

PRINT MEDIA PACK 2025

PRINT | DIGITAL | EXHIBITIONS

ALL RATES VALID: 1 OCTOBER 2024 - 30 SEPTEMBER 2025

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



2025 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	R36 400 per issue	R39 800 per issue	R47 700 per issue
Single A3	R23 300 per issue	R25 800 per issue	R30 900 per issue
1/2 A3	R17 500 per issue	R19 900 per issue	R23 300 per issue
1/3 A3	R15 000 per issue	R15 700 per issue	R19 900 per issue
Strip	R7 200 per issue	R8 300 per issue	R10 100 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	R20 100	R32 900
Cover sponsorship + 8 edition contract	IFC - inside front cover	R20 100	R32 900
	IBC - inside back cover		
	OBC - outside back cover		
Annual year planner	80 x 80mm	R15 800	-
Loose insert into publication, per edition	A4 insert (delivered to Interact Media office)	R18 100 per insert	-

COMBOS

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

Buyers guide and web link	8 issues	R13 300	Product print logo with Feature/Project or web link	per issue	R6 100
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ONLINE RATES AVAILABLE ON REQUEST

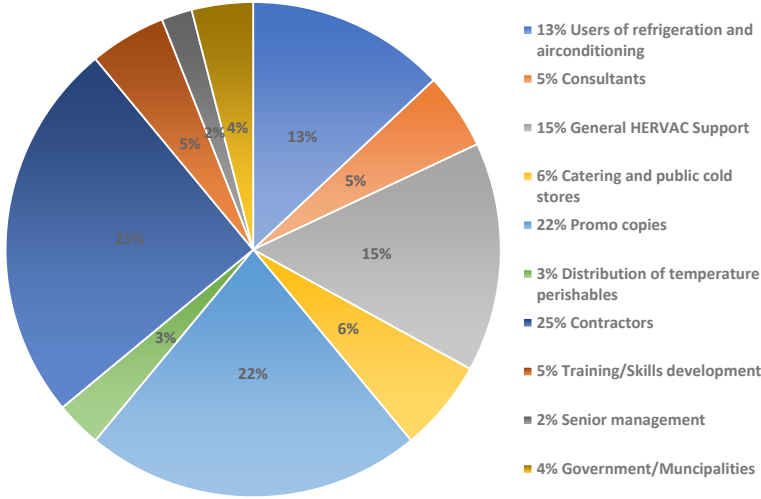
Please refer to detailed online media pack sales@interactmedia.co.za

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



abc	CIRCULATION	
	Each of our industry brands are individually audited and certified by the Audit Bureau of Circulations.	
PRINT	2242	ABC Apr - Jun 2024
ONLINE	1384	

READERSHIP: Research statistics: 3 readers per print copy, survey 2014 6726

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 Please refer to detailed online media pack sales@interactmedia.co.za
	Cold Link Africa Publication			

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