

THE DIGGING STICK

Popular magazine of the South African Archaeological Society

ADVERTISING RATES AND PRODUCTION INFORMATION 2023

Readership: 1 000 (80% in South Africa; balance in Africa and overseas)
The Digging Stick has a specific readership that is influential, knowledge-seeking and well-travelled. Generally, members fall in the 45 to 75-year age group.

Three issues per year: April, August and December

Advertising rates (net, VAT is not applicable)

Full page black & white	R3 500
Full page, full colour	R4 500
Half page black & white	R1 900
Half page, full colour	R2 400
Quarter page black & white	R1 050
One-eighth page black & white	R 560
Loose insert – supplied ready for inserting:	
First A4 sheet	R3 300
Each additional A4 sheet	R1 600

Material specifications

Complete 'one-piece' format: Supplied in uncompressed jpg or tiff format (not in pdf)

For make-up by editor: Electronically in MS Word, with high resolution artwork/images in uncompressed jpg or tiff

Page size (trimmed): 295 mm x 210 mm

Type areas: Full page 253 mm deep x 170 mm wide

Half page horizontal 126 mm deep x 170 mm wide

Half page vertical 253 mm deep x 83 mm wide

Quarter page 126 mm deep x 83 mm wide

One-eighth page 63 mm deep x 83 mm wide

Booking/material deadline: Last day of month preceding month of publication, eg 31 March, 31 July & 30 November

Cancellations: The last date for cancellation is the material deadline. The full rate may be charged for late cancellations.

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