

PRINT MEDIA PACK 2021

PRINT | DIGITAL | EXHIBITIONS

ALL RATES VALID: 1 OCTOBER 2019 - 30 SEPTEMBER 2021

Cold Link Africa (Incorporating Cold Chain) focuses on all aspects of refrigeration, following the cold chain. It includes content such as features, projects, products, industry news, world trends, events and association updates.

Published in: January | March | May | June | July | September | October | November

2021 ADVERTISING RATES

All rates exclude agency commission and VAT.
Bookings do not guarantee editorial placement.

ADVERT RATES

Rate per insertion unless otherwise specified.

ADVERT SIZE	8 EDITIONS	4 EDITIONS	CASUAL ONCE-OFF
A3 DPS	R28 000 per issue	R30 700 per issue	R36 800 per issue
Single A3	R18 000 per issue	R19 900 per issue	R23 900 per issue
1/2 A3	R13 600 per issue	R15 400 per issue	R18 000 per issue
1/3 A3	R11 500 per issue	R12 200 per issue	R15 400 per issue
Strip	R5 600 per issue	R6 400 per issue	R7 800 per issue



OTHER PRINT PROMOTIONAL OPPORTUNITIES

Rate per insertion unless otherwise specified. Rates exclude VAT.

DESCRIPTION	ADVERT SIZE	COST	CASUAL ONCE-OFF
Front cover sponsorship + 8 edition contract	Contents page logo and 1/2 A4 advert	R15 600	R25 400
Cover sponsorship + 8 edition contract	IFC - inside front cover	R15 600	R25 400
	IBC - inside back cover		
	OBC - outside back cover		
Annual year planner	80 x 80mm	R12 300	-
Loose insert into publication, per edition	A4 insert (delivered to Interact Media office)	R14 000 per insert	-

COMBOS

All rates exclude agency commission and VAT. Bookings do not guarantee editorial placement.

Buyers guide and web link	8 issues	R10 200	Product print logo with Feature/Project or web link	per issue	R4 700
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ONLINE RATES AVAILABLE ON REQUEST

Please refer to detailed online media pack
sales@interactmedia.co.za

The online media pack covers:

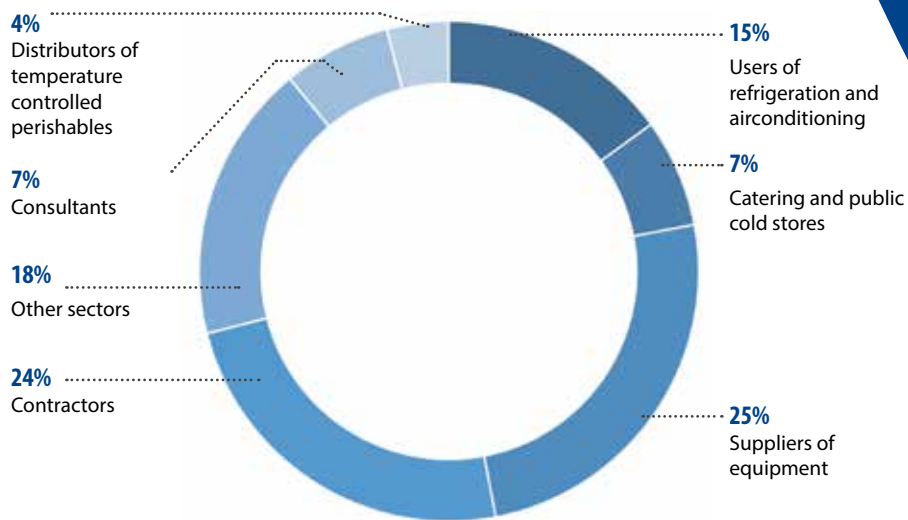
- ✓ Website page views
- ✓ Users
- ✓ Average session duration on website
- ✓ Social media following on various platforms

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READERSHIP PROFILE




Breakdown by occupation/sector




CIRCULATION		
<i>Each of our industry brands are individually audited and certified by the Audit Bureau of Circulations.</i>		
PRINT	2348	ABC July – December 2019 <i>Due to Covid-19 Lockdown, May, June and July 2020 issues were not printed.</i>
ONLINE	471	<i>Regular circulation commenced in August 2020.</i>

READERSHIP: Research statistics: 3 readers per print copy, survey 2014  7044

INDUSTRY BRANDS			
PRINT			
EXHIBITION		 www.frigairexpo.co.za	
ONLINE	www.coldlinkafrica.co.za	www.hvacronline.co.za	

SOCIAL MEDIA	  	ONLINE RATES AVAILABLE ON REQUEST <i>Please refer to detailed online media pack</i> sales@interactmedia.co.za
	Cold Link Africa Publication	

 **INTERACT**
Media Defined
If you measure it, we can manage it.

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