

Avizandum™

for birdkeepers

Now available in CNA stores countrywide!

Advertising Prices and Guidelines 2012

the website for birdkeepers
avizandum.co.za

For advertising sales
and info,
call 031 763 4054

Email: [adverts@
dennisonpublishing.co.za](mailto:adverts@dennisonpublishing.co.za)

An imprint of:

Dennison
Publishing cc



Also inside!

56 full colour pages with
up-to-date information on:

- Avian Management
- Breeding of Parrots, Finches
and other species of birds
- Health and Disease
- Nutrition and Feeding
- Latest News and
Conservation
- Bird Products for Sale

Avizandum Times
◇ Closing
date for colour
ads:
20th of each month
◇ Closing dates for classified
ads: 25th of each month

Avizandum is South Africa's only monthly magazine for keepers and breeders of pet and aviary birds. The magazine was started in 1989, and is now under the management of Dennison Publishing. It is the main source of information and the main means of communication between keepers and breeders of pet and aviary birds in South Africa and Namibia. Avizandum is now a registered trade mark.

Avizandum's goal is to produce a magazine of international quality. Our articles are up-to-the-minute with regard to current information and are useful to beginners and experienced birdkeepers alike. Avizandum encourages adverts from suppliers of quality products and services to the avicultural and pet industry, thus enabling breeders and keepers of pet and aviary birds to source their requirements quickly and easily.

As a bilingual publication, Avizandum has a unique appeal to the South African market and the glossy, full-colour format offers a high-quality platform for your advertising needs, at a very competitive rate.

WE ARE ALSO VERY PLEASED TO ANNOUNCE THAT AS OF DECEMBER 2011, AVIZANDUM WILL BE AVAILABLE FROM SELECTED CNA OUTLETS COUNTRYWIDE, WHICH MEANS THAT OUR READERSHIP WILL BE EXPANDING EXPONENTIALLY!

WEBSITE

Advertise on our homepage, www.avizandum.co.za, with a link to your site and increase your site traffic with exposure of over 6000 hits per month! We also have a classified section in the magazine; free to subscribers and only R80.00 for non-subscribers. The classified ads are also uploaded to our website, where they are displayed for two months.

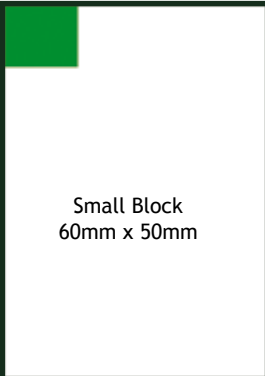
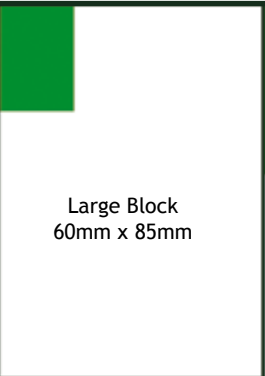
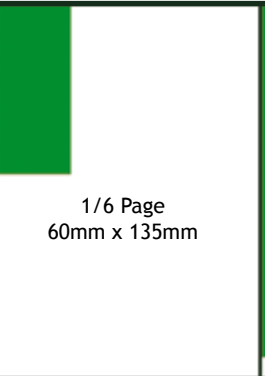
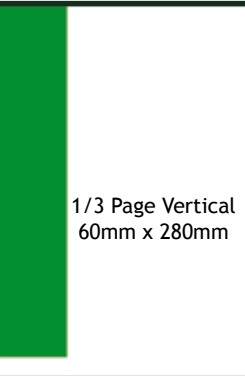
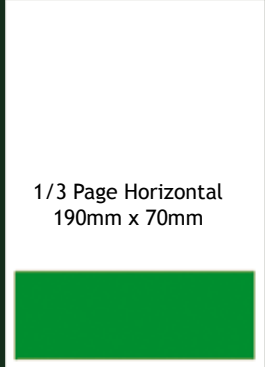
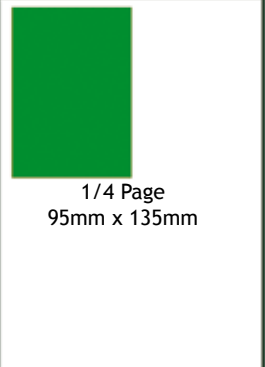
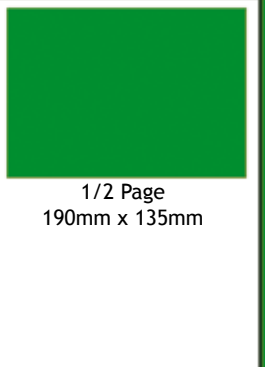

ARTWORK

All formats are acceptable, although JPEG and PDF are preferred, at as high a resolution as possible. We also offer a design service at no extra charge, whereby we can put together something for you based on your instructions. We will send a proof for approval before printing. **All full page ads require a 5mm bleed.**

RATE CARD

(prices valid 01 Jan 2012)

Magazine Size Options:

 <p>Small Block 60mm x 50mm</p>	 <p>Large Block 60mm x 85mm</p>	 <p>1/6 Page 60mm x 135mm</p>	 <p>1/3 Page Vertical 60mm x 280mm</p>
 <p>1/3 Page Horizontal 190mm x 70mm</p>	 <p>1/4 Page 95mm x 135mm</p>	 <p>1/2 Page 190mm x 135mm</p>	 <p>Full Page / Inside Cover / Outside Back Cover 210mm x 297mm</p>

Rates

(all prices include VAT)

Size	Price
Small Block	R 135.00
Large Block	R 220.00
1/6 Page	R 365.00
1/4 Page	R 800.00
1/3 Page	R1 030.00
1/2 Page	R1 500.00
Full Page	R2 940.00

Website Banner Options:



Rates (all prices include VAT)

Position	Size	Price
Footer	336x280	R 500.00
Right Menu	120x90	R 450.00
Left Menu	120x90	R 450.00