

SARUGBY

All About SA Rugby

Over the past 20 years SA Rugby Magazine has been the top selling Rugby magazine in the Southern Hemisphere and has become THE rugby authority in South Africa. SA Rugby is an independent title that celebrates our rugby heroes, addresses key issues in the game and stays in tune with the views, feelings and emotions of South African rugby fans. We cover South African rugby extensively, including Springbok, Super Rugby, Currie Cup, Varsity Cup, Craven Week, Schools rugby, and all the major global rugby leagues and tournaments. There is no where else to turn for a complete rugby breakdown throughout the year.

SA Rugby Allows You to:

- Reach some of the most loyal fans in South Africa, the Rugby supporter, and create a positive association with your brand through a magazine that has been trusted by readers for over 20 years
- Target a core male audience in terms of Demographic, the 18-35 Age group, in the 5-8 LSM, and utilize the buying power of this image conscious, trend focused and financially emerging market and develop a brand loyalty at a key lifetime period
- Associate yourself with a sport in SA that corporate brands spend millions of Rands to sponsor, through one of the most affordable male focused and sport media platforms in this country without breaking your bank
- Have the opportunity to create a "full circle" approach to media, utilizing the most powerful and far reaching Rugby website in SA: www.sarugbymag.co.za
- Engage with a large social media following and have your brand be a part of our readers' lives on a daily basis, creating a ripple on to their friends and family

LATEST
ABC FIGURE

22 416

Up to date content written by an award winning editorial team, THE Voice of Rugby for The Nation, The magazine the Springboks Read.



SA RUGBY

PUBLICATION

● SA Rugby magazine is an A4, full colour, perfect-bound, glossy publication of approximately 140 pages, with an ABC figure of 22 416 (Oct - Dec 2016)

FREQUENCY

● Monthly (11 issues a year, with a combined January-February issue)

DISTRIBUTION

● SA Rugby magazine is distributed through leading retail outlets via the NND network, including CNA, Spar, Checkers, Pick n Pay, Woolworths, and Exclusive Books, as well as to subscribers

INVOICING

● On publication

MATERIAL DEADLINE

● To be advised by Highbury Media's production department

11 ISSUES PER YEAR



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DOUBLE PAGE SPREAD	R54,250
INSIDE FRONT SPREAD	R62,000
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OUTSIDE BACK COVER	R38,000

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All rates above exclude VAT and exclude agency commission. For more information please phone

(021) 416-0141
or email: niall@hsm.co.za



8th Floor, Metlife Centre, 7 Walter Sisulu Avenue, Foreshore, Cape Town, 8001
PO Box 8145, Roggebaai, 8012 Tel: +27 21 416-0141 Fax: +27 21 418-7312
Email: niall@hsm.co.za Website: www.hsm.co.za

Highbury Media (Pty) Ltd 2004/031056/07
Directors: B Allie, K Ferguson, R Jakoet, L Makrygiannis, C Moodley, T Stewart, A Walker