

# Callsheet

Africa's Leading Film Industry Magazine



## MEDIA PACK 2017



### THE CALLSHEET

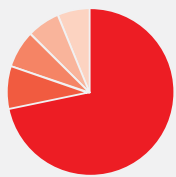
Founded in 2003, the *Callsheet* is Africa's leading film industry magazine. It is an award-winning monthly trade publication which covers the commercials, features, stills, television, and digital markets. The *Callsheet* is a resource for the local industry and international industry players.

### BEE RATING

As a level 4 contributor, 100% of what you spend with the *Callsheet* can be counted as BEE spend.

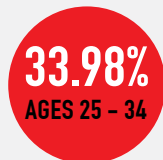
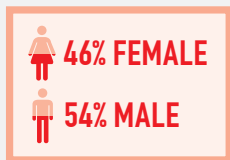


### DIGITAL REACH PER YEAR



Top Countries

- United Kingdom: 5.47%
- United States: 5.47%
- Kenya: 6.43%
- Russia: 7.35%
- South Africa: 62.84%



### DISTRIBUTION

The *Callsheet* is distributed to members of the film, TV and commercials industries each month, including executives, advertising agencies, production companies, suppliers, industry associations, related government departments, and key media.

**PRINT:** 2 500 issues distributed monthly

**EBOOK:** 5 508 issues distributed monthly  
(2 947 in South Africa, 3 649 International)



### GREEN FRIENDLY

The *Callsheet* is printed by Exhibit Print. Their suppliers have The Forest Stewardship Council Chain of Custody certification. The magazine is printed on Hi-Q 80gsm gloss, wood-free white paper, which is sourced from sustainably managed forests, and uses vegetable-oil-based, environmentally-friendly inks conforming to the highest European standards.





### DOUBLE PAGE SPREAD

406mm wide x 276mm high  
R26 950 + VAT



### FULL PAGE

203mm wide x 276mm high  
R16 950 + VAT



### 1/2 PAGE HORIZONTAL

203mm wide x 136mm high  
R9 950 + VAT



### 1/4 PAGE HORIZONTAL

203mm wide x 72mm high  
R6 950 + VAT



### FRONT COVER + 1 PAGE EDITORIAL

203mm wide x 276mm high  
R29 950 + VAT



### INSIDE FRONT COVER

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R19 950 + VAT



### IFC DPS

406mm wide x 276mm high  
R34 950 + VAT



### INSIDE BACK COVER

203mm wide x 276mm high  
R19 950 + VAT



### OUTSIDE BACK COVER

203mm wide x 276mm high  
R21 950 + VAT



All prices exclude agency commission + VAT

### PLEASE ENSURE ARTWORK COMPLIES WITH THE 'BIG FIVE' LIST:

1. **300 dpi Resolution:** Artwork to be supplied as **high res** PDF or JPEG.
2. **Size:** Please ensure your artwork is the **correct size**.
3. Include **5mm bleed** all round and **offset** cropmarks by **5mm**.
4. **Type Safe area:** Text and logos must be within **10mm of all edges**.
5. **WeTransfer:** Please upload your artwork to **www.wetransfer.com**.