

NAVY NEWS

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ADVERTISING IN THE NAVY NEWS MAGAZINE

Our magazine is an A4 glossy with a minimum of 36 pages, produced every two months (6 editions per year). Our No 6 (end of year) edition is often a bumper edition which could include extra pages, an insert or a calendar etc should the first edition of the year not include a calendar.

We have a regular print run of 6500, which we distribute to subscribers and a number of maritime-related institutions locally, nationally and internationally. Subscribers include current SANDF members, ex-SANDF members, private subscribers, foreign attachés and SA embassies overseas as well as a courtesy list which includes heads of various Government departments, libraries, our sister magazines in other countries and other selected stakeholders.

Some of our advertisers purchase extra magazines, which they distribute to business acquaintances, friends and family and our hotel advertisers place copies in their rooms for their clients. Back copies are placed in the SA Naval Museum and the Naval Public Relations department hands out backdated magazines when they conduct tours of the Naval Base at Simon's Town. Our magazine is also advertised and sold at festivals and exhibitions. Another factor to be considered is that each magazine potentially reaches between 2.5 and 3.2 readers - giving us a total readership of approximately 15 000 individuals.

Don't hesitate to phone should you require further information. We hope to hear from you soon! Have a great day.

Ms Karen Kilpatrick
ACTING EDITOR