



# REFINED

A COLLECTION OF SUB-SAHARAN AFRICA'S FINEST PROPERTIES FROM FINE & COUNTRY

## Rate Card 2026

### Official Magazine for Fine & Country South Africa

**Refined Magazine** is the glossy lifestyle and property magazine as published quarterly, in both print and digital format, on behalf of Fine & Country South Africa.

Fine & Country appreciates that the most exclusive and more expensive properties require a more compelling, sophisticated, and intelligent presentation.

**Refined Magazine** is the perfect presentation for a wide selection of the finest property for sale, in a traditional format that mirrors the lifestyle to which Fine & Country clients aspire – from country estates in the UK, to the vineyards of South Africa and investments abroad. As such, the magazine serves as an ongoing source of reference for potential buyers and sellers.

**Refined Magazine** offers a sophisticated look and feel, intelligent editorial, and creative layout that captures the lifestyle and interests of the high net worth reader. This coffee table-quality publication provides a selection of feature articles that cover a wide spectrum of upmarket trends, including:

- Interior design
- Lifestyle & Wellness
- Home décor
- Exclusive travel
- Premium motoring, and
- Expert advice to buyers and sellers

**As a quarterly print & digital publication with only ten pages of advertising available, promotional space in Refined Magazine is limited and in demand, so early booking is advisable.**

#### DISTRIBUTION

**Refined Magazine** is a national publication that is distributed through more than 50 Fine & Country agencies to select clients. The printed magazine is hand delivered to prospective Fine & Country clients who qualify to purchase properties of R2 million or more.

Each edition of **Refined Magazine** is available online at [www.freemagazines.co.za](http://www.freemagazines.co.za), on Fine & Country's website and is also promoted on the Social Media platforms, and currently boasts close to 15,000 unique digital subscribers, with over 44,535 newsletters sent every quarter.

**“We don’t just sell homes – we sell a lifestyle to which our clients aspire. People buy as much into the lifestyle of the property and its location as they do the bricks, mortar and dimension of its construction.”**

**“With Arguably the best address in the world – Park Lane, London – Fine & Country reach the markets other agents cannot reach and provide its clients with the best of all worlds – local, national and international buyers and sellers.”**



ISSUE	Mar - May 2026	Jun - Aug 2026	Sept - Nov 2026	Dec - Feb 2026/27
EDITORIAL DEADLINE	Fri, 16 Jan	Fri, 17 Apr	Fri, 17 Jul	Fri, 16 Oct
COVER DEADLINE	Wed, 28 Jan	Mon, 27 Apr	Tue, 28 Jul	Wed, 28 Oct
MATERIAL DEADLINE	Fri, 30 Jan	Thu, 30 Apr	Fri, 31 Jul	Fri, 30 Oct

Print & Digital Rates	1 INSERTION	2 INSERTIONS	3 INSERTIONS	4 INSERTIONS
Double Page Spread	R38,400	R36,600	R35,000	R33,450
Full Page	R23,100	R21,900	R21,000	R20,000
Prime Pages				
Inside Front DPS	R44,200	R42,150	R40,250	R38,450
Next To Contents	R25,400	R24,200	R23,100	R22,100
Inside Back Cover	R25,400	R24,200	R23,100	R22,100
Outside Back Cover	R27,700	R26,400	R25,200	R24,100

Content/Editorial		<b>Terms &amp; Conditions:</b> - All rates are for full colour insertions and includes Agency Commission and exclude VAT. - Payment options are specified on booking form. For series bookings, pay upon receipt of invoice for each edition. - Cancellation deadlines are the same as booking deadlines. - Clients who fail to supply copy / photographs / finished advertising material by deadline will be billed for the space booked and the right to refuse/edit advertorial is reserved.
FP Editorial Feature	R30,000	
2-Page Editorial Feature	R54,000	
Snippet	R11,900	
EDM [Electronic Digital Mailer]/Newsletter		
Slimline Banner	R3,650	
High Impact Banner	R6,100	
Content Snippet	R6,900	
Advertiser Exclusive Newsletter	R14,200	

Print Material Specifications	TRIM (WIDTH x HEIGHT)	BLEED (WIDTH x HEIGHT)	TYPE (WIDTH x HEIGHT)
<b>Main Body Advertisements / Advertorials</b> [print ready material supplied by advertiser]			
Full Page	210 x 297	220 x 307	190 x 257
DPS	420 x 297	430 x 307	400 x 257
<b>Editorial Features</b> [advertiser supplies text and images]			
Full Page	350 words + 1 x high res image		
2-Page	600 words + 2 x high res images		
Snippet	150 words + 1 x high res image		

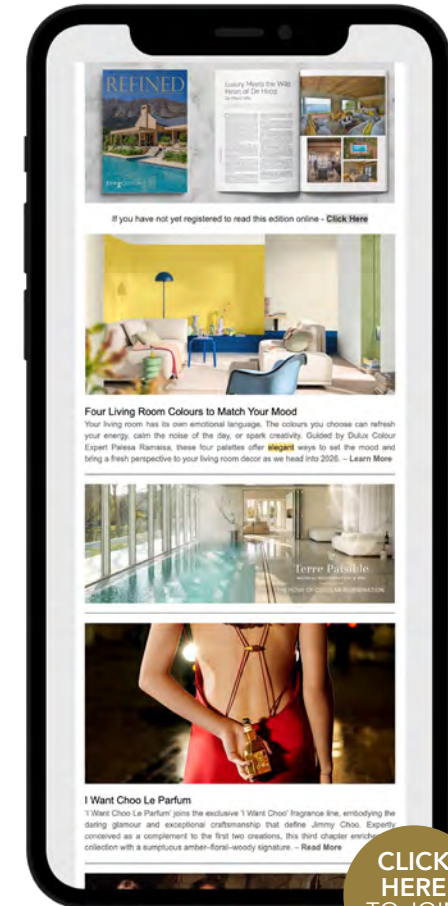
**\*\*Please supply material in print optimised high resolution (300dpi) PDF format with a colour proof\*. All fonts must be embedded. Include bleed as per table and include crop marks. (Add 5mm offset to prevent colour bars and registration marks in bleed).**

Digital Material Specifications [for Digital Only advertising]		
Digimag Main Body Advertisements / Advertorials [material supplied by advertiser]		
Full Page	210 x 297	mm [w x h]
DPS	420 x 297	mm [w x h]

Website/Online Advertising Options	MATERIAL SPECS	AVAILABILITY PER MONTH
Digimag Edition [freemagazines.co.za] Online Landing Page Exclusive Banner [hyperlinked to advertiser website or through Url / UTM link supplied by advertiser]	800px [w] x 120px [h]	x 1 Advertiser
Digimag Edition [freemagazines.co.za] Online Landing Page Exclusive Video	Must be YouTube or Vimeo link	x 1 Advertiser

Newsletters/ EDMs	In-Line Banner	High Impact Banner	Main Bottom Banner	Content Snippet	Video	AE EDM [Advertiser Exclusive Newsletter]
[Electronic Digital Mailers]	800 px Width 120 px Height url/UTM link	800 px Width 300 px Height url/UTM link	800 px Width 300 px Height url/UTM link	80 words 1 x high res image url/UTM link	Must be YouTube or Vimeo link	We custom design this Newsletter on behalf of advertiser [all content is exclusive to advertiser]
static/gif						
Availability per Newsletter	3	3	1	2	1	1 per month

**\*\*We publish 2-3 Newsletters per quarterly edition**



#### REFINED DIGITAL

**Refined magazine** is available for digital download at [www.freemagazines.co.za](http://www.freemagazines.co.za) and boasts close to 15,000 unique digital subscribers and 44,535+ Newsletter Subscribers per edition.

## ADVERTISING SALES

#### Director

Sales | Development | Operations

#### Chantal Barton

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**For Print, digital, electronic digital mailers & online advertising opportunities:**

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#### Material

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**CLICK TO EMAIL**