

PRINT MEDIA PACK 2024

PRINT | DIGITAL | EXHIBITIONS

ALL RATES VALID: 1 OCTOBER 2023 - 30 SEPTEMBER 2024

Cold Link Africa (Incorporating Cold Chain) focuses on all aspects of refrigeration, following the cold chain. It includes content such as features, projects, products, industry news, world trends, events and association updates.

Published in: January | March | May | June | July | September | October | November

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	8 EDITIONS	4 EDITIONS	CASUAL ONCE-OFF
A3 DPS	R34 000 per issue	R37 200 per issue	R44 600 per issue
Single A3	R21 800 per issue	R24 100 per issue	R28 900 per issue
1/2 A3	R16 400 per issue	R18 600 per issue	R21 800 per issue
1/3 A3	R14 000 per issue	R14 700 per issue	R18 600 per issue
Strip	R6 700 per issue	R7 800 per issue	R9 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 + 8 edition contract	Contents page logo and 1/2 A4 advert	R18 800	R30 800
Cover sponsorship + 8 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.

Buyers guide and web link	8 issues	R12 400	Product print logo with Feature/Project or web link	per issue	R5 700
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ONLINE RATES AVAILABLE ON REQUEST

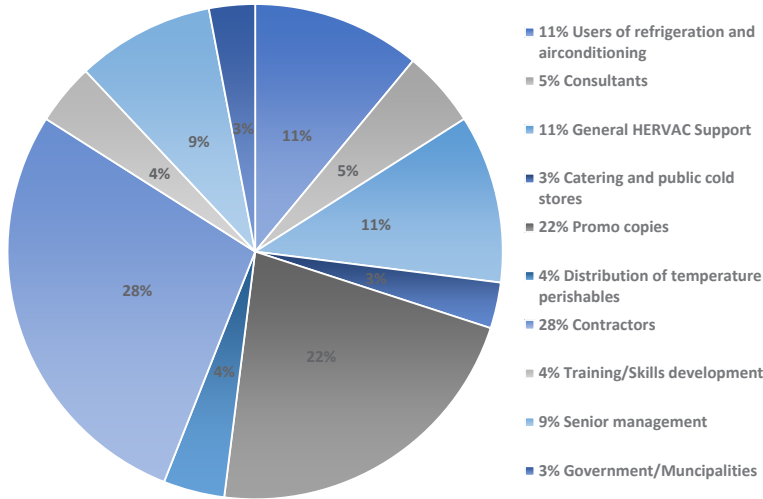
Please refer to detailed online media pack sales@interactmedia.co.za


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






 CIRCULATION		Each of our industry brands are individually audited and certified by the Audit Bureau of Circulations.
PRINT	2 368	
ONLINE	885	

ABC Apr - Jun 2023

READERSHIP: Research statistics: 3 readers per print copy, survey 2014  7 104

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

SOCIAL MEDIA	  	ONLINE RATES AVAILABLE ON REQUEST
	Cold Link Africa Publication	Please refer to detailed online media pack sales@interactmedia.co.za

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