

## PRINT MEDIA PACK 2021

PRINT | DIGITAL | EXHIBITIONS

ALL RATES VALID: 1 OCTOBER 2019 - 30 SEPTEMBER 2021

The *Refrigeration and Air Conditioning Africa (RACA) Journal* is a trade and technical A4 monthly publication geared at the commercial and industrial HEVAC&R industry. Boasting Africa's only monthly publication serving this sector, *RACA Journal* has served the industry for over 30 years, catering to consulting engineers, contractors and other relevant industry role players.

### 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	12 EDITIONS	6 EDITIONS	CASUAL ONCE-OFF
A4 DPS	R26 200 per issue	R28 000 per issue	R30 600 per issue
Single A4	R15 600 per issue	R16 200 per issue	R19 900 per issue
1/2 A4	R11 900 per issue	R12 300 per issue	R15 100 per issue
1/3 A4	R9 900 per issue	R11 800 per issue	R13 400 per issue
1/4 A4	R7 700 per issue	R8 400 per issue	R9 600 per issue
Strip	R5 700 per issue	R6 400 per issue	R7 800 per issue
Feature block	R5 100 per issue	R5 700 per issue	R7 100 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 + 12 edition contract	Contents page logo and 1/2 A4 advert	R15 600	R25 400
Cover sponsorship + 12 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.

Brandlisting and web	12 issues	R12 300	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:

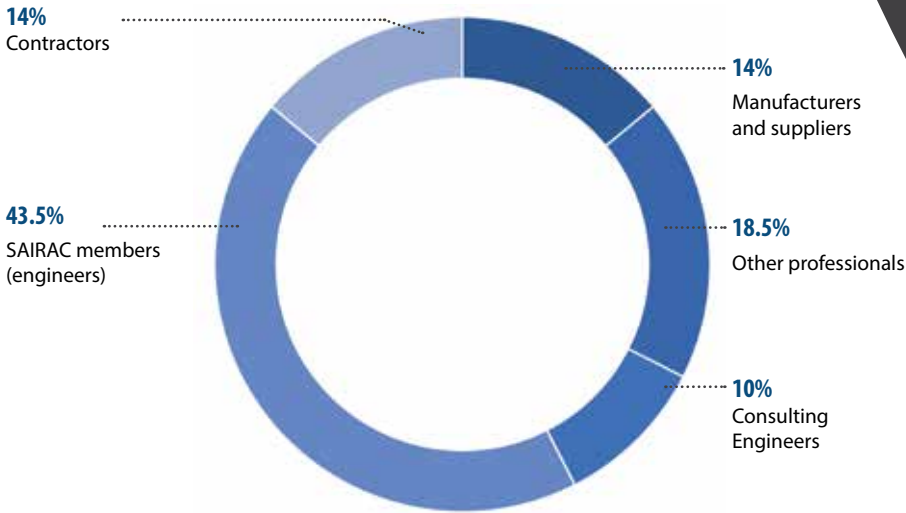
- ✓ Website page views
- ✓ Users
- ✓ Average session duration on website
- ✓ Social media following on various platforms

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### READERSHIP PROFILE

Breakdown by occupation/sector



CIRCULATION		
Each of our industry brands are individually audited and certified by the Audit Bureau of Circulations.		
PRINT	2 736	ABC January – March 2020 <i>Due to Covid-19 Lockdown, May, June and July 2020 issues were not printed. Regular circulation commenced in August 2020.</i>
ONLINE	4 134	

**READERSHIP:** Research statistics: 3 readers per print copy, survey 2014 8 208

INDUSTRY BRANDS			
PRINT			
EXHIBITION	 <a href="http://www.frigairexpo.co.za">www.frigairexpo.co.za</a>		
ONLINE	<a href="http://www.hvacronline.co.za">www.hvacronline.co.za</a>	<a href="http://www.coldlinkafrica.co.za">www.coldlinkafrica.co.za</a>	

<b>SOCIAL MEDIA HANDLES</b>		<b>ONLINE RATES AVAILABLE ON REQUEST</b>
	RACA Journal Publication	Please refer to detailed online media pack <a href="mailto:sales@interactmedia.co.za">sales@interactmedia.co.za</a>



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