

Rarity.

m a g



RATE CARD

In collaboration with Rare Diseases South Africa

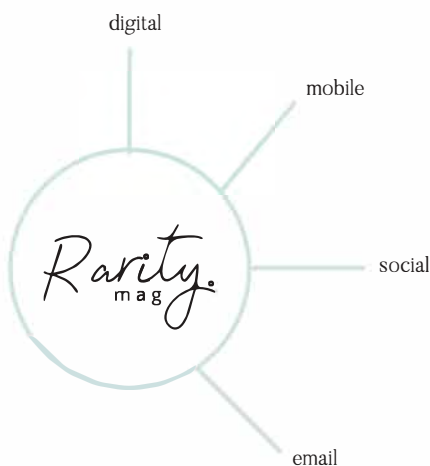
general info



Rarity Mag is an online lifestyle platform which seeks to inspire, engage and empower South African stakeholders within the rare diseases and congenital abnormality communities by providing relevant, useful information and a platform for honest, authentic storytelling. With news, views and reviews, Rarity Mag aims to become the leading digital rare disease related platform in SA.

[Click here to view previous issues.](#)

multiple touch points



social media stats*

	49 581
	4 634
	5 122
	503
	221

*Rare Diseases South Africa

readership base

- Those affected (directly or indirectly) by rare diseases, chronic illnesses and genetic disorders.
- Patients, carers, moms and dads
- Healthcare professionals, researchers and academics
- Support groups and their members
- Athletes and fitness fanatics who use their mobility for the benefit of others
- South Africans with a passion for purpose

distribution

Rarity Mag is shared across a number of platforms:

- embedded on the Rare Diseases SA website as well as directly available on Issuu.com
- shared via email to over 3000 engaged subscribers on our database
- shared via mail to our private stakeholder groups including patients, healthcare professionals, researchers and athletes
- shared via our network of registered support groups to their members
- shared multiple times to over 45 000+ followers on the Rare Diseases SA Facebook page and 4500+ followers on Instagram
- shared on our newly launched Rarity Mag Facebook and Instagram pages

marketing packages

	SILVER	GOLD	PLATINUM
digital magazine advert size	half page	full page	double page
rarediseases.co.za digitorial	1 per month	1 per month	2 (1 per month)
social media			
facebook posts	2 (1 per month)	4 (2 per month)	4 (2 per month)
instagram posts	2 (1 per month)	4 (2 per month)	4 (2 per month)
twitter posts	2 (1 per month)	4 (2 per month)	4 (2 per month)
newsletter feature	1 per month	1 per month	1 per month
	R1 000	R2 500	R3 500

[BOOK NOW](#)

advert only

DEADLINES

ISSUE	JAN - FEB - MARCH	APRIL - MAY - JUN	JUL - AUG - SEPT	OCT - NOV - DEC
BOOKING DEADLINE	26 Nov	25 Feb	27 May	26 Aug
MATERIAL DEADLINE	10 Dec	11 Mar	10 Jun	9 Sept
PUBLICATION DEADLINE	31 Dec	31 Mar	30 Jun	31 Sept

SPECS AND RATES

ADVERT SIZE	DIMENSIONS	RATE
Double Page Spread	420mm x 297 mm	R2500
Full Page	210mm x 297mm	R1375
Half Page (vertical)	105mm x 297mm	R750
Half Page (horizontal)	210mm x 148,5mm	R750
Quarter Page	105mm x 148,5mm	R550
Eighth Page	105mm x 74,25mm	R250

NOTES:

- * Dimensions listed as [width x height]
- * Artwork must be provided in a high res PDF format
- * Images must be embedded in files and must be 300dpi and RGB colour mode
- * 5mm bleed required all round plus crop marks (Full page adverts only).

SPECIAL POSITIONS

ADVERT SIZE	RATE
Inside Front Cover (DPS)	R3000
Inside Front Cover (FP)	R1500

COMPETITIONS

Hosting & Posting	R1000
-------------------	-------

- * Excludes prizes – to be supplied by sponsor
- * Competition mechanism to be discussed & approved by RDSA & sponsor
- * Data received through the competition will remain the possession of RDSA in compliance with POPI Act

Book & pay for 12 months upfront and get a 10% discount.

BOOK NOW

contact *info*

EDITOR IN CHIEF

Missy Hayes

events@rarediseases.co.za

TERMS AND CONDITIONS

- * 2 revisions allowed per booking, thereafter a few of R300 per revision will be charged.
- * We retain full editorial integrity of newsletter content.
- * Clients must have a digitorial booked for the month to qualify for a newsletter feature.
- * Copy, 5 – 10 high res images and relevant URLs to be supplied by client for digitorials.
- * Prices exclude creative costs if content involves production such as a photoshoot or video production.
- * Added value: All digitorials and newsletter features include one Facebook post, one Tweet and one Instagram post to promote the newsletter, with mentions.





Rarity.
mag