

Rate Card



A flash of inspiration; a meeting of minds; passion for a cause. Stirring stuff... sentiments that have and will spark revolutions!

COUP's inspiration is drawn from the way in which people, throughout history, have attempted to alter conventional thoughts and methods by enacting a *coup d'état*. We'll stay on the pulse of the way the media-, advertising-, marketing- and PR industries are advancing while bringing you up close and personal with those in the thick of things. We aim to push boundaries in both our design and editorial, keeping in mind the high aesthetic standards these industries demand.

## Fan-atics:

*Recipe: Add Gen X, Gen Y + Gen I with a pinch of je ne sais quoi. Blend Well = Digital Socialites.*

- Ages 18-35, but age is just a number - we don't discriminate
- LSM 7-10, and anyone else who lives the high life
- Design and art devotees; and info nuts
- Individuals who are involved with or intrigued by current media fads and trends
- Culturally-savvy students; up-and-coming talent; creative minds
- Industry heavyweights

## 3-Month Theme Scheme:

- November – Visual Issue
- December – Down the Rabbit Hole Issue
- January – Back to the Future Issue

## Change Publishing: ✓

COUP is published by Sorry Tree Publishing; a platform that redefines traditional publishing by going electronic. This online space brings informative, innovative reading material to your desk(top) without destroying one forest per print run!



## Did you know?

- **Karma-Chameleon:** Every month, themes for design and content will change.
- **Placeholder concept:** A publishing revolution, innovated by COUP. While the publication will be launched on the 1st of every month, we have the ability to either keep you a space or make some. Convince us it's big enough, and we'll slot it in!
- **Behind The Ad:** Are you working on an advert that pushes boundaries? COUP wants the scoop – from light bulb moment to stunning success. We will showcase the behind-the-scenes slog, revealing the story behind the story. Maintain the intrigue and anticipation until the very last minute... We'll hang ten until it's all systems go with a teaser placeholder!
- **Creative Space:** COUP's Creative Space is reserved for artists, designers, photographers, and creatives of a myriad of sorts to exhibit their work.

## Do it now...

While our readers are well versed with everything media, advertising, marketing, PR and then some, they remain consumers! We provide an opportunity to extend the territory of your brand into the digital realm.

## Ad Rates

SIZE	incl. VAT
Full Page .....	R 2850,00 p/m
Double Page Spread .....	R 4560,00 p/m
Inside Front Cover .....	R 3562,50 p/m
Inside Back Cover .....	R 3420,00 p/m
Outside Back Cover .....	R 3420,00 p/m
All the above costs, include an ad block on La Resistànce, COUP's blog	
Ad block on La Resistance ...	R1 083,00 p/m

  

*Full Page (True A4):	Width = 210mm x Height = 297mm
*Double Page Spread:	Width = 420mm x Height = 297mm
*Double Page Spread:	Width = 285px x Height = 317px
*Accepted Formats:	PDF, TIFF, JPEG, GIF

## Deadlines

<p><b>Issue 18:</b> <i>Back to the future</i></p> <p>Bookings: 15 December 2011</p> <p>Material: 20 December 2011</p> <p>Launch Date: 3 January 2012</p>	<p><b>Issue 19:</b> <i>The Cynical Rant Issue</i></p> <p>Bookings: 16 January 2012</p> <p>Material: 20 January 2012</p> <p>Launch Date: 1 February 2012</p>	<p><b>Issue 20:</b> <i>The Tabloid Issue</i></p> <p>Bookings: 15 February 2012</p> <p>Material: 20 February 2012</p> <p>Launch Date: 1 March 2012</p>
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## Conditions

Please note that in striving to produce a superior publication for both the readers and advertisers, COUP encourages innovative advertising with an aesthetic appeal and we reserve the right to decline any material that negatively impacts on the publication.



## Contact

*Pick up the phone...*

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