

PENT is founded by an inspired young black visionary, ambitious, focused woman and empowered by a group of energetic men and women driven by passion and focused vision.

Pent Communications (Pty) Ltd is 100% black owned and 100% woman owned.

Aspire Magazine and Most Inspiring and Powerful Women Magazine are published by Pent Communications (Pty) Ltd company.

ASPIRE

VISION SUCCESS INSPIRATION

Aspire is a quarterly business magazine which offers an expert platform for decision-makers to communicate the impact of their policies and programs on the social and economic development of the country.

It is designed as an inspirational, educative and communicative tool.

It speaks directly to the middle and upper echelons of the business community in South Africa and the SADC Region.



PRINT RUN

32 000
per edition

READERSHIP

210 000

51%

Male

AGE

56%

35 - 49

29% 25 -34

15% 50+

88%

Black

68%

Earn R50 000+

monthly

80%

Own

Property

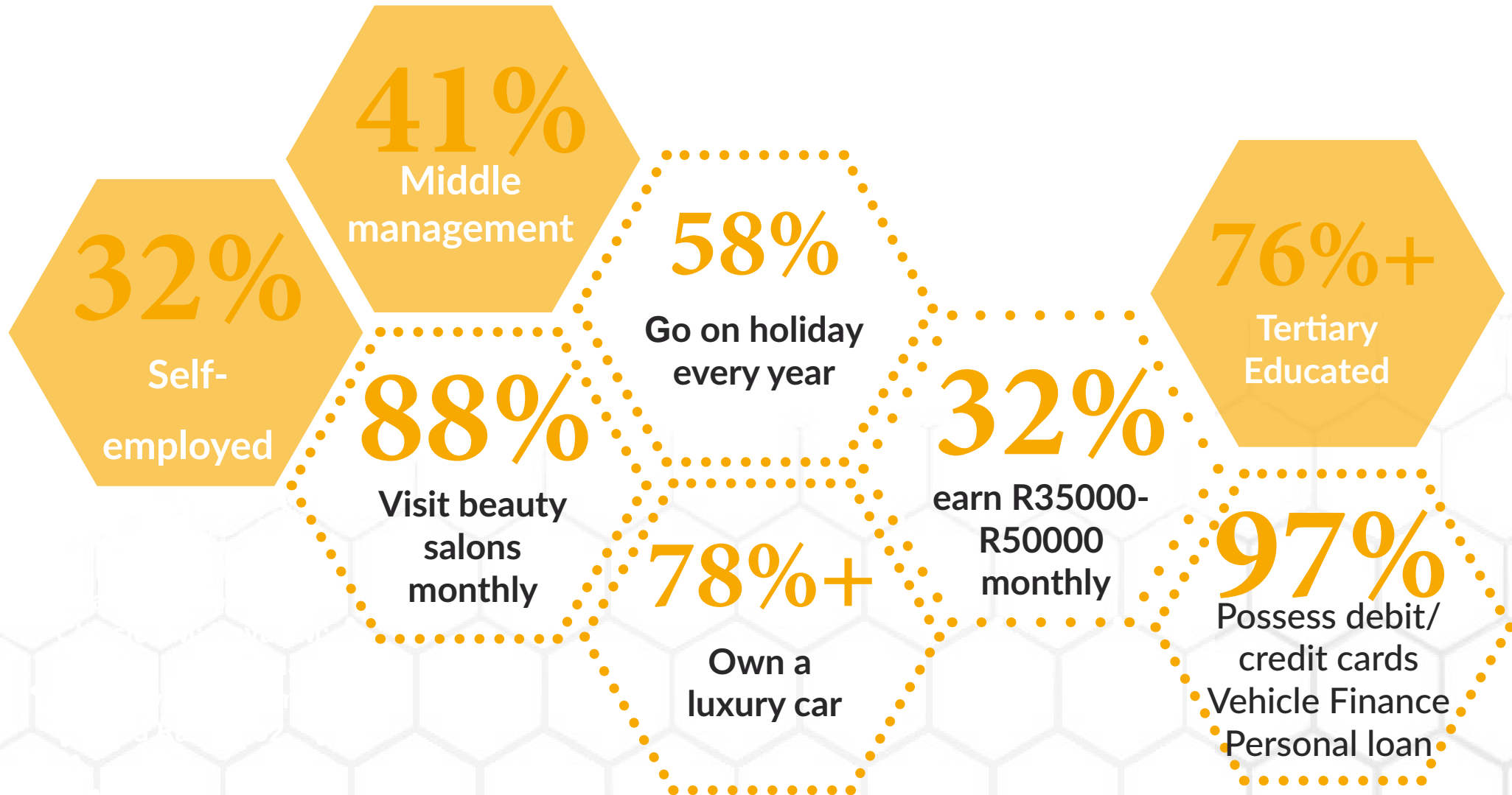
59%

Senior

Management

LSM 6-10





ASPIRE | ADVERTISING RATES

ADVERT SIZE	FULL COLOUR	BLACK & WHITE
Full Page Full	R28 950	R17 500
Double Page Spread	R56 000	R28 000
Half Page	R18 800	R11 000

SPECIAL POSITIONS

Inside Front Cover Double Page Spread	R58 600	
Inside Front Cover	R28 800	
Inside Back Cover	R27 000	
Outside Back Cover	R30 000	
Gatefold	R65 000	

LOOSE INSERTS (COST PER 1000)

1 Sheet	R400	R550
2-8 Sheets	R550	R800
More than 8 Sheets	R800	R920

Bound Inserts

SPECIAL REQUESTS

Spot Colour

B&W Rate plus R1000 per spot colour
Guaranteed Positions 15% loading on all positions, subject to availability

FREQUENCY DISCOUNTS

2 insertions 5%
3-4 insertions 7.5%

TECHNICAL SPECIFICATIONS

DPS 255mm x 420mm
FP 255mm x 210mm
Bleed: 5mm

MATERIAL REQUIREMENTS

High resolution PDF.

MOST INSPIRING & POWERFUL

WOMEN

Bi-annual publication (March and August) providing inspirational content that appeals specifically and yet comprehensively to the female market segment to satisfy the needs of hugely lucrative market of well-educated, affluent, discerning and most inspiring and powerful corporate and public women audience representing the country's decision-making cadre. These women are successful, influential and leading light in South African business, either in corporate sector, government or as a motivated entrepreneur.

It is a mechanism for applauding and celebrating women's contribution to the economy. It recognises the success of women leaders in business, thereby creating a cadre of female role models whose achievements will inspire other women to raise their sights and reach their goals. It showcases and highlights organisations contribution to women empowerment, gender equality and women leadership in the country.



— PRINT RUN —

35 000
per edition

— READERSHIP —

310 000

LSM 6-10

87%

Female

AGE

55%

35 - 49

30% 25 - 34

15% 50+

90%

Black

30%

Self-employed

70%

Employed

52%

Senior
Management



32%

Self-
employed

Their favourite
radio stations are
Classic FM; Kaya FM;
SAFM, Jacaranda,
Highveld 94.7fm
and Radio 702

48%

Middle
management

80%

Visit beauty
salons
monthly

56%

Go on holiday
every year

70%+

Own a
luxury car

30%

earn
R35000-
R50000
monthly

76%+

Tertiary
Educated

90%+

Possess debit/credit
cards
Vehicle Finance
Personal loan

MOST INSPIRING & POWERFUL WOMEN | ADVERTISING RATES

ADVERT SIZE

Full Page Full	R29 950
Double Page Spread	R58 500

SPECIAL POSITIONS

Inside Front Cover Double Page Spread	R58 950
Inside Front Cover	R30 000
Inside Back Cover	R27 500
Outside Back Cover	R35 000
Gatefold	R65 000

LOOSE INSERTS (COST PER 1000)

1 Sheet	R400
2-8 Sheets	R550
More than 8 Sheets	R800

Bound Inserts

R550
R800
R920

TECHNICAL SPECIFICATIONS

Double Page Spread	Type Area 440x255mm Trim 230x275mm
Full	Type Area 210x255mm Trim 230x275mm
Bleed:5mm	

MATERIAL REQUIREMENTS

High resolution PDF.

Publishing Partnership Proposal

Reach SA's executive leadership and decision makers.

With PENT published magazines you receive:

- Professional written article
- Expert photography
- Contemporary design & layout
- Electronic proof
- Colour Proof



<p>4 PAGES</p> <p>Organizational/ leadership profile.</p>	<p>6 PAGES</p> <p>Organizational/ leadership including an inner cover and an advertisement.</p>	<p>8 PAGES</p> <p>Organizational/ leadership profile including an inner cover and an advertisement.</p>	<p>12 PAGES</p> <p>Organizational/ leadership profile including an inner cover and an advertisement.</p>	<p>16 PAGES</p> <p>Organizational/ leadership profile including an inner cover and an advertisementt</p>
<p>Showcasing your company's products and services.</p>	<p>Exploring your company's differentiators and promoting your organisation's unique selling points.</p>	<p>Utilise this opportunity to affirm your organisation's skill-set and capabilities showing how you leverage these for the customers benefit,</p>	<p>Share your strategic vision, the initiatives you are going to pursue in order to shape the future of your industry and reveal your perception of the future prospects of your organization</p>	

Price On Request

**Brochures compiled from your published articles
Minimum of 1 000 printed.
This is an excellent marketing tool and image builder.**

4 page brochure	R35 per brochure
8 Page brochure	R45 per brochure
12 page brochure	R50 per brochure
16 page brochure	R60 per brochure

There are more than 9 readers per magazine.

DISTRIBUTION

Exclusive Books, CNA, SPAR, SAA, BIDVEST Premier Class lounges at all airports, Car Hire at all airports, all National and Provincial Government Departments; Selected Top business schools; Regional Chambers of Commerce; All Foreign Embassies in the country; Air Malawi; Emirates Airlines; British Airways; Law Society of South Africa; Financial Institutions; Insurance companies and Fund Managers; Selected Investment Companies; Business Leadership South Africa; direct emailing to CEOs and Senior Managers of different JSE listed companies; CIDB; Subscribers; SADC Region, BMF, BBC, advertising agencies, selected libraries, selected golf clubs, Business schools etc.

The Airport business lounge network alone reaches an audience of over 100 000 passengers per month, of which 85% are corporate business travellers.

TERMS & CONDITIONS

Acceptance of all advertisements in Aspire Magazine and Most Inspiring & Powerful Women Magazine are subject to the following conditions:

1. Pent Communications (Pty) Ltd, the publishers of Aspire and Most Inspiring & Powerful Women Magazines reserves the right to withhold or cancel the publication of advertisement that has been accepted. Pent Communications (Pty) Ltd will not be held liable for the losses arising from the failure to omission, publish or for change of publication dates, as stipulated by the advertiser or any typographical errors or mistakes.
2. Pent Communications (Pty) Ltd will not be held liable for any colour-matching or content errors that may occur. The onus is solely on the advertiser to ensure that what is supplied is in a correct and printable format.
3. As publishers of both magazines we reserve the right to decrease or increase the number of editions published per year, and also quantity of magazines without notice to the advertisers.
4. Pent Communications (Pty) Ltd doesn't guarantee any given level of circulation and/or readership for all advertisement in Aspire Magazine and Most Inspiring & Powerful Women Magazine.
5. Accounts are payable within 30 days from the date of invoice and any outstanding amounts will be charged interest at a prime rate stipulated by Pent Communications (Pty) Ltd's bankers. Should Pent Communications (Pty) Ltd incur any collection costs, these will be for the advertisers account.
6. A 50% cancellation fee of the advertising rate will be charged on cancellation received after the cancellation which is the booking deadline and after the interviews have been done.
7. No changes to adverts, advertorials or editorials will be accepted once Aspire Magazine and Most Inspiring & Powerful Women Magazine production has commenced or after the deadlines stipulated.
8. Contract prices will be kept for a period of four months when the new rates are announced, and thereafter the new rates will be applied.
9. The placing of an order or contract in writing and/or telephonically, means the acceptance of the terms and conditions as stipulated above.