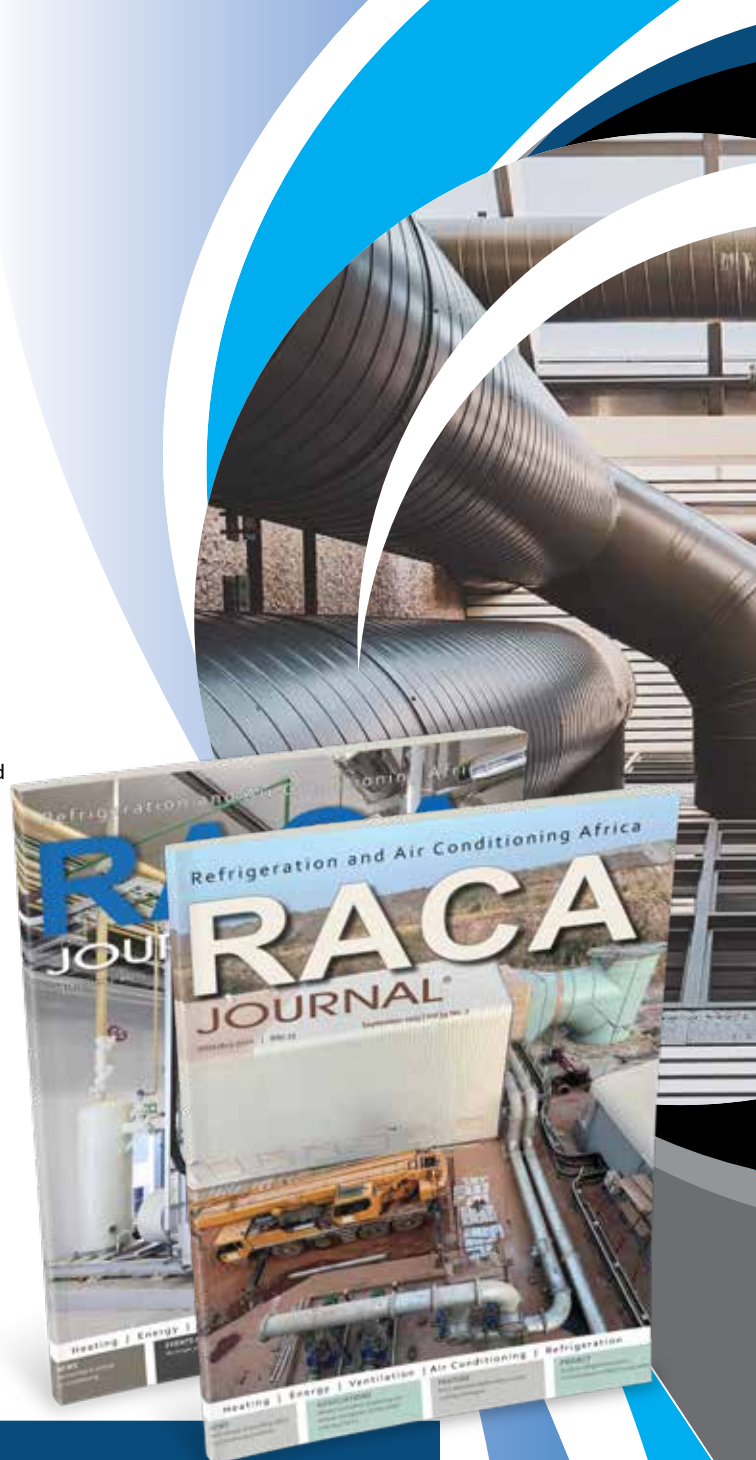


## PRINT MEDIA PACK 2024

PRINT | DIGITAL | EXHIBITIONS

ALL RATES VALID: 1 OCTOBER 2023 - 30 SEPTEMBER 2024

The *Refrigeration and Air Conditioning Africa (RACA) Journal* is a trade and technical A4 monthly publication geared at the commercial and industrial HEVAC&R industry. Boasting Africa's only monthly publication serving this sector, *RACA Journal* has served the industry for over 30 years, catering to consulting engineers, contractors and other relevant industry role players.



### 2024 ADVERTISING RATES

All rates exclude agency commission and VAT.  
Bookings do not guarantee editorial placement.

#### ADVERT RATES

Rate per insertion unless otherwise specified.

ADVERT SIZE	12 EDITIONS	6 EDITIONS	CASUAL ONCE-OFF
A4 DPS	R31 700 per issue	R34 000 per issue	R37 000 per issue
Single A4	R18 800 per issue	R19 600 per issue	R24 000 per issue
1/2 A4	R14 400 per issue	R14 800 per issue	R18 200 per issue
1/3 A4	R11 900 per issue	R14 300 per issue	R16 200 per issue
1/4 A4	R9 400 per issue	R10 100 per issue	R11 600 per issue
Strip	R6 800 per issue	R7 800 per issue	R9 500 per issue
Feature block	R6 200 per issue	R6 800 per issue	R8 500 per issue

### OTHER PRINT PROMOTIONAL OPPORTUNITIES

Rate per insertion unless otherwise specified. Rates exclude VAT.

DESCRIPTION	ADVERT SIZE	COST	CASUAL ONCE-OFF
Front cover sponsorship + 12 edition contract	Contents page logo and 1/2 A4 advert	R18 800	R30 800
Cover sponsorship + 12 edition contract	IFC - inside front cover	R18 800	R30 800
	IBC - inside back cover		
	OBC - outside back cover		
Annual year planner	80 x 80mm	R14 800	-
Loose insert into publication, per edition	A4 insert (delivered to Interact Media office)	R16 900 per insert	-

### COMBOS

All rates exclude agency commission and VAT. Bookings do not guarantee editorial placement.

Brandlisting and web	11 issues	R14 800	Product print logo with Feature/Project or web link	per issue	R5 800
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#### ONLINE RATES AVAILABLE ON REQUEST

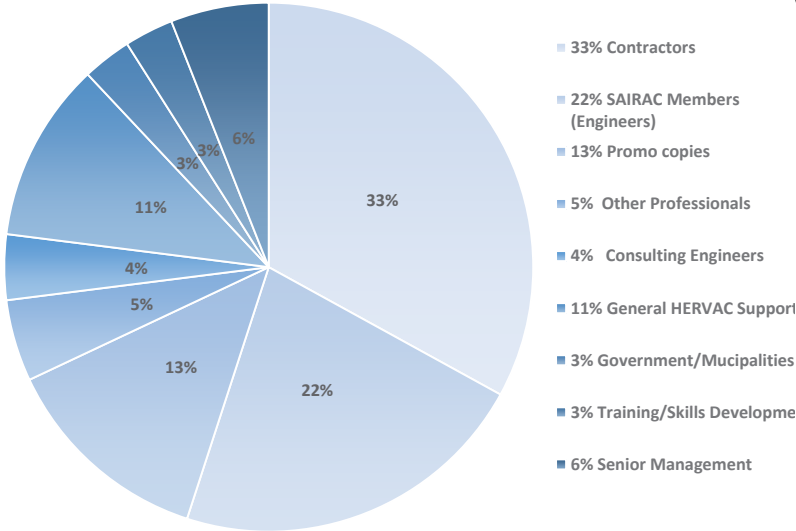
Please refer to detailed online media pack  
sales@interactmedia.co.za

#### The online media pack covers:

- ✓ Website page views
- ✓ Users
- ✓ Average session duration on website
- ✓ Social media following on various platforms

## READERSHIP PROFILE

Breakdown by occupation/sector



	<b>CIRCULATION</b>	
	Each of our industry brands are individually audited and certified by the Audit Bureau of Circulations.	
	PRINT	3126
ONLINE	4986	ABC April - June 2023

**READERSHIP:** Research statistics: 3 readers per print copy, survey 2014 9378

INDUSTRY BRANDS			
PRINT			
EXHIBITION	 www.frigairexpo.co.za		
ONLINE	www.hvacronline.co.za	www.coldlinkafrica.co.za	www.hvacronline.co.za

<b>SOCIAL MEDIA HANDLES</b>				<b>ONLINE RATES AVAILABLE ON REQUEST</b> Please refer to detailed online media pack sales@interactmedia.co.za
	RACA Journal Publication			

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