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REFINED

A COLLECTION OF SUB-SAHARAN AFRICA'S FINEST PROPERTIES FROM FINE & COUNTRY

Rate Card 2025

Official Magazine for Fine & Country South Africa

Refined Magazine is the glossy lifestyle and property magazine as published quarterly, in both print and digital format, on behalf of Fine & Country South Africa.

Fine & Country appreciates that the most exclusive and more expensive properties require a more compelling, sophisticated, and intelligent presentation.

Refined Magazine is the perfect presentation for a wide selection of the finest property for sale, in a traditional format that mirrors the lifestyle to which Fine & Country clients aspire – from country estates in the UK, to the vineyards of South Africa and investments abroad. As such, the magazine serves as an ongoing source of reference for potential buyers and sellers.

“With Arguably the best address in the world – Park Lane, London – Fine & Country reach the markets other agents cannot reach and provide its clients with the best of all worlds – local, national and international buyers and sellers.”

Refined Magazine offers a sophisticated look and feel, intelligent editorial, and creative layout that captures the lifestyle and interests of the high net worth reader. This coffee table-quality publication provides a selection of feature articles that cover a wide spectrum of upmarket trends, including:

- Interior design
- Lifestyle & Wellness
- Home décor
- Exclusive travel
- Premium motoring, and
- Expert advice to buyers and sellers

As a quarterly print & digital publication with only ten pages of advertising available, promotional space in *Refined Magazine* is limited and in demand, so early booking is advisable.

DISTRIBUTION

Refined Magazine is a national publication that is distributed through more than 50 Fine & Country agencies to select clients. The printed magazine is hand delivered to prospective Fine & Country clients who qualify to purchase properties of R2 million or more.

Each edition of *Refined Magazine* is available online at www.freemagazines.co.za, on Fine & Country's website and is also promoted on the Social Media platforms, and currently boasts close to 15,000 unique digital subscribers, with over 44,390 newsletters sent every quarter.

“We don't just sell homes – we sell a lifestyle to which our clients aspire. People buy as much into the lifestyle of the property and its location as they do the bricks, mortar and dimension of its construction.”



ISSUE	Mar - May 2025	Jun - Aug 2025	Sept - Nov 2025	Dec - Feb 2026
EDITORIAL DEADLINE	Fri, 17 Jan	Fri, 18 Apr	Fri, 18 Jul	Fri, 17 Oct
COVER DEADLINE	Fri, 24 Jan	Fri, 25 Apr	Fri, 25 Jul	Fri, 24 Oct
MATERIAL DEADLINE	Fri, 31 Jan	Wed, 30 Apr	Thur, 31 Jul	Fri, 31 Oct

Print & Digital Rates	1 INSERTION	2 INSERTIONS	3 INSERTIONS	4 INSERTIONS
Double Page Spread	R36,660	R34,950	R33,350	R31,880
Full Page	R22,000	R20,950	R20,000	R19,130
Prime Pages				
Inside Front DPS	R42,160	R40,150	R38,350	R36,660
Next To Contents	R24,200	R23,050	R22,000	R21,050
Inside Back Cover	R24,200	R23,050	R22,000	R21,050
Outside Back Cover	R26,400	R25,150	R24,000	R22,960
Content/Editorial				
FP Editorial Feature	R28,600			
2-Page Editorial Feature	R51,470			
Snippet	R11,350			
EDM [Electronic Digital Mailer]/Newsletter				
Slimline Banner	R3,650			
High Impact Banner	R6,100			
Content Snippet	R6,900			
Advertiser Exclusive Newsletter	R13,550			

Terms & Conditions:

- All rates are for full colour insertions and includes Agency Commission and exclude VAT.
- Payment options are specified on booking form. For series bookings, pay upon receipt of invoice for each edition.
- Cancellation deadlines are the same as booking deadlines.
- Clients who fail to supply copy / photographs / finished advertising material by deadline will be billed for the space booked and the right to refuse/edit advertorial is reserved.

Print Material Specifications	TRIM (WIDTH X HEIGHT)	BLEED (WIDTH X HEIGHT)	TYPE (WIDTH X HEIGHT)
<i>Main Body Advertisements / Advertorials [print ready material supplied by advertiser]</i>			
Full Page	210 x 297	220 x 307	190 x 257
DPS	420 x 297	430 x 307	400 x 257
<i>Editorial Features [advertiser supplies text and images]</i>			
Full Page	350 words + 1 x high res image		
2-Page	600 words + 2 x high res images		
Snippet	150 words + 1 x high res image		

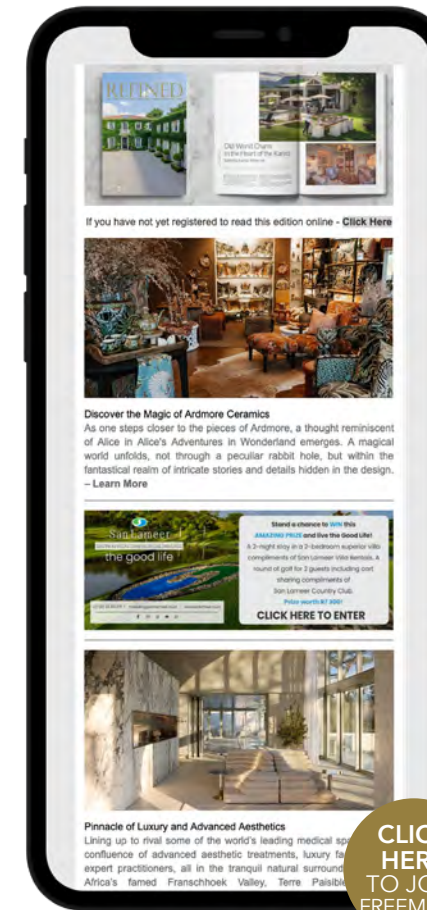
****Please supply material in print optimised high resolution (300dpi) PDF format with a colour proof*. All fonts must be embedded. Include bleed as per table and include crop marks. (Add 5mm offset to prevent colour bars and registration marks in bleed).**

Digital Material Specifications [for Digital Only advertising]		
<i>Digimag Main Body Advertisements / Advertorials [material supplied by advertiser]</i>		
Full Page	210 x 297	mm [w x h]
DPS	420 x 297	mm [w x h]

Website/Online Advertising Options	MATERIAL SPECS	AVAILABILITY PER MONTH
Digimag Edition [freemagazines.co.za] Online Landing Page Exclusive Banner [hyperlinked to advertiser website or through Url / UTM link supplied by advertiser]	800px [w] x 120px [h]	x 1 Advertiser
Digimag Edition [freemagazines.co.za] Online Landing Page Exclusive Video	Must be YouTube or Vimeo link	x 1 Advertiser

Newsletters/EDMs	In-Line Banner	High Impact Banner	Main Bottom Banner	Content Snippet	Video	AE EDM [Advertiser Exclusive Newsletter]
[Electronic Digital Mailers] static/gif	800 px Width 120 px Height url/UTM link	800 px Width 300 px Height url/UTM link	800 px Width 300 px Height url/UTM link	80 words 1 x high res image url/UTM link	Must be YouTube or Vimeo link	We custom design this Newsletter on behalf of advertiser [all content is exclusive to advertiser]
Availability per Newsletter	3	3	1	2	1	1 per month

**We publish 2-3 Newsletters per quarterly edition



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REFINED DIGITAL

Refined magazine is available for digital download at www.freemagazines.co.za and boasts close to 15,000 unique digital subscribers and 44,390+ Newsletter Subscribers per edition.

ADVERTISING SALES

Director
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For Print, digital, electronic digital mailers & online advertising opportunities:

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