

# S&V AFRICAN LEATHER

The complete magazine from hide to finished leather in Southern and Eastern Africa

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## Introduction

S&V African Leather Magazine was founded as a supplement to S&V Footwear and Leather Goods in 2002, and launched as a self-standing publication in 2007.

## Frequency

S&V African Leather is bi-monthly i.e. Jan/Feb, Mar/Apr, May/Jun, Jul/Aug, Sep/Oct and Nov/Dec. In addition, the S&V African Leather Directory is published in June, and the S&V African Leather Trade Fair Calendar in November.

## Target market

The breakdown below gives a by-country profile of the readership. The readership is made up of:

- Leather companies (chemical suppliers, hide traders, tanners, wholesalers) in southern and eastern Africa;
- Footwear and leather goods manufacturers who use leather in the same countries;
- Furniture manufacturers who use leather in South Africa.

The magazines and directory are sent as printed publications to South African companies, and as a CD to companies outside of South Africa. The subscription fee is R280 for 12 months (including VAT) for South Africa.

	Leather	Footwear	Furniture	Totals by country
Botswana	3	0	0	3
Burundi	1	0	0	1
Eritrea	2	1	0	3
Ethiopia	22	15	0	37
Kenya	3	5	0	8
Lesotho	0	3	0	3
Madagascar	1	0	0	1
Mauritius	3	1	0	4
Namibia	3	2	0	5
Nigeria	11	0	0	11
Rwanda	1	0	0	1
South Africa	129	181	150	459
Tanzania	11	6	0	17
Uganda	2	2	0	4
Zambia	3	3	0	6
Zimbabwe	12	24	0	36
Totals by category	207	242	150	599

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We're now standing on our own



Also available



## Key facts

Reaching all tanneries in southern and eastern Africa.  
Reaching most leather customers in South Africa, and key customers in southern and eastern Africa.

## Ad rates in South African Rands, excluding VAT, supplied Material, 2008

Number of ads	1	2	3	4	5	6	7+
Front cover	8800	8360	7920	7480	7040	6600	6160
Other covers	6100	5795	5490	5185	4880	4575	4270
Full page	4400	4180	3960	3740	3520	3300	3080
Half page	2500	2375	2250	2125	2000	1875	1750
Quarter page	1500	1425	1350	1275	1200	1125	1050
Insert	4400	4180	3960	3740	3520	3300	3080
Deadlines 2008:							
Issue	Bookings		Finished Material			To Print	
Jan/Feb	18/01		25/01			01/02	
March/April	29/02		07/03			14/03	
Directory	04/04		11/04			18/04	
May/June	18/04		25/04			02/05	
Jul/Aug	16/05		23/05			30/05	
Sep/Oct	11/07		18/07			25/07	
Nov/Dec	22/08		29/08			05/10	
Calendar	05/10		10/10			17/10	