



# SA'S NO.1 TRI MAG



# Triathlon SOUTH AFRICA PLUS

ONE SPORT IS NOT ENOUGH™

[www.triplus.co.za](http://www.triplus.co.za)

## INTRO

### INTRODUCTION TO TRIATHLON PLUS SA

*The Firetree Design Company, producers of SportsGuide/Multisport magazine have secured and acquired the rights to produce Triathlon Plus South Africa. This internationally recognised brand name publication will be the market leader within Southern Africa.*

### BRIEF STATS ON TRIATHLON PLUS SA

- Initial print order of 5000 copies
- Aggressive online marketing and subscription campaigns to an initial database of 36 000 minimum.
- 12 issues per year filled with 60% international editorial content and 40% local editorial and advertising content
- Competitive advertising rates (see Rate card Attached)
- Highly experienced design and marketing team that know and understand the sport of triathlon inside and out.
- Distribution channels through high profile events, specialist retail outlets, recognised Supermarket chains and all the major News Agency outlets
- Competitive retail pricing at R32.95 per issue for a full colour publication

### TRIATHLON PLUS SA Value to the reader

Triathlon Plus magazines are created by people who share the same passions as the readers. And

Triathlon Plus SA is no different. You'll benefit from the experience and knowledge of the most successful international and local pro-athletes and coaches. Triathlon Plus SA is created by triathletes for triathletes, so our training and gear coverage is the best in the business, drawing on the knowledge of the world's most successful athletes and coaches to bring you the lowdown on your sport. Every issue has an unrivalled blend of training expertise, buying advice and stunning photography, all designed to inspire you in the quest to take your racing to the next level.

Experience the thrill of triathlon every month with Triathlon Plus SA magazine. Whatever level you're at, Triathlon Plus SA will help you improve your race performance and reach your goals.

If you're passionate about triathlon and want to give your performance the edge, then Triathlon Plus SA is the magazine for you.

### Training

Whether you're looking for advice to help you improve your personal best or sharpen up your weakest discipline, Triathlon Plus SA has the best training advice around.

Every month in the Triathlon Plus SA Training Zone you'll find in-depth guides to improving your swimming, cycling and running plus the latest information on nutrition and recovering from injuries.

And there's plenty of performance-related info in the front section, Up To Speed, and our inspirational features.

### Gear

All the training content in Triathlon Plus SA is brought to you direct from the world's leading

triathletes and coaches, so you can trust our expertise to help you reach your goals.

Triathlon Plus SA knows how important having the right kit is for a triathlete, so every issue of Triathlon Plus is packed with coverage of the latest products and comprehensive tests of everything from wetsuits to running shoes.

Triathlon Plus SA beautiful photography ensures we show kit off at its very best. Your bike will be your biggest single expense, so you'll be delighted to find in-depth bike tests in every issue of Triathlon Plus SA. And you can trust our bike tests thanks to the proven testing procedures developed and fine tuned over many years by Triathlon Plus SA respected sister magazines Cycling Plus, ProCycling, Mountain Biking UK and What Mountain Bike. All reviews are 100 percent independent and conducted by experienced triathletes, swimmers, cyclists and runners. If we say something's good you know you can buy with confidence.

### Be Inspired

In addition to expert training advice and the best gear tests, Triathlon Plus SA is packed with inspiration and ideas to help you get more from your sport.

You'll find heroic photography of people, places and products throughout the magazine, as we show triathlon off at its very best.

And we'll give you tons of ideas for everything from breaking out of a monotonous training routine to recipes for tasty and nutritious meals.

If that's not enough, we also speak to the leading names in triathlon, to find out what makes them tick and how they gain the edge over the competition.





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# RATE CARD

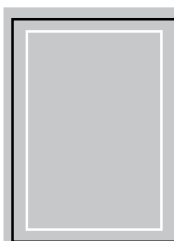
## FAST FACTS

- *Triathlon Plus* primarily attracts males in the 35-44 year age bracket
- The majority work full time. Personal & household income levels sits in the higher LSM bracket
- Most readers state they were driven to Triathlon by the desire for a new challenge. Resulting health benefits are also of high appeal.
- Prior to becoming interested in Triathlon most readers were regularly gym training and taking part in at least two Tri-disciplines
- They are least likely to be from a swimming background
- Competitive experience is most likely to come from participating in running events. Around two fifths did not have experience of competing in a sport ahead of starting to train for Triathlon
- A range of experience levels are present in the readership of *Triathlon Plus*, however, over half (54%) categorize themselves as novices
- Of those who have raced in a Triathlon (76% of readers), most have already taken part in a series of competitions
- Sprint is the most widely raced distance
- Magazines and websites are the most widely used reference points for getting information on races/events. One in three access forums/community sites for this purpose
- Expert tests in magazines are by far the most used source for purchase decision making. Around 1 in 3 gain advice via social media

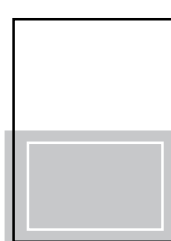
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FULL PAGE	R4 000	Trim – 210 x 297mm (A4)	Type area – 190 x 277mm	Bleed – 5mm all around
BACK COVER	R12 000	Trim – 210 x 297mm (A4)	Bleed – 5mm all around	
INSIDE BACK/FRONT COVER	R5 500	Trim – 210 x 297mm (A4)	Type area – 190 x 277mm	Bleed – 5mm all around
DP SPREAD	R7 500	Trim – 420 x 297mm	Bleed – 5mm all around	Allow 30mm gutter space free of text
1/2 VERTICAL	R2 500	Trim – 105 x 297mm	Type area – 85 x 277mm	Bleed – 5mm all around
1/2 HORIZONTAL	R2 500	Trim – 210 x 148.5mm	Type area – 190 x 128.5mm	Bleed – 5mm all around
1/3 VERTICAL	R1 900	Trim – 70 x 297mm	Type area – 50 x 277mm	Bleed – 5mm all around
1/3 HORIZONTAL	R1 900	Trim – 210 x 99mm	Type area – 190 x 79mm	Bleed – 5mm all around
STRIP HORIZONTAL	R1 500	Trim – 186 x 26mm		
DPS STRIP HORIZONTAL	R2 500	Trim – 400 x 26mm	Allow 30mm gutter space free of text	
1/4 VERTICAL	R1 500	Trim – 105 x 148.5mm	Type area – 95 x 128.5mm	Bleed – 5mm all around
1/8 PAGE HORIZONTAL	R900	Trim – 95 x 60mm	Type area – 75 x 40mm	Bleed – 5mm all around
ESHOT ADVERT TO DATABASE	R2 200			



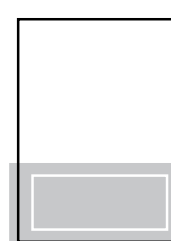
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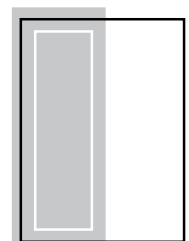
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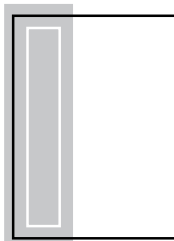
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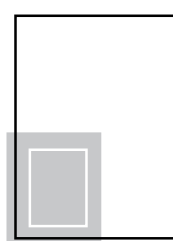
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1/2 PAGE VERTICAL



1/3 PAGE VERTICAL



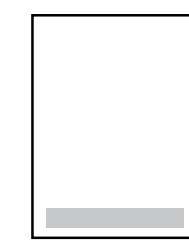
1/4 PAGE VERTICAL



1/8 PAGE HORIZONTAL



DPS STRIP HORIZONTAL



STRIP HORIZONTAL



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**BOOKING FORM & CONFIRMATION OF ADVERTISING ORDER**

<b>COMPANY NAME :</b>	<b>VAT REG NO:</b>
<b>CONTACT PERSON:</b>	<b>TELEPHONE:</b>
<b>BILLING ADDRESS:</b>	<b>FAX:</b>
<b>POSTCODE:</b>	<b>TODAYS DATE:</b>
<b>EMAIL ADDRESS:</b>	

**CONDITIONS OF ACCEPTANCE OF ADVERTISEMENTS**

1. TRIATHLON PLUS reserves the right to refuse to insert any advertisement (even if ordered and paid for) and/ or to make alterations necessary to maintain its standards.
2. It's not guaranteed that any advertisement will be placed in any specified position or on any specified page unless an agreement has been entered into.
3. While every effort is made to avoid errors, no responsibility will be accepted for any mistakes that may arise in the course of publication of any advertisement, except at the discretion of the Editor. These mistakes are taken to include non-insertions,

- insertions other than those ordered, and errors and omissions within the advertisement.
4. Notice to cancel any advertisement must be received in writing ten days prior to its next scheduled appearance, otherwise a charge will be made.
  5. No responsibility will be accepted for repetitive errors unless the advertiser's correction has been accepted in respect of that error.

**TECHNICAL INFORMATION**

- Finished material must include 5mm bleed all round.
- Finished material must be supplied in CMYK at hi-resolution (300dpi).

- Finished material may be supplied as a PDF, EPS, TIF, JPG, Photoshop, Illustrator, InDesign or Freehand document.
- All supplied adverts must be accompanied by a colour proof.
- Finished material may be supplied via email, or FTP.

Completed material must be sent as a Hi-res, CMYK, PDF to wendy@firetree.co.za or delivered on CD with a colour proof to Suite 515, Island Office Park 35/37 Island Circle, Riverhorse Valley by the relevant deadline. FTP upload is available. PLEASE NOTE: TRIATHLON PLUS cannot be held responsible for advert quality being

compromised if the correct resolution, sizing and type area is not adhered to. **Prices do not include VAT or agency commission.**

**CUSTOMER SERVICE**  
SA: +27 (0)31 534 6600  
P.O. Box 18882, Dalbridge, 4014

**ADVERTISING :** TEL: +27 (0)31 534 6600  
FAX: +27 (0)31 534 6650

**COMPLETE AD MATERIAL EMAIL TO :**  
shane@firetree.co.za

**SPECIALS DISCUSSED/REQUESTS PLEASE STATE:**

**Eshot database booking** Date eshot is to go out:  
Subject line title:

**PLEASE SIGN & DATE ON BEHALF OF YOUR COMPANY**

<b>FULL NAME:</b>
<b>DATE (DD/MM/YYYY):</b>
<b>SIGN:</b>
<b>ORDER #</b>

**STARTING ISSUE:**

**NO. OF ISSUES BEING BOOKED:**

**PLEASE TICK SIZE ADVERT BELOW**



**ADVERTISING**

- DBN** **Glen Gore** - 074 187 7140  
glen@triathlonplussa.co.za
- CREATIVE** **Bianca Schmitz** - 031 534 6600  
bianca@triathlonplussa.co.za
- ARTWORK** **Shane Hardie** - 031 534 6600  
shane@firetree.co.za
- GENERAL**  
advertising@triathlonplussa.co.za

**ONLINE**

**WEBSITE** www.triathlonplussa.co.za  
**BLOG** www.triplus.co.za

**MAGAZINE SUBSCRIPTIONS**

**ONLINE** www.triathlonplussa.co.za  
**EMAIL** info@triathlonplussa.co.za

TICK	SIZE	PRICE
	<b>FULL PAGE</b>	R4 000
	<b>BACK COVER</b>	R12 000
	<b>INSIDE BACK COVER</b>	R5 500
	<b>INSIDE FRONT COVER</b>	R12 000
	<b>DP SPREAD</b>	R7 500
	<b>1/2 PAGE</b> <input type="checkbox"/> VERTICAL OR <input type="checkbox"/> HORIZONTAL	R2 500
	<b>1/3 PAGE</b> <input type="checkbox"/> VERTICAL OR <input type="checkbox"/> HORIZONTAL	R1 900
	<b>STRIP HORIZONTAL</b>	R1 500
	<b>DPS STRIP HORIZONTAL</b>	R2 500
	<b>1/4 PAGE VERTICAL</b>	R1 500
	<b>1/8 PAGE HORIZONTAL</b>	R900
	<b>ESHOT ADVERT TO DATABASE</b>	R2 200