

FHM Rate Card

2010
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FHM Profile

The guys in South Africa's most lucrative, free-spending, pleasure-seeking target market go crazy for FHM, SA's most satisfying men's lifestyle magazine.

FHM is quality! From its thick, high-gloss paper to its world-class photography and writing. FHM rocks the Sexy, Funny, Useful and Relevant content every month. FHM totally nails it, and its readers – affluent brand-

conscious, sociable, active consumers – are as loyal as ever. FHM's readers boast one of the highest average household incomes of R15 787 (AMPS 2008 2009 Main Branded) of all the magazines competing in the men's lifestyle category.

The mean age of FHM's readers is 28. FHM readers are well educated, affluent and therefore are premium prospects for advertising aimed at South African men.

Ad Rates and Deadlines

STANDARD FULL COLOUR RATES

Double Page Spread	R125 800
Full Page	R62 900
Half Page	R49 285
Third Page	R42 230
FHM Promotion Full Page*	R65 300

*Excludes ad agency commission, but includes concept, design, copy, styling, models, photography and material.

GUARANTEED SPECIAL POSITIONS

Full Page	
Outside Back Cover	R95 460
Inside Back Cover	R74 900
Inside Front Cover	R74 900
Left-Hand Page Opp FHM Contents	R74 900

Double Page Spread	
First DPS	R149 740
Second DPS	R140 795
Third DPS	R133 210

All guaranteed special positions subject to availability. Any special positions other than specified above are subject to a 25% premium.

INSERTS

No. of Pages	Loose ('000)	Stitched ('000)
Single	R440	R546
4	R383	R720
6 - 8	R685	R860
12	R778	R1 020
16 - 20	R860	
24	R1 020	
24+	On Application	

Please confirm print orders for inserts and allow a 10% contingency.

Note: All special inserts and bagging are quoted separately and final insert and bagging quotes are subject to UCM approval prior to booking/acceptance.

ADDITIONAL INSERT COST

	('000)
Carrying Fee	R440
By Hand (Random)	R210
By Hand (Specific)	R255
Pasting On	R500
Bagging (Contribution)	R336
Bagging	R847

- All rates quoted exclude VAT, but include ad agency commission, except FHM Promotions.
- FHM 2010 rates are applicable from FHM January 2010 issue.

Fast Facts

ABC Quality Circulation:

61 155 (ABC Oct-Dec 2009)
(Subs: 1 532, Newsstand sales:
59 623) (No third party bulk sales!)

FHM's total readership:

713 000 (AMPS 2008 2009 Main Branded)

Retail Sales Value (RSV):

RSV = Cover price x Newsstand sales x Publications per year

FHM RSV = R26 436 838 (Annualised)

Average print order: 80 000



DIGITAL MATERIAL SPECIFICATIONS

- PDF files (format: PDF/X-1a)
 - Quickcut and Websend accepted
 - On CD (delivery to heat office)
- Process: Web Offset
Proof: Colour proof required

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Fast Facts

DEMOGRAPHICS

Age:

16 - 34 (76%) - Average age is 28

Education:

Matric (50%), Post Matric (24%)

Gender:

Male (77%), Female (23%)

Race:

Blacks (45%), Coloureds (14%), Indians (5%), Whites (36%)

Income:

HH Income R8 000+ (65%)
Average HH Income R15 787
Average personal Income R8 519

Language:

English (36%), Afrikaans (28%), Other (36%)

Lifestages:

At Home Singles (38%)
Young independent +singles (23%)

LSMs:

LSM 8 - 10 (60%)

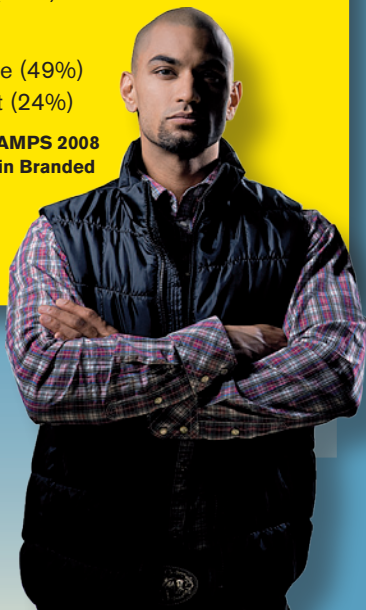
Status:

Single (61%)

Work:

Full Time (49%)
Student (24%)

Source: AMPS 2008
2009 Main Branded



TECHNICAL DATA

Size	Bleed (in mm)	Trim (in mm)	Type (in mm)
Double-page spread	446 x 306	440 x 300	416 x 273
Full page	226 x 306	220 x 300	196 x 273
Vertical adverts			
Third page vertical	80 x 306	74 x 300	64 x 276
Half page vertical	112 x 306	106 x 300	96 x 276
Horizontal adverts			
Third page horizontal	226 x 106	220 x 100	196 x 85
Half page horizontal	226 x 156	220 x 100	196 x 135

DEADLINES & ON SALE DATES

No.	Issue	On-Sale Date (Wednesday)	Ad Booking Deadline 5 weeks before on-sale	Material Deadline	Promotions Booking Deadline
120	Dec 2009	28 Oct 2009	23 Sep 2009	2 Oct 2009	11 Sep 2009
121	Jan 2010	25 Nov 2009	21 Oct 2009	30 Oct 2009	16 Oct 2009
122	Feb 2010	30 Dec 2009	25 Nov 2009	4 Dec 2009	6 Nov 2009
123	Mar 2010	27 Jan 2010	17 Dec 2009	8 Jan 2010	4 Dec 2009
124	Apr 2010	24 Feb 2010	20 Jan 2010	29 Jan 2010	15 Jan 2010
125	May 2010	31 Mar 2010	24 Feb 2010	5 Mar 2010	19 Feb 2010
126	Jun 2010	28 Apr 2010	24 Mar 2010	2 Apr 2010	12 Mar 2010
127	Jul 2010	26 May 2010	21 Apr 2010	30 Apr 2010	9 Apr 2010
128	Aug 2010	30 Jun 2010	26 May 2010	28 May 2010	14 May 2010
129	Sep 2010	28 Jul 2010	23 Jun 2010	2 Jul 2010	11 Jun 2010
130	Oct 2010	25 Aug 2010	21 Jul 2010	30 Jul 2010	9 Jul 2010
131	Nov 2010	29 Sep 2010	25 Aug 2010	3 Sep 2010	13 Aug 2010
132	Dec 2010	27 Oct 2010	29 Sep 2010	8 Oct 2010	10 Sep 2010
133	Jan 2011	24 Nov 2010	27 Oct 2010	29 Oct 2010	22 Oct 2010

Special Issues

ISSUE: JULY 2010

FHM 100 Sexiest Women in the World 2010

On-sale date: 26 May 2010

Ad deadline: 21 April 2010

ISSUE: NOVEMBER 2010

FHM Lingerie Special 2010

On-sale date: 29 September 2010

Ad deadline: 25 August 2010

ISSUE: OCTOBER 2010

FHM Collections Spring/Summer 2010

On-sale date: 25 August 2010

Ad deadline: 21 July 2010

ISSUE: JANUARY 2011

FHM Calendar 2011

On-sale date: 24 November 2010

Ad deadline: 27 October 2010

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Terms and Conditions

1. Acceptance of an order shall only occur once UPPERCASE MEDIA have duly considered and approved the order. No contractual obligations shall arise merely as a result of the completion of an order form.
2. The right is reserved to withhold publication of any advertisement and to cancel any advertisement order which has been accepted without stating any reasons therefore. No liability is accepted for losses arising from omissions, failure to publish, publication of wrong "copy", poor positioning or typographical or any other mistake or error. In case of such losses, the advertiser is not exempted from any contractual obligations.
3. Late receipt of proof, or non-receipt thereof by the applicant does not exempt him/her from any contractual obligations.
4. No advertisement orders containing the condition that write-up space will be dedicated to the advertiser, or any other conditions relating to positioning will be accepted.
5. The advertiser will furnish copy for processing before the closing date. No cancellations are accepted after booking deadline. Agency and Client will be liable for full payment of advertising booked if cancelled after booking deadline.
6. UPPERCASE MEDIA do not guarantee any results in respect of advertisements inserted in any of its magazines and/or supplements.
7. No cancellation of advertisements will be accepted unless cancelled 2 weeks prior to booking deadline.
8. When new rates are announced, the previous rates will only apply to orders received before the announcement for a period of 60 days after the date of announcement. The advertiser may cancel his/her order on the date the new rate becomes effective, subject to at least 6 (six) weeks written notice being given.
9. UPPERCASE MEDIA reserve the right to increase the rates at any time.
10. The advertiser will be liable for all damages and costs that may arise from any action which may be instituted against UPPERCASE MEDIA as a result of the publication of an advertisement.
11. A certificate purported to be signed by a responsible official of UPPERCASE MEDIA will be prima facie proof of the amount plus interest due by the advertiser at any time.
12. All rates are strictly nett. Accounts will be rendered monthly and are payable within 30 days from date of statement. Interest on arrears shall be payable at maximum rates as determined in ACT 73 of 1968.
13. In the event of any payment not being made by the Advertiser on/or before the due date, the full balance outstanding will immediately become due, owing and payable.
14. The advertiser consents to the jurisdiction of the Magistrate's Court, notwithstanding the possibility that any amount claimed could fall outside the jurisdiction of the Magistrate's Court, and further undertakes to pay all legal expenses incurred, including cost on an attorney-client scale, collection charges and tracing fees, in the recovering of all amounts due to UPPERCASE MEDIA.
15. The advertiser undertakes to notify UPPERCASE MEDIA in writing within 7 (seven) days of any change of address.
16. The advertiser undertakes, notwithstanding any sale of its business, and/or change of its members, to accept the liability of settling its debt to UPPERCASE MEDIA in full.
17. The advertiser warrants the authority of the signatory to this Agreement and warrants the correctness of the information in this application.
18. The street address as mentioned on the order form, has been chosen as domicilium citandi et executandi for any purpose, action or payment as far as the application is concerned.
19. Print orders are estimates only and UCM reserves the right to adjust print orders.
21. UCM does not guarantee advertisement placement requests and reserves the right to place advertising on all pages of the issue, unless a guaranteed special position loading is booked and paid.

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