

print digital online



APP. iOS



android



audio

conscious



holistic



eco-savvy

giveaways



events



travel

Conscious Living Magazine
Odyssey

Media Pack

“Odyssey Magazine is about an adventure in more conscious living. Its name signifies a quest – a journey of exploration and discovery... the open-endedness of the inner journey.”



The butterfly is a metaphor for our quest, our journey, and our odyssey.

Research and analytics (5.12.22) indicate that 79.1 per cent of our readers access Odyssey Magazine on a digital platform with over 422000 reach per edition. To further enhance our digital readers' experience we launched the Odyssey Magazine App. For iOS and Android . Our print model in 2023 has been consciously adjusted to be kinder and more environmentally astute. We will actively reinforce our 'we love it when you buy local campaign' by taking a targeted approach to engaging with more content-appropriate private stockists. With less resultant waste, in keeping with our commitment to planetary wellness.

*Kindness is timeless,
Odyssey Magazine Est 1977*

www.odysseymagazine.co.za

MINDFUL MEDIA PUBLISHING (PTY) LTD
T/A Odyssey Magazine

Registration Number 2018/581347/ 07
ISSN: 0256-0357 Registered 1977



OM YOU'RE IN GOOD HANDS

"The best thing about our business is You."
Odyssey

PRICE PER INSERTION INCL. VAT

REGULAR POSITIONS

Full page (26 X 19.5 cm)	R19 660
Half page - horizontal (12.5 X 19.5 cm)	R9 830
Strip - vertical (26 X 6 cm)	R6 550
Quarter Page (12.5 X 9.5 cm)	R4 915
Strip - horizontal (5 X 19.5 cm)	R2 990
Square - 1/6 Page (8 x 8 cm)	R1 990
Classified Text & QR Code (3.5 x 8 cm)	R657
Outside back cover (26 X 19.5 cm)	R29 200
Inside front cover (26 X 19.5 cm)	R25 300

ONLINE ADVERTISING 180 DAY VISIBILITY

Portrait (8 x 6 cm)	R757
Square (8 x 8 cm)	R 957
Strip (5 x 19.5 cm)	R1 157
Scrolling Headline Banner (5 x 19.5 cm) (1 of 5)	R2 257


ARTWORK SPECIFICATIONS

HEIGHT X WIDTH (CM)


Full page
Size: 26 x 19,5 cm



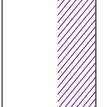
Half page
Size: 12,5 x 19,5cm




Quarter page
Size: 12,5 x 9,5 cm



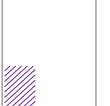
Strip vertical
Size: 26 x 6 cm




Strip horizontal
Size: 5 x 19,5 cm



Square
Size: 8 x 8 cm



Classified Text & QR Code
Size: 3,5 x 8 cm



MATERIAL REQUIREMENTS

- Material submission hi-resolution 300 DPI PDF, CMYK Colour.
- Bleed set at 5mm, digital colour proof to ensure colour validity.
- Only graphic designed adverts are accepted.

Online Only

- Conversion Rate 96dpi - 1 cm = 37.8.
- Material submission PNG Min 96 DPI.

Advertorial/Editorial Submissions

- Unformatted MS Word.doc.

ENQUIRIES

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Quarterly Deadlines 2024/5

Issue	Summer 2024/5	Autumn 2025	Winter 2025	Spring 2025
Editorial Submission	01 November	27 February	23 May	21 August
Final Material Deadline	11 November	10 March	05 June	25 August
Digimag, Online Go Live	22 November	20 March	12 June	03 September
On The Shelf	06 December	28 March	20 June	12 September