

The Refrigeration and Air Conditioning Africa (RACA) Journal is a trade and technical A4 monthly publication geared at the residential, commercial and industrial HEVAC&R industry. Boasting Africa's only monthly publication serving this sector, RACA Journal has served the industry for 30 years, catering to consulting engineers, contractors and other relevant industry role players.

## Rates



**ALL RATES EXCLUDE AGENCY COMMISSION AND VAT.  
BOOKINGS DO NOT GUARANTEE EDITORIAL PLACEMENTS.**

Print media rates*	12 editions	6 editions	Casual once-off
A4 DPS	R21 500 per issue	R23 000 per issue	R25 000 per issue
A4	R12 800 per issue	R13 300 per issue	R16 200 per issue
1/2 A4	R9 700 per issue	R10 100 per issue	R12 300 per issue
1/3 A4	R8 200 per issue	R9 600 per issue	R10 900 per issue
1/4 A4	R6 300 per issue	R6 900 per issue	R7 800 per issue
Strip	R4 700 per issue	R5 300 per issue	R6 400 per issue
Feature block	R4 200 per issue	R4 700 per issue	R5 800 per issue

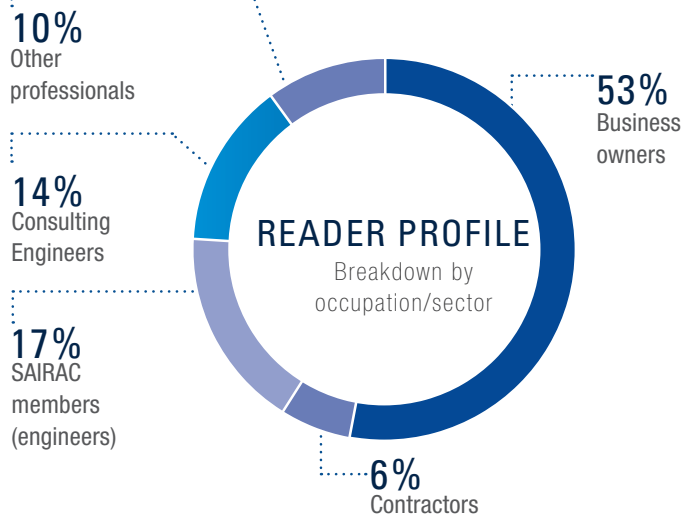
Combos, print and online rates		Cost
12 issues	Brandlisting and web (11 issues)	R10 100
Per issue	Feature, project, product print logo and web link	R3 800
Per annum	Annual directory logo and web link	R3 800

Other (print) promotion opportunities*		Cost
Front Cover sponsorship-with 12 edition contract	Contents page logo and 1/2 A4 advert	R12 800
Front Cover sponsorship-casual placement		R20 900
Other Cover sponsorship-with 12 edition contract	IFC-inside front cover / IBC-inside back cover / OBC-outside back cover	R12 800
Other Cover sponsorship-casual placement		R20 900
Year planner	Annual year planner advert (80mm x 80mm)	R10 100
Inserts-per edition	A4 insert (delivered to our Interact Media office)	R11 500

\*Rate per insertion unless otherwise specified.

Digital advertising	Size	Cost
Per annum	Online rotating banner	200px x 127px R10 100
Per insert	Feature / Project banner	680px x 90px R3 000
Per insert	e-Newsletter banner	400px x 200px R3 800

# PROFILE



**RACA**  
JOURNAL®  
Refrigeration & Airconditioning Africa

## Print circulation

Print ABC (Apr–Jun 2016): 2 870  
Print readership: 8 610\*



\*Research statistics - 3 readers per copy, survey 2014.

EACH OF OUR INDUSTRY BRANDS IS INDIVIDUALLY AUDITED AND CERTIFIED BY THE AUDIT BUREAU OF CIRCULATIONS.

WHEN MEASUREMENT MATTERS  
**talk to us**



## Digital reach

**9 000**  
HEVAC&R online

**2 900**  
e-Newsletters +  
Digital magazines

**3 000**  
Social media

## INDUSTRY BRANDS



[sales@interactmedia.co.za](mailto:sales@interactmedia.co.za) [www.hvacronline.co.za](http://www.hvacronline.co.za)