

S&V PROTECT

PERSONAL PROTECTIVE EQUIPMENT PREVIEW AFRICA

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Introduction

S&V Protect was founded in 2007 to cover the full spectrum of personal protective equipment. Its aim is to be an educational tool for buyers of PPE, rather than a magazine aimed at safety professionals. It is published twice a year, in February and October. The February 2008 edition will be sent to at least 25000 end users of PPE. It is also sent to almost 2000 PPE distributors, co-operatives and apparel retailers. Advertisers will be informed of additions to the mailing list.

Target market

S&V Protect is aimed primarily at end users of PPE products. It is addressed to company buyers, and is intended to be an educational medium to assist these buyers in choosing the correct equipment for the application.

The readership breakdown is as follows:

	End users	PPE Distributors	Co-ops	Retailers (footwear, apparel, general dealer)
Angola	0	1	0	0
Botswana	1	0	0	10
Lesotho	0	1	0	3
Malawi	0	1	0	5
Mozambique	0	2	0	0
Namibia	2	5	0	19
SA	25000	259	47	1300
Swaziland	0	1	0	5
Zambia	0	1	0	1
Zimbabwe	0	1	0	9

The list of South African end users has been supplied to us, while the lists of PPE distributors, co-operatives and retailers come from our own databases. S&V Protect is distributed free of charge.

Advertising rates, supplied material 2008

	Ad in 1 edition	Ad in both editions 5% discount on both ads
Half page	8470	8046
Full page	15400	14630
Double Page	30000	28500
Front Cover	30000	28500
Other Covers (IFC, IBC, OBC)	23100	21945

Note: All Prices Excluding VAT

Rates for 2009 are not yet available. However, advertisers who commit to both the Sept 2008 issue & Feb 2009 issue will be eligible for a 5% discount on both issues. Advertisers who have taken space in Feb and Sept 2008 issues (who already have a 5% discount on both), and who commit to the Feb 2009 issue, will receive a 7.5% discount on the February 2009 price

Booking Deadlines	February 2008	September 2008
Booking:	January 15th	August 1st
Material:	January 31st	August 29th

Material Specifications

Full Page: Standard A4 297 x 210 mm
 Half Page: Standard A5 210 x 148 mm (portrait or landscape, please specify when placing order) Please allow 3mm bleed all round. Material may be submitted by e-mail in pdf format or on disk in any popular pc format such as Freehand, CorelDraw etc.

Key facts

25000 end users of PPE in South Africa
 320 PPE distributors and co-operatives in South Africa and southern Africa
 1350 clothing, footwear and general goods retailers in South Africa and southern Africa.