

2017/18 RATE CARD

THE SOWETAN SOCCER GUIDE
ALLOWS YOU TO:



- Reach the largest Sports Market in Southern Africa, and the World, Soccer
- Be aligned with one of the longest running and most recognised publishing brands in South Africa, The Sowetan Newspaper
- Reach the largest LSM Target group in Southern Africa through the most loyal fans and readers of the largest and fastest growing Soccer League in Africa, the PSL
- Associate yourself with a print publication Endorsed by SAFA (The South African Football Association) and the PSL (Premier Soccer League)



WHAT IS SOWETAN SOCCER

A Bi-Annual, A4 Sized, Glossy Publication, distributed Nationwide, with Hard Hitting and Award Winning local and international editorial, with focus on South African, African, and International Football News and Review. With a history of over 20 Years, The Sowetan Soccer Guide is the publication referred to for an honest and thought provoking opinion for all African Football fans.

A publication that features editorial on every PSL team, all major local, African, and International Football Tournaments and Leagues, and all the most exciting and major players locally and abroad, this is the definitive "Guide" for all South African football enthusiasts, published by Highbury Media, on behalf of The Sowetan.

WHERE CAN YOU FIND SOWETAN SOCCER:

You'll find the magazine at all major, and participating retailers throughout South Africa, in the hand of every soccer supporter, at the same low purchase price of R10.00, and through the vast database of The Sowetan Newspaper, through subscriptions, corporate clients, and competitions. Official Print Run: 25,000 Copies Nationwide, Twice Annually

Official ABC Circulation: 17,602

Two editions every six months: June-November and December-May





RATE CARD

SOWETAN SOCCER	2016 RATE CARD
HALF PAGE FULL COLOUR	R19,250
FULL PAGE FULL COLOUR	R35,950
DOUBLE PAGE SPREAD	R54,950
INSIDE FRONT SPREAD	R64,950
INSIDE BACK COVER	R38,250
OUTSIDE BACK COVER	R45,950

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M E D I A



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Highbury Safika Media (Pty) Ltd 2004/031056/07
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WHO READS SOWETAN SOCCER GUIDE

South African soccer and sport enthusiasts nationwide, PSL and Bafana Bafana supporters and fans. Loyal and informed South African football followers in the 5-8 LSM, who take interest in the rich history, the lifestyle, and the up to date news of the football community locally and abroad. 25,000 Copies per edition, 10-1 Pass on Readership (AMPS 2015)

Soccer is the most popular sport in South Africa, and the largest revenue earner in marketing for sponsors, of any sport in South Africa (R2.3 Billion, increase of 23%, 2015/16 Season). It is estimated that more than two million people play the sport, while many more follow the game at international and club level. The beautiful game brings people together and brings the country to life.

