

PROVOCATE

The SAPOA Property Advocate Magazine

Material requirements

Litho sheet fed printing process

All advert material to be supplied in closed PDF Type 1 embedded fonts and CMYK colour space (no RGB).

Please email to dalene@mpdps.com. Documents to conform to correct bleed and trim requirements and should contain crop marks to indicate the trim area and registration marks.

If a document contains TrueType fonts, it must be opened in Photoshop and rasterised at 300dpi in CMYK colour. It must then be flattened and saved as a Photoshop PDF with a maximum quality (12) jpeg preview. Colour proofs or matchprints must be supplied with all adverts or no liability will be accepted for print quality.

For advertising material information contact Dalene van Niekerk on +27 (0)21 856 1276 or e-mail dalene@mpdps.com

SIZE SIZE (5mm bleed excl.)

Double Page 420mm (w) x 297mm (h)

Full Page 210mm (w) x 297mm (h)

Full page (type area) 186mm (w) x 273mm (h)

1/2 Page Horizontal 186mm (w) x 146mm (h)

1/2 Page Vertical 96mm (w) x 273mm (h)

* 5mm bleed all round for all bleed advertisements.

Copy running across the spine in a DPS advertisement must allow 5mm space in the spine for text to read.

Safe type area: 10mm in.

Advertising rates

	Casual Insertion		6 Insertions	
	SAPOA members	Non members	SAPOA members	Non members
Full page	R14,700	R19,110	R12,500	R16,250
Half page	R8,700	R11,310	R8,100	R10,530
First Double page	R31,500	R40,950	R26,800	R34,840
Double page	R27,400	R35,620	R23,300	R30,290
OFC & Cover story 4 page	R58,500	R76,050	n/a	n/a
Inside front cover	R18,300	R42,090	R15,600	R20,280
Inside back cover	R16,900	R21,970	R15,700	R20,410
Outside back cover	R21,500	R27,950	R19,900	R25,870
1st Right hand page	R19,800	R25,740	R18,400	R23,920
4 page Company Profile	R44,100	R57,330	R37,485	R48,730
Belly Band*	R10,000	R13,000	R9,500	R12,350
*excludes cost of print				
Advertorial per page	R17,000	R22,100	R14,450	R18,785
Industry focus photo shoot	per head R4,900	R6,370	4 or more R3,750	R4,875
Inserts <5 pages	R18,250	R23,725	R15,500	R20,150
Advertisement make-up				
● R1,200 per advertisement, full page, additional sizes on request				
● Rich media adaptation R2500 per advertisement ● Rich media production on request				
Journalistic writing can be arranged @ R2,75 per word. Photography cost on request				
All rates quoted in South African rand, exclude VAT and include agency commission (unless stated). Guaranteed positions incur a 15% loading. Every effort will be made to ensure advertisements are placed with the most relevant editorial or in the best position. A 50% cancellation fee will apply to all cancellations received after book by deadline. A 100% cancellation fee will apply to all cancellations received after material due deadline.				

- **Controlled circulation, distributed to the complete SAPOA data base of over 1700 members and international affiliates**
- **Digitally printed and bound copies are available on request**
- **In addition, copies will be distributed to leading legal firms throughout South Africa, on a subscription basis**
- **Available online @ www.provocate.co.za**

FOR EDITORIAL ENQUIRIES email mark@mpdps.com

Published by SAPOA, Paddock View, Hunt's End Office Park, 36 Wierda Road West, Wierda Valley, Sandton

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PROVOCATE

The SAPOA Property Advocate Magazine

SAPOA a member driven organisation - Reaching the industry

90% of South Africa's commercial property owners are SAPOA members, they are the industries decision makers. Published Bi - monthly, SAPOA's Property Advocate magazine, **PROvocate**, offers a unique opportunity to be the one-stop communication tool for all things legal in the property industry. **PROvocate** promises to be the platform which informs the property industry about the continuous change in South Africa's property legislation, the magazine, like its sister publication *Property Review*, through its targeted distribution is guaranteed to land on the right decision makers desks.

SAPOA's Property Advocate magazine, **PROvocate**, is aimed at legal professionals in the commercial property space, the lawyers and advocates that deal with property, developers, owners as well as asset managers in both the retail and residential property arenas.

Property ownership is not restricted to 'bricks and mortar', it includes diverse subjects such as intellectual property law and property as a brand.

We are committed to developing a platform that will showcase property advocates, attorneys, and the firms in which they practice. We will examine the pitfalls that developers and property owners face, from planning through to execution and hand-over.

In addition to those professionals that are already working in the property industry, we aim to work closely with educational institutions such as the University of Pretoria, the University of Witwatersrand in Johannesburg, and the University of Cape Town. These established centres of learning are the incubators of our future property practitioners, a number of their professors sit on South Africa's legislative boards.

We will look at some of their graduates and identify, as well as publish, extracts from their studies that will benefit the professionals in this exciting sector.

PROvocate is also online through its dedicated portal, www.provocate.co.za, further expanding its reach across international borders.

PROvocate's pillars

By examining the various aspects of property law, **PROvocate** in its coming issues will focus on:

- Regular town planning, legislation and advocacy updates.
- Doing business in Africa, we will look at the legal requirements of setting up business in various African countries, in particular when setting up commercial property development partnerships.
- Emerging markets and global growth, financial and economic trends, emerging markets within and beyond South Africa, the impact of legislation on property development at home and abroad. As the magazine grows, opinions will be sought and featured from leading law makers and financial gurus.
- Ownership, mergers and acquisitions, leasing, management agencies, REITs, tax, property ownership laws, and development of the property ownership sector in South Africa.
- Development, development plans approval, sub-divisions, town planning, re-zoning, high density developments, mixed developments - business and residential,
- Industrial development zones (idz), as well as sectional title development.
- Engineering, storm water, roads, bridges, within the concept of connecting cities and supporting the commercial property sector. Leading experts in the engineering world will be interviewed and featured.
- Environment, we will showcase innovative building technology, environmental impact assessments, carbon tax policies, as well as safety and health regulations at building sites.
- Private and public sectors, useful contact numbers and specific topics on municipal planning and the Department of Works projects.
- Education, the institutions that offer property as a profession, what innovative methods are being developed and their application in practice.
- Attorney and industry profiles, movers and shakers - where are the people behind the industry and who they are.
- Leading Advocate profiles.

SAPOA'S NEWEST BI - MONTHLY PROPERTY ASSET AND LEGAL UPDATE PUBLICATION

www.provocate.co.za



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