

PROGRESSIVE LEADER

Publication of the ANC Progressive Business Forum



RATE CARD 2018

Progressive Leader is the official magazine of the ANC Progressive Business Forum (PBF). It reaches business leaders of companies that are members of the PBF, as well as members of the ANC Progressive Citizens' Forum (PCF).

The magazine has been in existence since 2008 and is an important platform to promote dialogue between the ANC, the business community and South Africa's progressive citizenry.

It seeks to provide insight into the policies and programmes of the ANC government, as well as give business an opportunity to voice its aspirations and concerns, in order to lead to solutions that will best serve South Africa, its citizens and the economy.

Progressive Leader is a primary communication channel between the PBF, the PCF and its members. It is the ideal vehicle for companies to speak to these members directly.

DISTRIBUTION

Progressive Leader is distributed by the PBF to:

- 5 000 member companies of the PBF
- 10 000 members of the PCF
- ANC National Executive Committee members
- Ministers & Deputy Ministers
- Premiers & Provincial MECs
- ANC Members of Parliament
- Mayors and Officials of ANC-controlled municipalities
- Directors General of government departments
- SA Embassies abroad
- Foreign Missions in SA.

PUBLICATION SCHEDULE

July & December

PUBLICATION SPECIFICATIONS

Size: 275mm x 210mm
 Cover: 200gsm Gloss
 Text: 90gsm Gloss
 Pages: Minimum 100
 Circulation: Minimum 12 000



ADVERTISING RATES

Full Page	R26 000
Double Page	R40 000
Half Page	R15 000
Quarter Page	R10 000

Company Profiles	
Full Page	R26 000
Half Page	R15 000

Prime Positions	
First DPS	R50 000
Second DPS	R45 000
Page in First 20 Pages	R28 000
Outside Back Cover	R35 000

- All rates exclude VAT and Agency Commission.
- Full payment before publication is required to complete the order.
- Rates do not include the design or making up of adverts. Any design work performed will be additionally charged for.
- Rates include up to 20 complimentary copies of the magazine.

MATERIAL DEADLINES

30 May 2018 & 14 November 2018

MATERIAL SPECIFICATIONS

SIZE (Height x Width)	TRIM (mm)	BLEED (mm)	TYPE AREA (mm)
Double page spread	275 x 420	285 x 430	255 x 190 (per page)
Full page	275 x 210	285 x 220	255 x 190
Half page horizontal	138 x 210	148 x 220	118 x 190
Quarter page	123 x 90	n/a	n/a