

# Zeal



Zeal is a fresh new quarterly magazine, providing enlightening and entertaining information on a broad spectrum of lifestyle topics including fashion, décor, entertainment, food, health, art, tourism, motoring and more. Targeted at the independent minded people between the ages of 16 and 60, Zeal's unique positioning enables advertisers to talk to a broad target market, attracting upper income readers in touch with modern lifestyle trends.

ADVERTISING RATES

2010

# Zeal

## ADVERTISING SPECIFICATIONS

### PRICES VALID UNIT IS 1 MARCH 2010

#### PER INSERTION

Full page	U\$ 1000.00
DPS	U\$ 1800.00
Half page	U\$ 500.00
Half page DPS	U\$ 1000.00

*No advertisements smaller than half page will be accepted*

#### COVERS

IFC (DPS)	U\$ 2200.00
IBC	U\$ 1100.00
OBC	U\$ 1100.00

*The above rates include agency commission but exclude VAT*

#### ADVERTORIAL PAGES

Full Page Full Colour	U\$ 1000.00
DPS Full Colour	U\$ 1800.00
Half Page Full Colour	U\$ 500.00

*The above rates exclude agency commission and exclude VAT*

ADVERTISING SIZE	DEPTH	WIDTH
Full Page Trim	285mm	210mm
Full Page Type Area	255mm	190mm
Full Page Bleed	295mm	220mm
1/2 Vertical Trim	285mm	105mm
1/2 Vertical Type Area	255mm	90mm
1/2 Vertical Bleed	295mm	110mm
1/2 Horizontal Trim	140mm	210mm
1/2 Horizontal Type Area	135mm	210mm
1/2 Horizontal Bleed	145mm	220mm
Double Page Spread Trim	285mm	420mm
Double Page Spread Type Area	400mm	250mm
Double Page Spread Bleed	295mm	430mm

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## ADVERTISING SPECIFICATIONS

### MATERIAL REQUIREMENTS

**Digital:** All digital advertising must be supplied in either EPS or PDF format.

**PDF:** Press optimised with all fonts and high resolution images (minimum 300dpi) and all fonts embedded. The PDF should be pre-flighted and verified prior to transmission.

**EPS:** All high resolution (minimum of 300dpi) images and fonts embedded. Images and logos to be CMYK. Should any material changes be requested, The Future Group accepts no responsibility for print errors.

**Colour:** ZEAL is not responsible for colour discrepancies which may occur when images are converted from RGB to CMYK.

**Proofs:** A high quality colour proof is essential, colour laser/inkjet printouts are not sufficient and ZEAL will not be held responsible for variations in the final printed colour. Furniture: Remove all furniture i.e. colour bars, exposure bars and registration marks. Only if necessary crop marks can be added.

### TECHNICAL SPECIFICATIONS:

Bleed:	5mm is required on all edges
Screen ruling:	153lpi
Output resolution:	2540dpi
Page sizes:	As per rate card
Min resolution@100%:	300dpi

Please do not hesitate to contact [zeal@futuregroup.co.za](mailto:zeal@futuregroup.co.za)

Tel/Fax: +2634 497 076

Cell: +263 912 249 257

Cell: +263 912 851 609

### DELIVERY ADDRESS:

Future Communications  
5 Roberts Drive  
Zimbabwe  
Msasa  
Harare



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## TERMS & CONDITIONS

- Advertisements are only accepted for publication in ZEAL magazine subject to the following conditions:
  - The right is reserved to withhold any advertisement order that has been accepted.
  - No liability is accepted for failure to publish, or for publication on dates other than those stipulated by the advertiser, or for any typographical or other errors of any kind, or for loss or damage in consequence of any of the above.
  - The advertiser will indemnify ZEAL magazine against any damage and/or expense which ZEAL magazine may incur as a direct or indirect consequence of the advertiser's advertisement.
  - Telephonic instructions must, in all cases, be confirmed in writing.
  - A cancellation fee of 25% of the advertising rate will be charged for cancellations received after 30 days prior to publication date.
- Every precaution is taken to ensure the correct printing of all advertisements, but no liability can be accepted for any inaccuracies or omissions, or for any consequence arising therefrom.
- No changes to advertisements will be accepted once production of ZEAL magazine has commenced.
- ZEAL magazine reserves the right to edit, revise, or to reject, even after acceptance for publication, any advertisement deemed to be untruthful or objectionable in subject matter or wording, or unsuitable for any other reason, whether space for the advertisement has been booked in advance under order or not.
- ZEAL magazine reserves the right to suspend issues on any day and to increase or decrease usual numbers of editions without notice. The publisher does not guarantee any given level of circulation or readership for an advertisement or insert.
- Space is sold to advertisers for the purpose of making announcements concerning their own business and may not be used for attacking or making insidious comparisons with other advertisers, firms, institutions or persons.

The word advertisement or promotion will be placed above or below copy which, in our opinion, resembles editorial – i.e. advertorial both supplied and commissioned.
- Advertisement orders are not accepted subject to editorial space being given or subject to specific positions. This does not apply to premium contractual positions. Premium positions will be limited to certain advertising categories only, and in accordance with The Future Group advertising format or ZEAL magazine.
- If material is received too late for publication, the space reserved will be charged for.
- The full name and address of the advertiser must be included in advertisements which ask for money or stamps to be sent to a box number. As per advertising regulations.
- All orders are subject to space being available and shall lapse if the first insertion under an order is not made within three months of the order or if there is a period of more than three months between insertions.
- When new rates are announced contract advertisers will be protected at their contract rates for 45 days after the announced date of the new rate. The balance of the order will be subject to the new rate. The advertiser may cancel his contract on the date the new or higher rate takes effect unless a rate increase has been stipulated in the contract.
- Orders should be prepaid before the publication date.
- The placing of an order or contract either telephonically or in writing will be deemed an acceptance of these conditions and any conditions stipulated on an agency's or advertiser's order form shall be void insofar as they are in conflict with them.
- All material must be claimed within 30 days after which no responsibility can be accepted.