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SIGNATURE

The Diners Club International Magazine

RATE CARD 2022

ABOUT SIGNATURE

As the Diners Club brand promise is to enable and enrich life's journey, and the premium lifestyle *Signature* magazine brings this promise to life in vivid clarity. With a uniquely approachable style, combined with insightful content, *Signature* offers an authentic view into the lifestyle and aspirations of Diners Club Members.

DINERS CLUB INTERNATIONAL®

Since 1950, Diners Club International caters to a select community of like-minded individuals who have a progressive and inspiring view of acquiring wealth. Diners Club® is more than just a corporate enterprise, it is a bespoke club that strives to deliver superior service while creating relationships beyond regular card transactions. Clubmembers understand that the process of wealth accumulation varies from the experience gained over many years, and is contemporarily defined by diversifying values. For these clubmembers, the focus is not on what wealth can acquire, but rather what accumulated wealth can achieve. This sophisticated approach to wealth is reflected in the manner in which clubmembers approach the purchasing process - wherein a particular purchase is not concluded to enhance personal image, but rather to facilitate positive change.

DISTRIBUTION

- **Private:** Couriered on request to Private, Platinum & Black Diners Club cardholders
- **Corporate:** Delivered to various blue-chip companies including Anglo American, Barloworld, Coca-Cola and De Beers - who use Diners Club as their preferred card for all travel and entertainment expenditure
- **Internal:** Delivered to Standard Bank Private Banking and Private Client Suites
- **National:** Sent to business class lounges at all major South African airport facilities

Each edition of SIGNATURE Magazine is available online at www.freemagazines.co.za and boasts close to 15,000 unique digital subscribers.

DEMOGRAPHIC PROFILE

The upper 10% of economically active South Africans account for almost 50% of leisure and investment spending, and with a minimum earning requirement of R37,500 per month, Diners Club Members fall comfortably within this bracket.

DEMOGRAPHIC MARKERS

- 70% English language users
- 56% Male / 44% Female readership
- 67% Aged 30 to 50
- LSM 10 High



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INSERTION RATES

	1 Insertion	2 Insertions	3 Insertions	4 Insertions
Double Page Spread	R66,950	R63,765	R60,865	R58,220
Full Page	R39,950	R38,050	R36,320	R34,740

PRIME PAGES

	1 Insertion	2 Insertions	3 Insertions	4 Insertions
Inside Front DPS	R76,950	R73,290	R69,955	R66,915
Upfront DPS	R73,950	R70,430	R67,230	R64,305
Next to Contents	R43,950	R41,860	R39,955	R38,220
Next to Editor	R43,950	R41,860	R39,955	R38,220
Inside Back Cover	R43,950	R41,860	R39,955	R38,220
Outside Back Cover	R49,950	R47,570	R45,410	R43,435

ISSUE	MAR-MAY	JUN-AUG	SEP-NOV	DEC-FEB
Editorial Deadline	07 Feb 2022	09 May 2022	08 Aug 2022	07 Nov 2022
Cover Deadline	18 Feb 2022	20 May 2022	22 Aug 2022	21 Nov 2022
Material Deadline	21 Feb 2022	23 May 2022	23 Aug 2022	22 Nov 2022

Terms and Conditions

- A fee of R750 per advertisement (incl. three corrections) will be levied for new material designs.
- Please supply material in print optimised high resolution (300dpi) PDF format with a colour proof.
- Include bleed as per table and include crop marks. (Add 5mm offset to prevent colour bars and registration marks in bleed).
- All fonts must be embedded.
- If proof is not supplied, TJT Media cannot be held responsible for colour matching in the final product.

EDM [Electronic Digital Mailer] / Newsletter Rates

	In-Line Banner [3 x available per weekly EDM]	Main Bottom Banner [1 x available per weekly EDM]	Button [3 x available per weekly EDM]	Snippet [image / 100 words / url link] [1 x per advertiser]	Advertiser Exclusive EDM [per Advertiser: EDM - 1 per week]
	R3,290	R5,480	R4,290	R6,250	R12,290
Size/Requirements per EDM Advertising Element: [Hyperlinked to url landing page/s supplied by advertiser or hyperlinked to Advertisement/Editorial in Digimag.]	800px width 120px height	800 px width 300px height	200 px width 200 px height	Advertiser supplied 100 words [in .doc format] + 1 x high res image + url link to embed in Snippet with direct click through to advertiser landing page	This emailer we custom design for advertiser booking this option. The EDM includes only advertiser supplied content and all elements in the email are hyperlinked to advertiser supplied url landing page/s [advertiser website landing page/s]. TCB Media custom designs this/these EDM's on behalf of Advertiser

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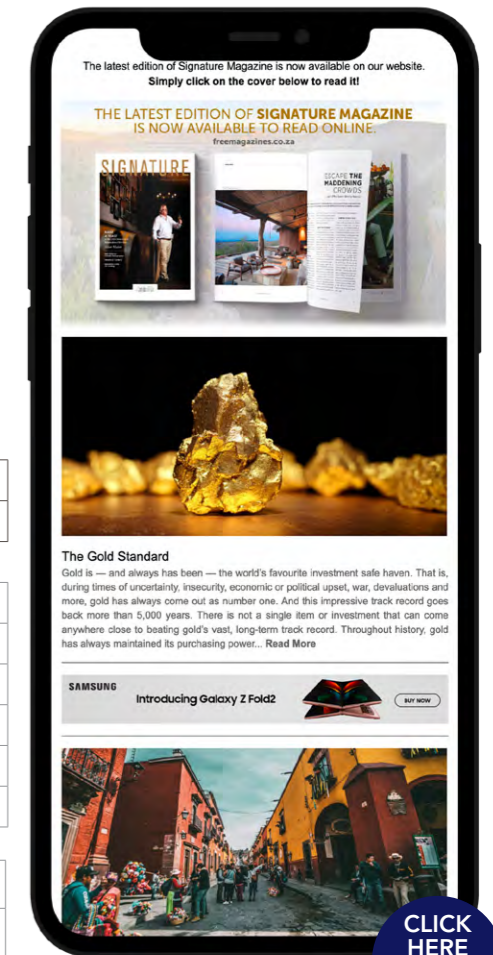
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"SIGNATURE MAGAZINE OFFERS AN AUTHENTIC VIEW INTO THE LIFESTYLE & ASPIRATIONS OF DINERS CLUB MEMBERS"



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Signature magazine reaches an even larger audience through its digital subscription, which is optimised for easy interaction on any desktop, laptop, or mobile device. Each edition of Signature is available online at www.freemagazines.co.za and boasts close to 15,000 monthly subscribers.

ADVERTISING SALES

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