

SIGNATURE

The Diners Club International Magazine



RATE CARD
2019



“SIGNATURE
MAGAZINE OFFERS
AN AUTHENTIC
VIEW INTO THE
LIFESTYLE &
ASPIRATIONS OF
DINERS CLUB
MEMBERS”

DINERS CLUB INTERNATIONAL®

Since 1950, Diners Club International caters to a select community of like-minded individuals who have a progressive and inspiring view of acquiring wealth.

Diners Club® is more than just a corporate enterprise, it is a bespoke club that strives to deliver superior service while creating relationships beyond regular card transactions.

Clubmembers understand that the process of wealth accumulation varies from the experience gained over many years, and is contemporarily defined by diversifying values. For these clubmembers, the focus is not on what wealth can acquire, but rather what accumulated wealth can achieve.

This sophisticated approach to wealth is reflected in the manner in which clubmembers approach the purchasing process - wherein a particular purchase is not concluded to enhance personal image, but rather to facilitate positive change.



ABOUT SIGNATURE

As the Diners Club brand promise is to enable and enrich life's journey, and the premium lifestyle *Signature* magazine brings this promise to life in vivid clarity. With a uniquely approachable style, combined with insightful content, *Signature* offers an authentic view into the lifestyle and aspirations of Diners Club Members.

DEMOGRAPHIC PROFILE

The upper 10% of economically active South Africans account for almost 50% of leisure and investment spending, and with a minimum earning requirement of R37,500 per month, Diners Club Members fall comfortably within this bracket.

DEMOGRAPHIC MARKERS

- 70% English language users
- 56% Male / 44% Female readership
- 67% Aged 30 to 50
- LSM 10 High



DISTRIBUTION

- **Private** : posted on request to Private, Platinum & Black Diners Club cardholders
- **Corporate** : delivered to various blue-chip companies including Anglo American, Barloworld, Coca-Cola and De Beers - who use Diners Club as their preferred card for all travel and entertainment expenditure
- **Internal** : delivered to Standard Bank Private Banking and Private Client Suites
- **National** : sent to business class lounges at all major South African airport facilities

INSERTION RATES

	1 Insertion	2 Insertions	3 Insertions	4 Insertions
Double Page Spread	R66,950	R63,762	R60,864	R58,217
Full Page	R39,950	R38,048	R36,318	R34,739

PRIME PAGES

Inside Front DPS	R76,950	R73,286	R69,955	R66,913
Upfront DPS	R73,950	R70,429	R67,227	R64,304
Next to Contents	R43,950	R41,857	R39,955	R38,217
Next to Editor	R43,950	R41,857	R39,955	R38,217
Inside Back Cover	R43,950	R41,857	R39,955	R38,217
Outside Back Cover	R49,950	R47,571	R45,409	R43,435

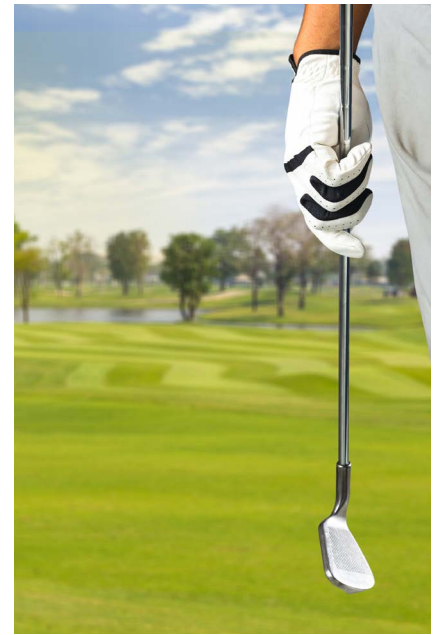
MATERIAL SPECIFICATIONS

SIZES	TRIM (mm)(hwxw)	BLEED (mm)(hwxw)	TYPE (mm)(hwxw)
DPS	275 x 420	285 x 430	265 x 410
Full Page	275 x 210	285 x 220	265 x 200

ISSUE	MARCH	JUNE	SEPTEMBER	DECEMBER
Editorial Deadline	01 Feb 2019	30 Apr 2019	29 Jul 2019	24 Oct 2019
Cover Deadline	11 Feb 2019	13 May 2019	12 Aug 2019	11 Nov 2019
Material Deadline	15 Feb 2019	17 May 2019	16 Aug 2019	15 Nov 2019

Terms and Conditions

- A fee of R750 per advertisement (incl. three corrections) will be levied for new material designs.
- Please supply material in print optimised high resolution (300dpi) PDF format with a colour proof.
- Include bleed as per table and include crop marks. (Add 5mm offset to prevent colour bars and registration marks in bleed).
- All fonts must be embedded.
- If proof is not supplied, TJT Media cannot be held responsible for colour matching in the final product.



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