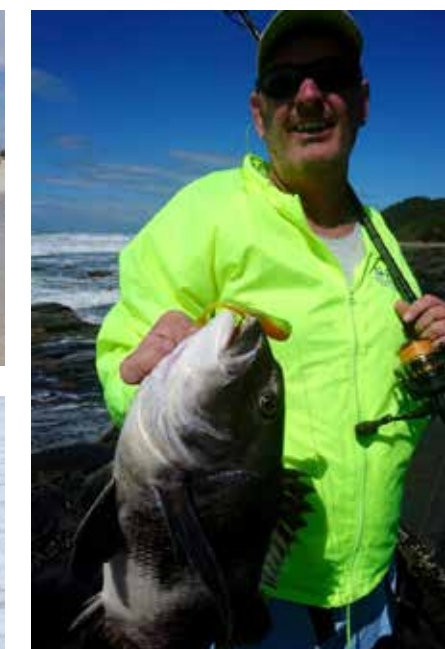
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MATERIAL SPECIFICATIONS

SIZE	TRIM	BLEED
DPS	420mm x 275mm	220mm x 285mm incl 5mm bleed
FCP	210mm x 275mm	242mm x 285mm incl 5mm bleed
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HALF PAGE VERTICAL	95mm x 265mm	NO BLEED
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INNOVATIVE ADVERTISEMENT PLACEMENTS

Triangle (right or left corner)	R3 000
Island	R3 500
DPS Wrap around border	R6 000





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.



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