

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](http://www.odysseymagazine.co.za)

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

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



## 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  |
| 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)<br>(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



## ENQUIRIES

**Debra Robins**

082 875 2985

debra@odysseymagazine.co.za

Effective 22.11.2024

## Deadlines 2025/26

| Final Material Deadline | Spring/Summer 2025 | Autumn/Winter 2026 |
|-------------------------|--------------------|--------------------|
|                         | 25 September       | 6 March            |