

NAVY NEWS

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ADVERTISING IN THE NAVY NEWS MAGAZINE 2018

Thank you for inquiring about advertising in our publication. Please find all relevant documents attached.

Navy News is an A4 glossy bi - monthly magazine with a minimum of 36 pages. Edition 6 is often a bumper edition which includes a calendar. Navy News has a regular print run of 6,500, which we distribute to subscribers and a number of maritime-related institutions locally, nationally and internationally. Subscribers include current 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. Our circulation has increased exponentially.

Some of our advertisers purchase extra magazines, which they distribute to business acquaintances, friends and families. Copies are also placed in the SA Naval Museum and the Naval Public Relations Department. Surplus magazines are used during shows, exhibitions and to promote the SA Navy.

The magazine is sold locally through book shops and other organisations as well as festival and larger events. Each magazine potentially reaches up to four readers on average - giving us a total readership of about 26, 000.

Feedback from advertisers suggests the response they have received through their advertising has been positive. At Navy News, we strive to continually improve and innovate in order to meet the need of our advertisers.

Should you require further information on the Navy News magazine, please don't hesitate to get in touch with us. We look forward to doing business with you.

Kind Regards



(B.J.W. LOMBARD)
DEPUTY EDITOR NAVY NEWS: WARRANT OFFICER CLASS TWO

