

print digital online



APP. iOS



android



audio

conscious



holistic



eco-savvy

giveaways



events



travel



Holistic Lifestyle & Wellness Magazine
Odyssey

Media Pack International

"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
Quarter Page (12.5 X 9.5 cm)	R4 915
Strip - vertical (26 X 6 cm)	R2 990
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

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.

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



ENQUIRIES

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Effective 28.11.2023

Quarterly Deadlines 2024/5

Issue	Autumn 2024	Winter 2024	Spring 2024	Summer 2024/5
Editorial Submission	28 February	31 May	20 August	01 November
Final Material Deadline	11 March	07 June	26 August	11 November
Digimag, Online Go Live	25 March	18 June	04 September	22 November
On The Shelf	05 April	28 June	13 September	06 December