

RATE CARD 2020

Journal of the Botanical Society of South Africa

EDITOR: Patricia McCracken

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Visit the Botanical Society website at:
www.botanicalsociety.org.za

About the Botanical Society of South Africa

The Botanical Society of South Africa is the oldest environmental NGO in the country. Established in 1913, the Botanical Society is a well-recognised and trusted brand that contributes considerably to the debate around biodiversity, climate change and conservation in South Africa and internationally. Organisations who advertise with *Veld & Flora* will gain positive association with the brand – and help convey the message that they are committed to greening their business.

About Veld & Flora

Glossy, colourful and energising, the Botanical Society's popular quarterly magazine *Veld & Flora* underwent a widely acclaimed redesign and makeover in 2019. Its invigorating features take readers out into the field with adventurous researchers and citizen scientists and urge readers to pursue their curiosity about southern Africa's wealth of indigenous plants.

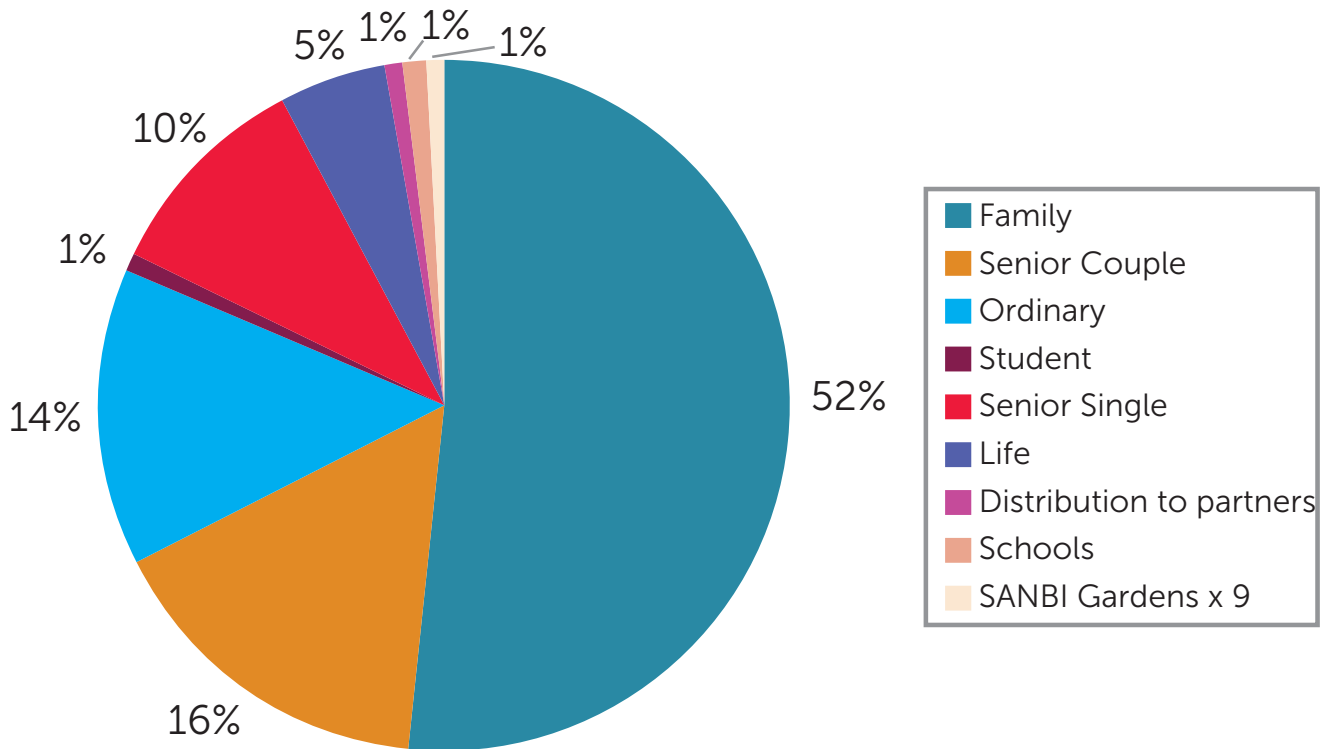
Veld & Flora takes readers behind the scenes – onto mountains and shores, into labs and glorious indigenous gardens. It follows the contemporary trend for informing readers about environmental and scientific issues in plain English, showcasing the passion of our country's plant enthusiasts and making for exciting and motivating reading in this era of climate crisis.

The magazine is supported by a powerful legacy, being the latest iteration of a journal for members founded in 1915, just two years after the establishment of the Botanical Society itself.

Veld & Flora is delivered as a free value-add to the society's 20 000 members, and sold over the counter in selected book stores as well as distributed free to select Cape Town schools and tourism offices. Readership is primarily made up of higher LSM families, from scholars and students to adults and seniors. *Veld & Flora* readers are passionate about nature conservation and the environment. They are interested in products and services relating to this, as well as in health, wellness, leisure, gardening, travel and education.



Membership demographics



Advertising fees

AD SIZE	CASUAL RATE Per placement, excl. VAT	2-4 PLACEMENTS Per placement, excl. VAT	AD SIZE dimensions (mm)	
DPS	R26 381	R24 896	type 394 x 270 trim 420 x 297 bleed 430 x 307	
Full Page Outside Back Cover Inside Front Cover Inside Back Cover	R15 458 R19 525 R17 899 R16 272	R14 644 R17 572 R16 179 R14 644	type 184 x 270 trim 210 x 297 bleed 220 x 307	
Half Page (Horizontal/Vertical)	R9 761	R8 785	horizontal type 184 x 135 trim 210 x 148 bleed 220 x 158	vertical type 85 x 270 trim 105 x 297 bleed 115 x 307
Third Page (Horizontal/Vertical)	R8 233	R7 773	horizontal type 184 x 86 trim 210 x 99 bleed 220 x 109	vertical type 53 x 270 trim 70 x 297 bleed 80 x 307
Quarter Page (Horizontal/Vertical)	R6 102	R5 487	horizontal type 184 x 67 trim 210 x 74 bleed 220 x 84	vertical type 42 x 270 trim 55 x 297 bleed 65 x 307
Strip Ad	R2 736	R2 462	horizontal 188 x 35	vertical 48 x 257