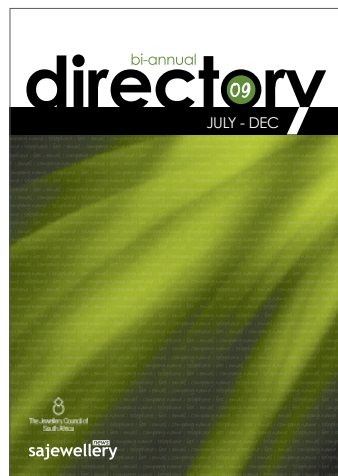
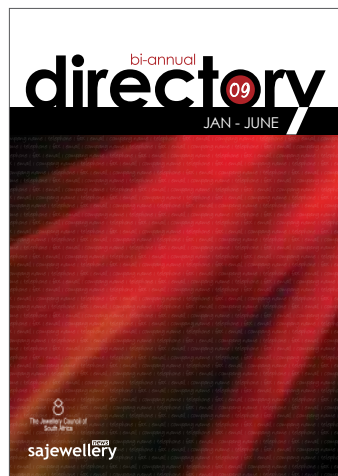


bi-annual directory

The *Bi-annual Directory* is THE quick reference guide of the South African diamond and jewellery industry.



DISTRIBUTION

- Diamond & Jewellery Federation of SA, Jewellery Council of South Africa and Diamond Council of SA
- Local Jewellery Fairs: Jewellex, Cape Jewellery Fair
- International Jewellery Shows: Vicenza, Basel Fair, India International, Hong Kong, Bangkok, JCK Las Vegas
- Through SA Jewellery News (insert)
- Distribution at Jewel City and Ridge Road, Johannesburg as well as key industry/association points around South Africa

ADVERTISING RATES (SOUTH AFRICAN RANDS)

ADVERT SIZE	PER ISSUE	FULL YEAR
FULL PAGE	R 5 750.00	R 11 500.00
HALF PAGE	R 3 850.00	R 7 700.00
OUTSIDE BACK COVER	R 7 475.00	R 14 950.00
INSIDE FRONT COVER	R 6 900.00	R 13 800.00
INSIDE BACK COVER	R 6 325.00	R12 650.00

LISTINGS

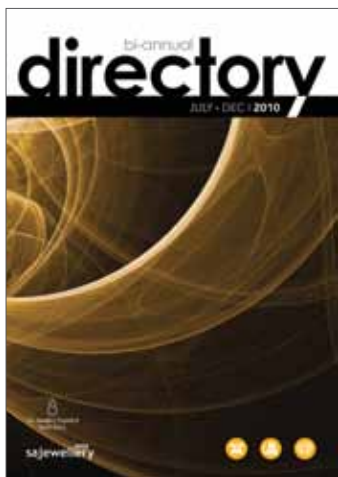
STANDARD MULTIPLE LISTING	R 120.00 (member)
	R 330.00 (non-member)
BOLD LISTING	R 950.00 (member)
	R 950.00 (non-member)

ADVERTISING RATES (INTERNATIONAL/US DOLLARS)

ADVERT SIZE	FULL YEAR
FULL PAGE	\$ 1 670.00
HALF PAGE	\$ 1 120.00
OUTSIDE BACK COVER	\$ 2 160.00
INSIDE FRONT COVER	\$ 1 995.00
INSIDE BACK COVER	\$ 1 830.00

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All members of the Diamond and Jewellery Federation of South Africa (DJFSA), the Jewellery Council of SA (JCSA) and the Diamond Council of SA (DCSA), (plus non-members) are listed by province and by industry sector with full contact details.



- All rates exclusive of agency commission
- All rates exclude VAT

TECHNICAL DATA

Page Size: English A4 – Portrait
Full Page Trim Area: 297mm x 210mm
Full Page Bleed Area: 307mm x 220mm
Stock: Cover 170gms matt
Text: 115gms matt
Saddle-stitched

ADVERTISING BOOKING DEADLINE

Five weeks prior to publication. All bookings made through agencies must be accompanied by a signed CI. No cancellations will be accepted five weeks prior to publication.

ADVERTISING MATERIAL DEADLINE

Two weeks prior to print.

MATERIAL REQUIREMENTS

Material must be supplied to us in the following format:

- PDF format – high resolution: actual size at 300dpi
- CMYK
- 5mm bleed
- Colour proof – chromalin or rainbow proof — printed from a CMYK file (not an RGB proof) to ensure colour accuracy.