



Published By **Dennison Publishing** 

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## Advertising Contact

**Elrisha du Plooy** : 031 763 4054  
[adverts@dennisonpublishing.co.za](mailto:adverts@dennisonpublishing.co.za)

## Advertise in Avizandum!

The Avizandum is the perfect platform for advertisers, suppliers and retailers of birdkeeping supplies and livestock to promote their products and brand awareness, reach out to their direct market, and ultimately promote additional sales. We have done our best to provide the most competitive advertising rates and we also offer a high standard of graphic design services for free, ensuring you have the best advert possible!

### About the Magazine

The Avizandum is South Africa's only magazine for keepers and breeders of pet an aviary birds. Going into its 29th year of publication, Avizandum contains articles from local and international professionals on aviculture; avian management; breeding of parrots, finches, and other species of birds; nutrition and feeding; health and disease; latest news and conservation; and much more. It is a high quality magazine that the purchaser can be proud to own. Avizandum is considered a reference, meaning that issues are kept by the purchaser and are referred back to, even 10 years later, for information. This benefits the advertisers as adverts have a long-term effect and are not seen once-off.

Avizandum is also unique in that it is fully bilingual, with all articles translated into Afrikaans by a knowledgeable birdkeeper, to reach wider audiences across the country.

### Avizandum In the Stores

Avizandum is supplied to selected pet stores and CNA stores all over South Africa. These stores are supplied with Avizandum magazine either through direct delivery from Dennison Publishing or by magazine distribution companies. For a complete list of all the stores we supply please visit our website at [www.avizandum.co.za](http://www.avizandum.co.za).

### Avizandum Goes Digital

Keeping up-to-date with the latest publishing trends, Avizandum is also available on all digital platforms such as PC, Mac, Apple iTunes: Newstand for iPhones and iPads, Android, Black Berry Notebook, HP Touch and Kindle Fire. Readers from all over South Africa and the rest of the world can purchase and download Avizandum wherever they are in the world! Since this app was launched in 2012 we have had over 45 000 downloads! Advertisers' adverts on the digital editions can link directly to a website or email address of the advertiser's choice, giving readers a direct link from the magazine to the advertiser's details and additional product information through the advertiser's website.









### Subscribers

We have an ever-growing list of subscribers, which we have built up over the past 27 years. Our subscribers get each issue of the magazine delivered to their doors before it even hits the stores!

Along with this, Avizandum attends many of the bird auctions each year in order to promote the magazine directly to the public and our target market. These various methods of distribution allow us to maximise the distribution and exposure of the Avizandum, making sure that we reach as many people as possible and ensuring that your advert gets the best possible results and returns.

# Advertising Rates 2017

## Magazine Adverts

 Small Block 60mm x 50mm	 Large Block 60mm x 85mm	 1/6 Page 60mm x 135mm	 1/3 Page Vertical 60mm x 280mm
 1/3 Page Horizontal 190mm x 70mm	 1/4 Page 95mm x 135mm	 1/2 Page 190mm x 135mm	 Full Page 210mm x 297mm

**Rates**  
*(all prices include VAT)*  
 Please note these rates are applicable per bi-monthly issue. Each issue will be available in stores for two months.

Size	Price
Small Block	R 185.00
Large Block	R 305.00
1/6 Page	R 495.00
1/4 Page	R 1 110.00
1/3 Page	R 1 420.00
1/2 Page	R 2 050.00
Full Page	R 3 875.00

*(prices valid 01  
 March 2016 - 28 Feb  
 2018)*

# Advertising Online

The Avizandum website, [www.avizandum.co.za](http://www.avizandum.co.za), runs an effective online shopping system where customers can purchase the latest issue of the Avizandum along with the all of the back issues. We also retail many books related to birdkeeping, which also draws traffic to the site. Readers can also subscribe to the magazine and pay using EFT or credit card. Our website has a lot of traffic every month over 12 000 hits, which is promoted through the magazine itself, the digital apps, SEO, Google adwords and social media. We offer advertising rates for banners on our website which will help push traffic through to advertisers' websites.

## Website Banner Options

**Rates** (all prices include VAT)

Position	Size	Price
Footer	336x280	R 595.00
Right Menu	120x90	R 535.00
Left Menu	120x90	R 535.00

(prices valid 01 March 2016 - 28 Feb 2018)

# Advertorials

Advertorials are a great way to promote your business and allow the advertiser to have a personalised article explaining directly to their customers what their business is all about and describing the services and products or live stock that they have to offer. We will do all the layout and design for you and provide you with all the details that we need from you to make this possible. This is a great option for retail outlets like pet stores and suppliers of birdkeeping products.

## Rates

(all prices include VAT)

Size	Price
Half Page	R 1 960.00
Full Page	R 3 775.00

(prices valid 01 March 2016 - 28 Feb 2018)

# Inserts

Inserts are an effective advertising method which some advertisers choose to use. Inserts are ideal when promoting discounts where customers have to send the insert in or bring it in to a store to receive a discount. Inserts are also ideal if advertisers want customers to fill in a form with their details and send it back to win a prize or receive a promotion. Inserts are designed, printed and placed in the magazine by us.

## Rates

(all prices include VAT)

Size	Price
Half Page	R 1 960.00
Full Page	R 3 775.00

(prices valid 01 March 2016 - 28 Feb 2018)



# Deadlines 2017 Issue

January  
February  
March  
April  
May  
June  
July  
August  
September  
October  
November  
December

15 November  
15 December  
15 January  
15 February  
15 March  
15 April  
15 May  
15 June  
15 July  
15 August  
15 September  
15 October

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