

Inside Sport

PRINT EDITION

33 000

copies inserted with

Sowetan

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PUBLISHER

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WHY PARTICIPATE?

INSIDE SPORT is a quarterly, large format magazine inserted into the Sowetan newspaper. The magazine is geared towards featuring the business of sports, how development impacts the players, fans and the nation at large, and what really drives team success – is it simply player talent, visionary coaching or a combination of a myriad of factors?

INSIDE SPORT also delves into the marketing power of sports, unpacks the strength of SA sports brands, and allows for an intimate engagement with SA's most loved players, managers and coaches as they share their own sporting nuggets, explain controversial decisions made, and give a glimpse into how they feel their sport is fairing.

INSIDE SPORT is the perfect vehicle for showcasing the powerful relationship that exists between fans and sports teams, between sports teams and commercial/sponsorship partners, and the impact sport has on the culture and brand of South Africa.

EDITORIAL FOCUS AREAS

- Rugby, Soccer, Cricket, netball, cycling, swimming, golf, horse riding
- Development and transformation
- Growing economies with sport
- Social cohesion and gender imbalances within the sector
- Triumph and tragedy – an analysis of SA's biggest sporting moments
- Insights from sporting legends
- Sports management, administration and leadership
- Trailblazing players and those to watch out for
- Sports technology and innovations

DIGITAL MAGAZINE

Digital replica edition of the magazine with URLs and email addresses hyperlinked @

SowetanLIVE (1-week promo)

Page views 8 115 583

Facebook 810 205

HeraldLive (1-week promo)

Page Views 1 899 062

Facebook 286 347 followers

SA Homeowner

www.sahomeowner.co.za

Page views 66 371

Facebook 395 140 followers

Instagram 59 854

Business Media Mags

www.businessmediamags.co.za

Page views 28 749

Unique views 23 348

Facebook 32 970 Followers

2022 RATES

ADVERTISING CONTACT GAVIN PAYNE

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TRADITIONAL ADVERTISING

- Full Page **R33 000**
- ½ Page **R19 215**
- DPS **R55 185**
- OBC **R43 062**
- IFC DPS **R65 786**
- IBC **R39 685**
- Opposite Credits **R39 685**

CREATIVE EXECUTIONS

- Earmark Ad **R11 265**
(Triangle on left or right at top or bottom of contents page)
- Island Ad **R11 265**
(Advert placed in centre of contents page)
- DPS Border Wraps **R19 875**
(Bordering a DPS Contents Page)
- Strip Ad (1/4 page) **R12 255**
- Front Cover Logo **R13 250**
- Centre spread Advertisement **R65 500**
- VIDEO OPTION **R18 500**
(One-on-one zoom video)

PACKAGED PROFILE RATES

- 3 Page Profile **R79 420**
- 4 Page Profile **R99 308**

CUSTOMISED DIGIMAGS

(For clients own distribution)

- 4 pages **R15 500**
- 8 pages **R28 500**

SPONSORSHIP PACKAGES

SILVER **R86 455**

Cover Logo, banner advert on BMM, 2 page packaged profile, 3 press releases (1 per month) on BMM, 3 page customised digimag for clients own distribution, 50 copies of the printed publication.

GOLD **R141 640**

Cover Logo, banner advert on BMM, 4 page packaged profile, 3 press releases (1 per month) on BMM, 5 page customized customised digimag for clients own distribution, 50 copies of the printed publication.

PLATINUM **R240 130**

Cover Logo (left to right underneath mast head + corner right hand top earmark), 1 earmark ad, 1 island ad, 1 strip ad, 1 on 1 zoom video, banner advert on BMM, 6 page packaged profile, 6 press releases (2 per month) on BMM, 8 page customized customised digimag for clients own distribution, 50 copies of the printed publication.