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Introduction

Shoes & Views was founded in 1935 in Port Elizabeth, at that time the centre of the footwear manufacturing industry in South Africa. It was bought by S&V Publications in 1985, and renamed as S&V Magazine in 1997.

Frequency

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

Target market

Depending on features with additional mailing lists, circulation reaches up to 2,500 copies per issue. Circulation of the full and abridged versions of the directory is approaching 3,000 copies. There are six bi-monthly editions of the magazine plus the subscriber's directory, the suppliers to manufacturers directory, the manufacturers and importers directory, and an annual trade fair calendar. The magazines and directory are sent as printed publications to South African companies, and as a CD to companies outside of South Africa.

Deadlines Bookings Material

Jan/Feb	18/01	08/02
March/April	07/03	14/03
Directory	20/03	28/03
May/June	02/05	09/05
July/Aug	30/05	06/06
Sept/Oct	08/08	15/08
Nov/Dec	05/10	10/10
Calendar	05/10	10/10

Jan/Feb 2009 19/12

Material Specs

FP - A4 297 x 210mm
 HP - A5 210 x 148mm
 QP - A6 105 x 148mm

Editorial, advertising

Tony Dickson, tel +27 (0)31 209 7505, e-mail tony@svmag.co.za

Subscriptions

R370 for 12 months (incl VAT) for SA. Contact Hajra Osman on tel +27 (0)31 207 6001 or hajra@svmag.co.za

Ad design

Alison Lailvaux, tel +27 (0)31 209 7505, e-mail alison@svmag.co.za

Ad rates, direct clients, supplied material, 2008

Number of ads	1	2	3	4	5	6	7 or 8
		-5%	-10%	-15%	-20%	-25%	-30%
Front cover	R13930	R13233	R12537	R11840	R11144	R10447	R9751
Other covers	R12188	R11578	R10969	R10359	R9750	R9141	R8531
*Other covers Directory	R18282	R17367	R16453	R15538	R14625	R13711	R12796
*(Includes one cover in Standard Edition AND one cover in Suppliers' Edition OR Finished Goods Edition).							
Centrespread (2 pages)	R13930	R13233	R12537	R11840	R11144	R10447	R9751
Centrespread (4 pages)	R26118	R24812	R23506	R22200	R20894	R19582	R18282
Other double page	R11609	R11029	R10448	R9868	R9287	R8707	R8126
*Directory double page	R11609	R11029	R10448	R9868	R9287	R8707	R8126
*(Includes one cover in Standard Edition AND one cover in Suppliers' Edition OR Finished Goods Edition).							
Full page	R6965	R6616	R6268	R5920	R5572	R5223	R4875
Half page	R3980	R3781	R3582	R3383	R3184	R2985	R2786
Quarter page	R2654	R2521	R2389	R2256	R2132	R1990	
Classified (per col cm)	R116	R116	R116	R116	R116	R116	
Loose insertions (1-4 A4)	R6965	R6616	R6268	R5920	R5572	R5223	R4875

Note: All prices exclude VAT. These prices are for supplied material. S&V reserves the right to charge for making advertising material. These rates do NOT include agency commission. Contracts are to be signed or order numbers provided at the time of booking and payment made thirty days after publication. Only FULL PAGE advertisements are accepted for the Directory and Calendar.

Circulation breakdown, by category and country, 2008

	Suppliers	Mnfctrs, Importers	Retailers	Others	Totals by country
Botswana	0	2	10	0	12
Eritrea	0	1	0	0	1
Ethiopia	0	15	0	0	15
Kenya	0	9	2	1	12
Lesotho	0	3	3	1	7
Malawi	0	5	5	0	10
Mauritius	0	1	0	0	1
Namibia	0	5	19	0	24
South Africa (approx)	350	450	1300	50	2150
Swaziland	0	1	5	0	1
Tanzania	0	6	0	0	6
Uganda	0	2	0	0	2
Zambia	0	3	2	0	5
Zimbabwe	2	24	9	1	36
Totals by category	350	530	1350	50	2280