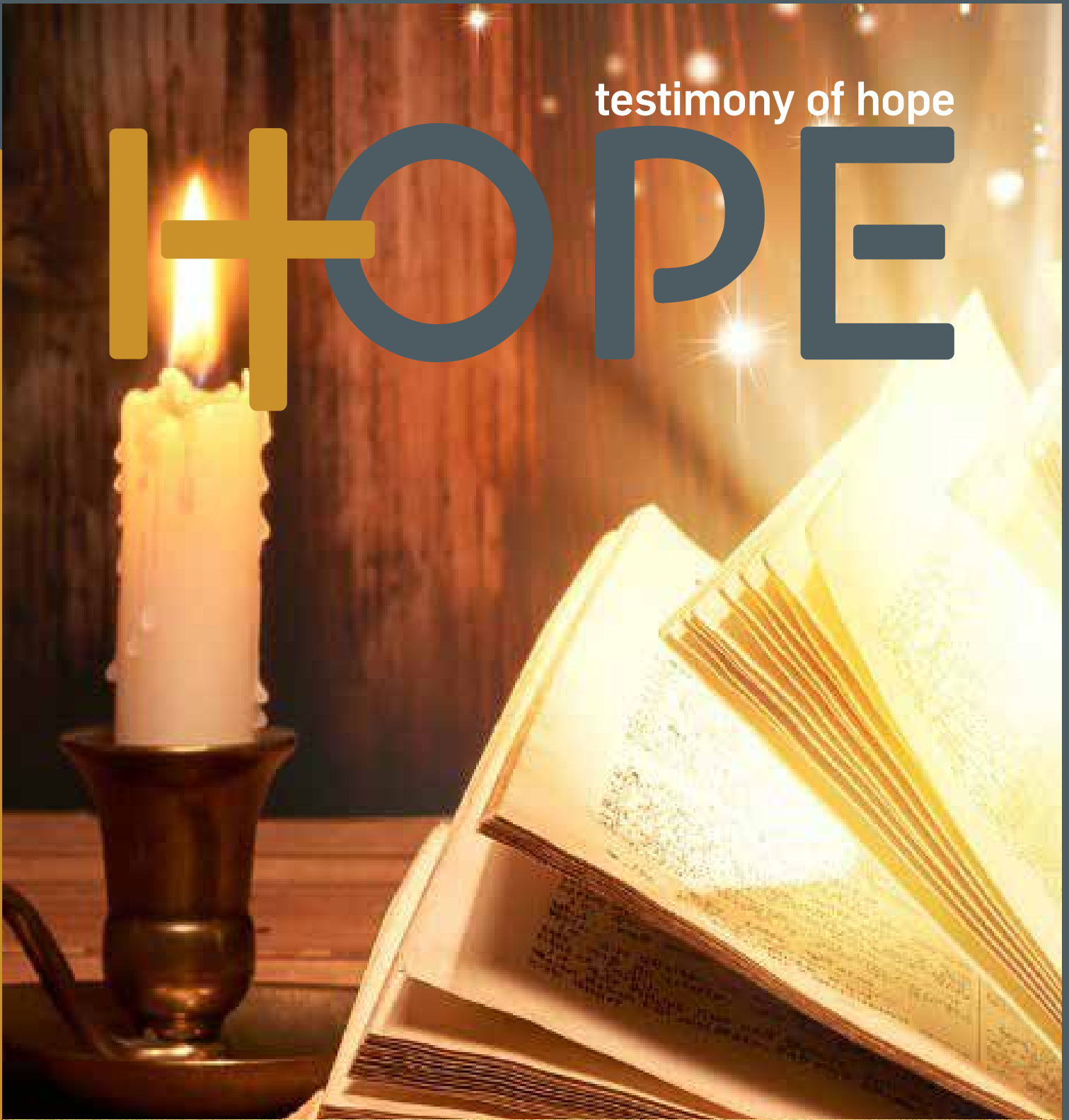


testimony of hope

# HOPE



*Keep hope alive*

# HOPE RATE CARD 2021

## ABOUT



**HOPE** is a family magazine focused on Christian news and the application of Jesus Christ in all areas of our lives. A wholesome family read, the content aims to bring a message of hope to the reader, by providing thoughtful biblical perspectives on every aspect of modern life, from relationships to parenting, from home to the workplace, business and lifestyle.



## VISION



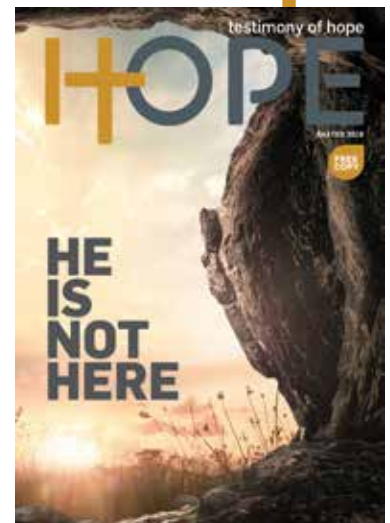
Our vision is to bring the gospel of Jesus Christ to His people in every circumstance no matter the cost.

## CONTENT LINE-UP



Each issue of *Hope* will contain articles based on the following themes:

- Christians in business
- Financial wellbeing
- Food and home
- Leisure and travel
- Youth and kids
- Testimonies
- Quiet time
- Downtime



## PRINT RUN



# 2 500

copies (minimum)

## DISTRIBUTION



The magazine will be sold at Christian events, churches and in select Christian bookshops priced at R50.

You may also sponsor a magazine, at the cover price, to someone who is unable to afford a copy. This sponsorship of R50 or more (depending on the number of copies purchased) will allow us to distribute additional magazines for free to communities in need, i.e., where substance abuse is rife.



# RATES 2021

## ADVERTISING RATES

Advertising rates, excl. VAT. Your advert will appear in both print and digital versions of the magazine.

Full Page	R12 500
Half Page	R 7 500
Double Page Spread	R22 500
Outside Back Cover	R15 000
Inside Back Cover	R13 750
Inside Front Cover	R14 500
Inside Front Cover DPS	R25 500

**SPECIAL OFFER: Buy 3 issues, get the fourth issue free**

### HOPE PACKAGE :

**R22 500** (35% discount)

(Monthly R7 500 x 3 months)

PRINT/DIGITAL	DIGITAL
FPFC in <i>Hope</i> Quarterly issue (4 issues per year)	Newsletter mention monthly x1
On-shelf at selected Christian retail stores countrywide in SA	Social media monthly postings: Facebook x1 per month Instagram x1 per month
Digital magazine sold on <a href="http://testimonyofhope.co.za">testimonyofhope.co.za</a>	<a href="http://testimonyofhope.co.za">testimonyofhope.co.za</a> Marketplace listing x1

### TESTIMONYOFHOPE.CO.ZA AND HOPE DIGITAL MAGAZINE

**R7 500**  
per month

**SPECIAL OFFER: Book 9 months of digital ads, get 3 months free**



## TESTIMONYOFHOPE.CO.ZA (DIGITAL ONLY)

### DIGITAL BANNER ADS

# R7 500

per month







## MARKETPLACE LISTINGS

# R500

incl. VAT for 12 months

## MATERIAL SPECIFICATIONS

Height x Width (mm)

Full Page	Half Page Horizontal	Half Page Vertical	DPS
<b>Trim</b> 297 x 210mm	149 x 188mm	297 x 105mm	Supplied at two full pages
<b>Type</b> 277 x 190mm			
<b>Bleed</b> 5mm all round			
			

### MATERIAL DELIVERY

Roxanne Holman  
roxanne.holman@mikatekimedia.co.za  
Tel: 076 306 6500

### TO ADVERTISE, PLEASE CONTACT:

CANDICE MARTIN  
**Commercial Sales Manager**  
Email: candice.martin@mikatekimedia.co.za  
Tel: 021 031 0416 / 082 077 6815

MERLE PHILANDER  
**Advertising Sales Executive**  
Email: merle.philander@mikatekimedia.co.za  
Tel: 021 031 0429 / 083 700 2700

### MATERIAL REQUIREMENTS

- Material to be supplied in PDF format.
- CMYK color and high-res 300 dpi.
- A digital colour proof of the same advert is to be supplied for colour purposes. If colour proof is not supplied, the printer/publisher will not accept responsibility for the colour validity of the printed result.

GLENDAL KULP  
**Advertising Sales Executive**  
Email: glenda.kulp@mikatekimedia.co.za  
Tel: 021 031 0422 / 073 917 2247

TAFADZWA SHAYAWABAYA  
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