



# WINGSHOOTER

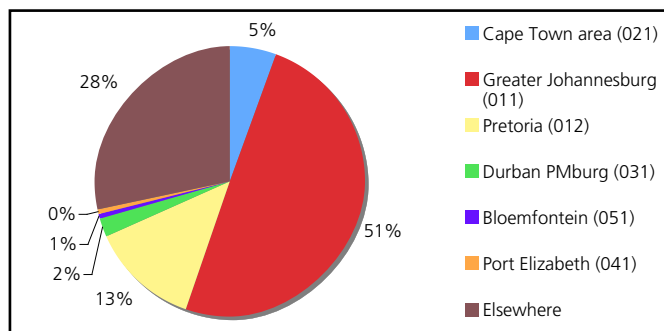
MAGAZINE OF THE SA WINGSHOOTERS ASSOCIATION. PO Box 1097, Pinegowrie, 2123 SOUTH AFRICA.  
 Non-Profit Organisation 031-587-NPO. Telephone: 071 132 5450 • Fax: 086 211 5111 • www.wingshooters.org.za

## Profile of Members

The members of the Association comprise persons in the SAARF Universal 2001 LSM-10+ group and include affluent private individuals, company executives, professional people, industrialists, entrepreneurs and landowners. They own at least one property and frequently fly locally and overseas. They own between 4 and 8 firearms, at least one of which is a shotgun ranging in value from R20,000 to R1,200,000 (average value R55,000). They are generally regarded as opinion formers in their social circles on a wide range of subjects, including companion animals (horses and dogs), conservation, travel and fine art.

Average age:	39 years
Gender:	Predominant male
Home language:	English, Afrikaans, Italian, Greek, German, French, Portugese, other.
Household income:	R100,000+ pm (average)
eMail:	3000 direct audience
eZine Response:	5 minutes first response time
Advertising response:	7,2% (eMail + mag advertising)
Website:	20,000 page requests /month 100,000+ hits /month 44% visitors spend 5-40 minutes
Vehicles:	Average 2,8 vehicles, one of which is 4x4 SUV. Large % own 3+ vehicles
Print-run:	4,000
Readership:	20,000 (@ 5 Readers per copy)
Current FPFC adrate:	R 290 per 1,000 readers

## Geographical distribution of members



## Digital Advertising Rates 2023

Space (full colour only)	Rate (excl VAT)*
Inside Front Cover (First advert) (Booked)	R 5,000.
Double page spread	R 6,000.
Full Page	4,000.
Half Page	3,000.
<b>Info-Ads (± 1/4 page)</b>	<b>2,000.</b>
<b>Box-Ads (± 1/12 page)</b>	<b>800.</b>
<b>Annual booking (x4 ads)</b> advance payment with booking	-25%
<i>Wingshooter Members get 50% discount on above prices</i>	
<b>Layout Fees</b> (excluding photography)	
Full page (magazine)	R 1,800
Half page (magazine)	900
Info-Ad (1/4 page, magazine)	600

## Ad Sizes

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Full page bleed trimmed	297 x	210
Full page bleed untrimmed	303 x	216
Half page bleed trimmed (vertical)	297 x	108
H/page bleed untrimmed (vertical)	307 x	113
H/page bleed trimmed (horizontal)	210 x	145,5
H/page bleed untrimmed (hor.)	220 x	150,5
<b>Special Info-Ads</b>	<b>125 x</b>	<b>85</b>
<b>Box-Ads</b>	<b>56,5 x</b>	<b>65</b>

## Publication dates

Four times per year: **Mar/Apr, Jun/Jul, Sept/Oct, Nov/Dec.**  
 Web: www.wingshooters.co.za.

## Conditions and Terms

**To be able to maintain the low advertising rates, payment must accompany all media bookings, unless special arrangements have been made.** The rates quoted are for black & white adverts and the addition of colour, where available, is free. Payment by advertising agencies is due strictly 45 days from the last day of the month of publication. The Association retains the right to withhold or withdraw any advertisement from publication and to cancel any existing advertising agreement. No liability is accepted for any direct or indirect or consequential loss arising from failure to publish, publishing on wrong dates or wrong pages or from any editorial or printing errors.

## Material required

This publication is produced from disk directly to plate. Please supply ad layout in TIFF, EPS, JPEG or PDF formats. Layouts in formats such as CorelDraw or MS Word are not accepted.