

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.

Rates



**ALL RATES EXCLUDE AGENCY COMMISSION AND VAT.
BOOKINGS DO NOT GUARANTEE EDITORIAL PLACEMENTS.**

Print media rates*	12 editions	6 editions	Casual once-off
A4 DPS	R24 700 per issue	R26 400 per issue	R28 800 per issue
A4	R14 700 per issue	R15 300 per issue	R18 700 per issue
1/2 A4	R11 200 per issue	R11 600 per issue	R14 200 per issue
1/3 A4	R9 400 per issue	R11 100 per issue	R12 600 per issue
1/4 A4	R7 300 per issue	R7 900 per issue	R9 100 per issue
Strip	R5 400 per issue	R6 000 per issue	R7 400 per issue
Feature block	R4 800 per issue	R5 400 per issue	R6 700 per issue

Other (print) promotion opportunities*		Cost
Front cover sponsorship-with 12 edition contract	Contents page logo and 1/2 A4 advert	R14 700
Front cover sponsorship-casual placement		R24 000
Other cover sponsorship-with 12 edition contract	IFC-inside front cover / IBC-inside back cover / OBC-outside back cover	R14 700
Other cover sponsorship-casual placement		R24 000
Year planner	Annual year planner advert (80mm x 80mm)	R11 600
Inserts per edition	A4 insert (delivered to our Interact Media office)	R13 200

*Rate per insertion unless otherwise specified.

Combos, print and online rates		Cost
Per year	Brandlisting and web (11 issues)	R11 600
Per issue	Feature, project, product print logo and web link	R4 400
Per year	Annual directory logo and web link	R4 400

Digital advertising		Cost
Per year	Online web banner	R11 600
Per insert	Feature / project banner	R3 400
Per insert	e-Newsletter banner	R4 500

HEAD OFFICE

13A Riley Road
Bedfordview, 2007, South Africa

Tel: +27 (0) 11 579 4940

Fax: +27 (0) 11 450 1920

Email: sales@interactmedia.co.za

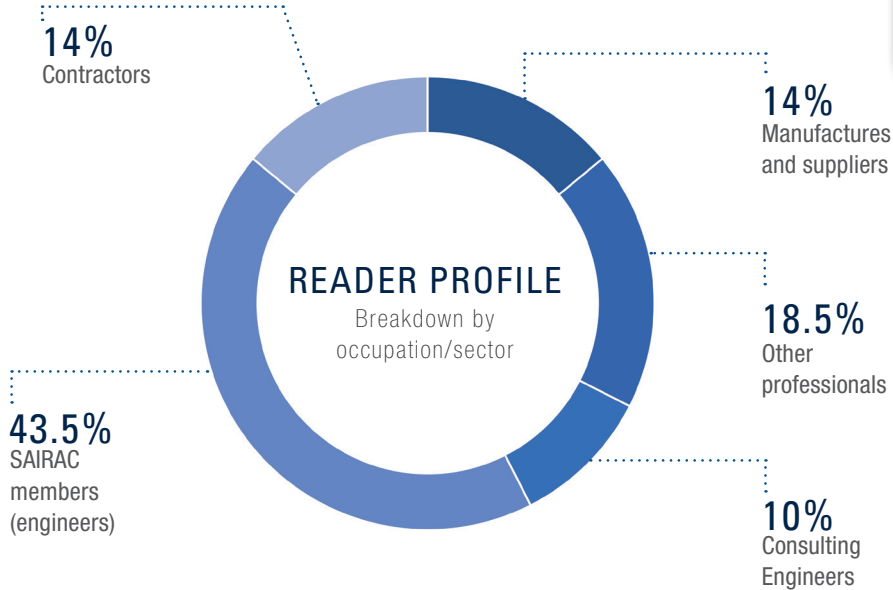
CAPE TOWN OFFICE (SALES & PRODUCTION)

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PROFILE



RACA
JOURNAL®
Refrigeration & Airconditioning Africa

Circulation

ABC (Apr–Jun 2018): 2 919
Readership: 8 757*



*Research statistics - 3 readers per copy, survey 2014.

EACH OF OUR INDUSTRY BRANDS IS INDIVIDUALLY AUDITED AND CERTIFIED BY THE AUDIT BUREAU OF CIRCULATIONS.

WHEN MEASUREMENT MATTERS talk to us



Digital reach



14 700
online users
per annum



4 600
e-Newsletters +
Digital magazines



4 400
Social media

Industry brands



PRINT



EXHIBITION



ONLINE

RACA
JOURNAL®
Refrigeration & Airconditioning Africa

COLD LINK
INCORPORATING COLD CHAIN
AFRICA

HEVAC&R
DIRECTORY

FRIGAIR
EXHIBITION

HVACR
ONLINE

COLD LINK
ONLINE

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Talk to us
www.InteractMedia.co.za
www.HVACRonline.co.za