

longevity™

The Art and Science of Staying Young
Annual Bookazine 2024/25

RATE CARD
SPECIAL EDITION





The Art and Science of Staying Young

RATE CARD 2024/5

Publishing date: 25th August 2025

ALL PRICES ARE QUOTED EXCLUDING VAT AND AGENCY COMMISSION

PRINT	
Full-page advertisement (FP)	R23 100.00
Double-page spread (DPS)	R46 000.00
Half page vertical or horizontal	R11 500.00

Engage with us directly for any other options, special promotions, such as inserts and sampling, or any other ideas you would like to explore that are out of the ordinary.

Special Positions carry a 20% Loading Fee

DIGITAL	
Newsletter Sponsorship	R15 000 Monthly (Fortnightly)
Web Banners**	R450 per impression - see sizes below Admin/Loading Fee, R 1 200
Longevity compiles native content/digital	Cost is R6 500 per post with a minimum of two links and social media support.
Video interviews. Q&A format.	Quoted on request, dependent on number and topic, and interview. Basic Q&A package is R6 500 for a 10-minute video interview, curated, produced and loaded online. Supplied video can be discussed as part of a native content package.

If you need a post written, we will provide a writer and you will be quoted as per the above advertorial rates.

#WellnessWednesday	You can join our #WellnessWednesday as a special guest to discuss your product and service and how it improves health and wellbeing. Or your company may be featured on The Business of Health, which is a digital programme that discusses the story behind the health success. <i>Price on request.</i>
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SOCIAL DISPLAY	
Social Media Posts	Facebook, Instagram and Twitter - R350 per post
Social Video Display	Per post: R500

All prices exclude VAT.

BRANDED CONTENT	
PACKAGE	Digital x 1 Boosted sponsored Facebook post x 1 Sponsored Tweet x 1 Newsletter sponsored blurb x 1 Banner adverts - 100% Share of voice Total cost :R26 500 (excl VAT)

CONTENT MARKETING PACKAGES	
* Banners and background branding are available on request	

WE CAN'T WAIT TO HEAR FROM YOU

**Please contact:
Barbara Spence**

**Avenue Advertising
Tel: +27 11 463 7940
Email: barbara@avenue.co.za**

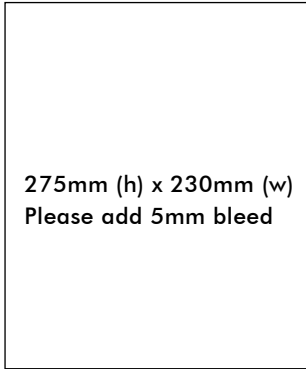
**Editorial queries:
Please contact the Publishing Editor of Longevity:
gisele@longevitylive.com**

**Banner rates are quoted as CPM

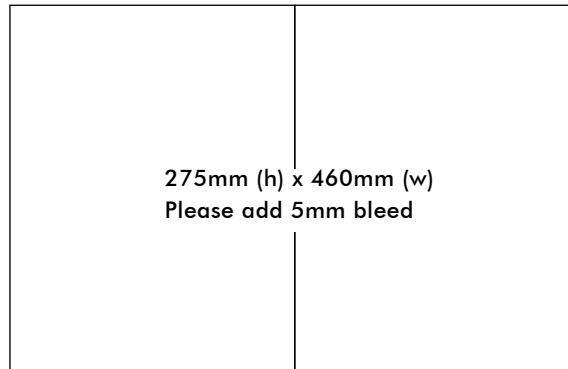
INFORMATION KIT

PRINT ADVERTISEMENT CREATIVE SPECIFICATIONS

BOOK SIZE



SINGLE-PAGE ADVERTISEMENT
 TRIM: 275mm (h) x 230mm (w)
 BLEED: 5mm



DOUBLE-PAGE ADVERTISEMENT
 TRIM: 275mm (h) x 460mm (w)
 BLEED: 5mm

FILE FORMATS:

- **File type:** PDF (PDF/X-1a format) with all fonts and high-resolution images embedded

Color space: Process CMYK (no spot colours or RGB)

Resolution: 300 DPI

Marks: Include trim and bleed marks

DIGITAL MATERIAL REQUIREMENTS

Formats: Longevity accepts digital ads in the following formats, sent via websend or wetransfer:

PDF: Press-optimised PDFs including all elements, eg high-resolution images (minimum 300 dpi) and all fonts embedded. The PDF should be preflighted and verified prior to transmission.

EPS: Fonts and high-resolution images embedded.

Proofs: A high-colour proof is essential; colour/laser inkjet printouts are not sufficient. Longevity will not be held responsible for variations in the final printed colour.

Colour: Longevity is not responsible for colour discrepancies that might occur when images are converted from RGB to CMYK.

Furniture: Remove all furniture (ie coloured bars, exposure bars and registration marks). Crop marks can be added, but only if absolutely necessary.

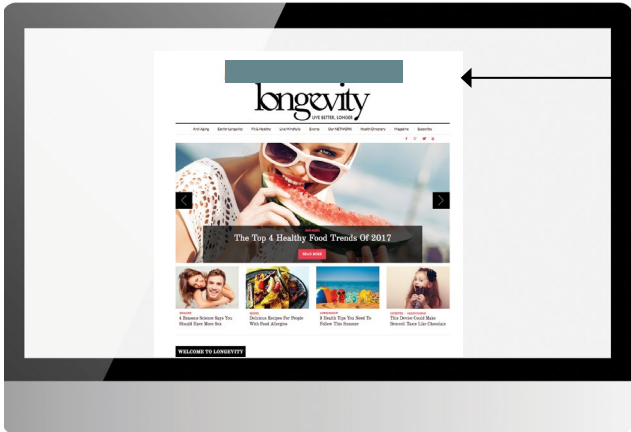
MAIN BOOK MATERIAL SPECIFICATIONS

FORMAT	TRIM	WITH BLEED	TYPE
DPS	275mm x 460mm	285mm x 470mm	245mm x 430mm
Full page	275mm x 230mm	285mm x 240mm	245mm x 200mm
½ page horizontal	137mm x 230mm	147mm x 240mm	107mm x 200mm



DIGITAL INFORMATION KIT

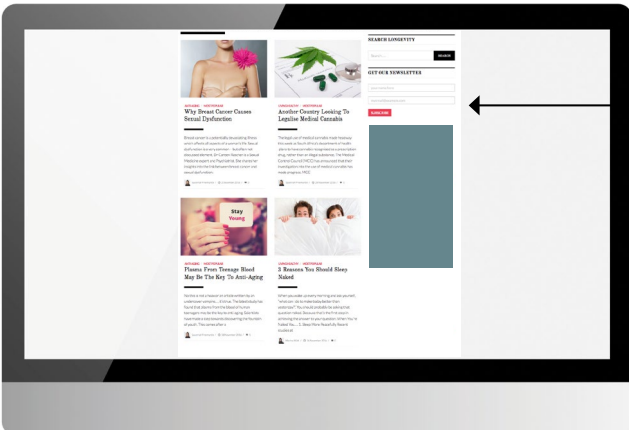
ONLINE ADVERTISEMENT CREATIVE SPECIFICATIONS



LEADERBOARD ADVERTISING:

Positioned at the top of the *Longevity* website, this is prime real estate for your brand message.

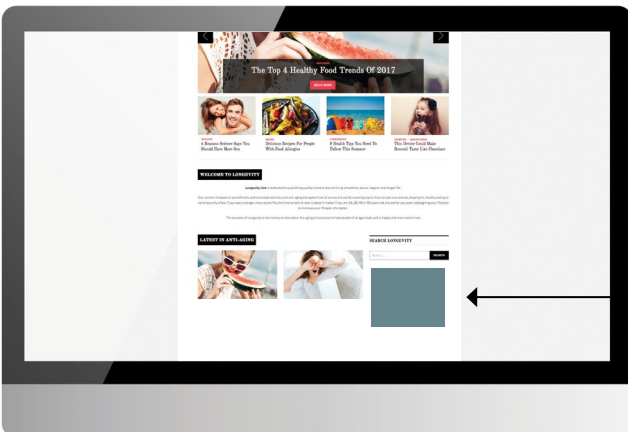
Size: 728 x 90 pixels



SKYSCRAPER ADVERTISING

Positioned on the right-hand side of our website, this placement ensures that your ad sits side-by-side with editorial content.

Size: 300 x 600 pixels



SIDE BANNER

Positioned on the right-hand side of our website, this placement ensures that your ad sits side-by-side with editorial content.

Size: 300 x 250 pixels



HOMEPAGE TAKEOVER

Leaderboard (728 x 90)
+ Side banner (300 x 250)
+ Side banner (300 x 600)

- 1 All copy for advertisements / advertorials is subject to the approval of the publisher, who also reserves the right to decline or cancel any advertisements / advertorials or series of advertisements / advertorials.
- 2 No responsibility will be accepted by the publishers for loss arising from typographical or other errors. The publisher's responsibility is limited to industry standard scanning and printing quality. No responsibility is taken for picture selection, enhancement or layout. The publisher is not responsible for any apparent discrepancy in this regard and clients are not exempt from liability for the full insertion price reflected on orders and or copy instructions, should an error have occurred.
- 3 It is a client's responsibility to supply material suitable for space bookings by the publisher's copy deadlines. If copy is not forthcoming, the publisher has the right to make up copy for space booked. Furthermore, the cost of making up the material will be debited to the client.
- 4 The publisher accepts no responsibility for incorrect material supplied. All litho material supplied is assumed to be correctly sized, marked and appropriate in screen.
- 5 The proprietors and publisher shall not be liable for any loss occasioned by the failure of an advertisement to appear on any special day, or at all, for any cause whatsoever.
- 6 The publisher will use their best endeavours to place the advertisement correctly under this agreement, but will not be liable for any loss of profits or damages suffered by the client as a result of their failure to do so and the account rendered in any respect. The publisher shall be exempt from any liability arising from force majeure or where performance of their obligations is prevented by circumstances outside their control.
- 7 While an enquiry service number may be supplied, this in no way forms part of the contract. The publisher is not responsible for an omission of an enquiry number nor the failure to supply the client with enquiries. The client may not, in any way, hold back payment or part thereof should the enquiry number service, for whatever reason, not be supplied.
- 8 Whilst every effort will be made to place advertisements / advertorials / insertions in requested positions, no guarantees can be given. The placement of advertisements / advertorials / insertions is at the sole discretion of the editor. A guarantee of position is subject to a 10% (ten percent) surcharge being paid by the client, otherwise no guarantee will be given.
- 9 No cancellation of space can be accepted less than (1) one month before publication date. Verbal cancellation will not be valid, only a written cancellation confirmed by the publisher will serve as notice.
- 10 Series rate quoted apply only to firm orders and insertions must be taken up within a (12) twelve month period unless otherwise arranged. Where the number of insertions taken does not justify the series rate, a surcharge will be made.
- 11 All production costs will be for the account of the client as per the publisher's client service rates. This includes all photography and layout expenses.
- 12 Payment is required within 30 (thirty) days of date of invoice and the publisher reserves the right to suspend services if payment is not received within 60 (sixty) days. This action by the publisher will not constitute a breach of agreement. The insertion charge is excluding Value Added Tax, and is, unless specified to the contrary, exclusive of production costs.
- 13 Nothing herein contained shall be interpreted as obliging the publisher to afford the client any indulgence to effect payment after due date.
- 14 All overdue accounts will bear interest at the rate of 2% (two percent) per month, the interest to be capitalised monthly. All accounts which are in arrears will be handed to a professional debt collection agency and all legal cost incurred, inclusive of a debt collection commission of 20% (twenty percent), will be for the account of the client, and by placing his / her signature on the order form, the client agrees to his account being debited with such costs.
- 15 In the event of the publisher instructing its attorneys to collect any amounts, all legal fees and collection charges and tracing agents' fees as between attorney and client shall be borne by the client.
- 16 Once an account has been handed over for collection, all payments made shall firstly be allocated towards such collection/tracing fees and charges, thereafter to interest and finally to capital.
- 17 A certificate under the hand of any director, manager or accountant of the publisher whose valid appointment need not be approved by the publisher, in respect of any indebtedness of the client to the publisher or in respect of any other fact, including but without limiting the generality of the foregoing, the fact that professional publishing services were rendered, shall be prima facie evidence of the client's indebtedness to the publisher and prima facie evidence of such other fact and prima facie evidence of the services rendered, for inter alia the purpose of summary judgement.
- 18 In all cases where the client uses the postal service or any other service to effect payment, such service shall be deemed to be the agent of the client.
- 19 Where a client is a company, close corporation, partnership or other legal entity, whether or not the liabilities of the entity exceed the assets either at the time of entering the agreement or on publication, the authorising individual does hereby bind himself/herself as coprincipal debtor, in solidum, for the due and punctual payment of all amounts and sums of money which may now or at any time hereafter be or become due as a result of this contract with the publisher, irrespective of any changes which may now or in the future take place in the nexus between client and the authorising individual.
- 20 The authorising individual hereby expressly renounces the benefits of division, excussion and cession of action as well as the benefits of the legal exceptions non causa debiti, de duobus vel pluribus reis debendi, non numeratae pecunia, errore calculi, no value received and revision of accounts and declares that he/she is fully acquainted with the meaning, legal effect and consequences of these renunciations.
- 21 The client does hereby irrevocably and in rem suam cede, pledge, assign, transfer and make over unto and in favour of the publisher all of its right, title, interest, claim and demand in and to all claims/debts/book debts of whatsoever nature and description and howsoever arising which the client may now or at any time hereafter have against all and any persons, companies, corporations, firms, partnerships, associations, syndicates and other legal personae whosoever without exception as a continuing covering security for the due payment of every sum of money which may now be due or at any time hereafter be or become owing by the client to the publisher from whatsoever cause or obligation howsoever arising which the client may be or become bound to perform in favour of the publisher.
- 22 Should it transpire that the client at any time entered into prior deeds of cession or otherwise disposed of any of the right, title and interest in and to any of the debts which will from time to time be subject to this cession, then this cession shall operate as a cession of all the client's reversionary rights. Notwithstanding the terms of the foregoing cession, the client shall be entitled to institute action against any of its debtors provided that all sums of money which the client collects from its debtors shall be collected on the publisher's behalf and provided further that the publisher shall at any time be entitled to terminate the client's right to collect such monies/debts.
- 23 By placing his/her signature in the face hereof the client agrees to the terms and conditions as set out above, agrees that this order constitutes a valid contract with the publisher and certifies that the information given herein by him to the representative of the publisher is true and correct.
- 24 Ownership in all material handed to the publisher and subsequently published shall remain vested in the publisher until the full publishing price in respect thereof has been paid, in the event of a breach of contract by the client after material was handed back to him, the publisher shall be entitled, forthwith, to take possession of the material without prejudice to any further rights vested in it and is hereby irrevocably authorised to enter upon the client's premises to take delivery of such material without Court order. Where material was published and not claimed by the client within a period of 12 (twelve) months from date of publication, such material may be destroyed at the discretion of the publisher without prior notice to the client.
- 25 This agreement is governed by South African Law and is subject to the jurisdiction of the South African courts. The publisher is allowed to institute legal proceedings for the recovery of any amount owing hereunder in the Magistrate's Court of any district which by virtue of Section 28 of the Magistrate's Court Act has jurisdiction over the client, but this does not preclude the publishers at their own discretion from instituting legal proceedings in the Supreme Court of South Africa which has jurisdiction over the client.
- 26 The client chooses as his domicilium citandi et executandi the physical address contained herein for the purpose of giving or sending any notices provided for or required hereunder, or such other address as may be substituted by written notice given thereof.
- 27 All terms and conditions relating to the services are set out herein. All other terms and conditions are excluded unless agreed to in writing by the publisher and no other conditions, warranties or representations, whether oral or written, express or implied by statute or otherwise, shall apply hereto.
- 28 No concession, latitude or indulgence allowed by the publisher to the client shall be construed as a waiver or abandonment of any of its rights hereunder.
- 29 Each of the terms herein, excluding liability on the part of the publisher, shall be a separate and divisible term and if any such term becomes unenforceable for any reason whatsoever, that term shall be severable and shall not affect the validity of the other terms.