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SIGNATURE

The Diners Club International Magazine

RATE CARD 2025

ABOUT SIGNATURE

Signature Magazine embodies the Diners Club brand promise of enabling and enriching life's journey, bringing to life, in vivid clarity, the premium lifestyle to which Diners Club members aspire. With an exclusive, yet approachable style, combined with intelligent and insightful content, Signature offers an authentic view into the lifestyle and aspirations of Diners Club Members.

DINERS CLUB INTERNATIONAL

Since 1950, Diners Club International caters to a select community of like-minded individuals who have a progressive and inspiring view of acquiring wealth. Diners Club is more than just a corporate enterprise, it is a bespoke club that strives to deliver superior service while creating relationships beyond regular card transactions. Club members understand that the process of wealth accumulation varies from the experience gained over many years, and is contemporarily defined by diversifying values. For these club members, the focus is not on what wealth can acquire, but rather what accumulated wealth can achieve. This sophisticated approach to wealth is reflected in the manner in which clubmembers approach the purchasing process - wherein a particular purchase is not concluded to enhance personal image, but rather to facilitate positive change.

DISTRIBUTION

- **Private:** Couriered on request to Private, Platinum & Black Diners Club cardholders
- **Corporate:** Delivered to various blue-chip companies including Anglo American, Barloworld, Coca-Cola and De Beers - who use Diners Club as their preferred card for all travel and entertainment expenditure
- **Internal:** Delivered to Standard Bank Private Banking and Private Client Suites
- **National:** Sent to business class lounges at major South African airport facilities

Each digital edition of Signature Magazine is also available online on www.freemagazines.co.za and on Diners Club South Africa website, and currently boasts close to 14,500 unique digital subscribers and 43,340 newsletter sends quarterly.

DEMOGRAPHIC PROFILE

The upper 10% of economically active South Africans account for almost 50% of leisure and investment spending, and with a minimum earning requirement of R37,500 per month, Diners Club members fall comfortably within this bracket.

DEMOGRAPHIC MARKERS

- 70% English language users
- 56% Male / 44% Female readership
- 67% Aged 30 to 50
- LSM 10 High



ISSUE	Mar-May 2025	Jun-Aug 2025	Sep-Nov 2025	Dec-Feb 2026
Editorial Deadline	Fri, 7 Feb	Fri, 9 May	Fri, 8 Aug	Fri, 7 Nov
Cover Deadline	Fri, 14 Feb	Fri, 16 May	Fri, 15 Aug	Tue, 14 Nov
Material Deadline	Fri, 21 Feb	Fri, 23 May	Fri, 22 Aug	Fri, 21 Nov

PRINT & DIGITAL RATES	1 Insertion	2 Insertions	3 Insertions	4 Insertions
Double Page Spread	R70,300	R66,950	R63,900	R61,150
Full Page	R41,950	R39,950	R38,140	R36,480

PRIME PAGES	1 Insertion	2 Insertions	3 Insertions	4 Insertions
Inside Front DPS	R80,790	R76,950	R73,500	R70,260
Upfront DPS	R77,650	R73,950	R70,600	R67,520
Next to Contents	R46,150	R43,950	R42,000	R40,130
Next to Editor	R46,150	R43,950	R42,000	R40,130
Inside Back Cover	R46,150	R43,950	R42,000	R40,130
Outside Back Cover	R52,450	R49,950	R47,680	R45,600

CONTENT/EDITORIAL	
FP Editorial Feature	R48,300
2-Page Editorial Feature	R68,550
Snippet	R12,900

EDM [ELECTRONIC DIGITAL MAILER]/NEWSLETTER	
Slimline Banner	R3,650
Main Bottom Banner or High Impact Banner	R6,100
EDM Snippet	R6,900
Advertiser Exclusive Newsletter	R13,550

PRINT MATERIAL SPECIFICATIONS	Trim (Width x Height)	Bleed (Width x Height)	Type (Width x Height)
Main Body Advertisements / Advertorials [print ready material supplied by advertiser]			
Full Page	210 x 275	220 x 285	190 x 255
DPS	420 x 275	430 x 285	400 x 255
Editorial Features [advertiser supplies text and images]			
Full Page	320 words + 1 x high res image		
2-Page	640 words + 2 x high res images		
Snippet	100 words + 1 x high res image		

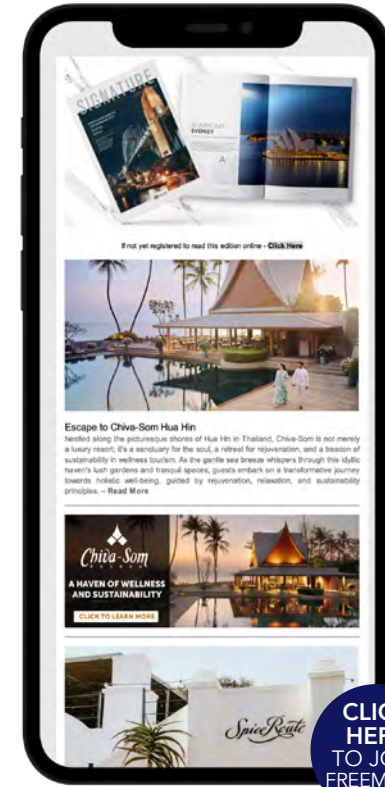
****Please supply material in print optimised high resolution (300dpi) PDF format with a colour proof*. All fonts must be embedded. Include bleed as per table and include crop marks. (Add 5mm offset to prevent colour bars and registration marks in bleed).**

DIGITAL MATERIAL SPECIFICATIONS [for Digital Only advertising]		
Digimag Main Body Advertisements / Advertorials [material supplied by advertiser]		
Full Page	210 x 275	mm [w x h]
DPS	420 x 275	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 x 3 Newsletters per edition/month [Week 1, Week 2 & Week 3]



SIGNATURE DIGITAL

Signature magazine reaches an even larger audience through its digital subscription, which is optimised for easy interaction on any desktop, laptop, or mobile device. Each edition of Signature is available online at www.freemagazines.co.za and boasts close to 14,500 unique digital subscribers.

ADVERTISING SALES

Director
Sales | Development | Operations

Chantal Barton
chantal@tjtmedia.co.za
+27 79 626 0782

For print, digital, electronic digital mailers & online advertising opportunities:

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Terms and Conditions

- A fee of R750 per advertisement (incl. three corrections) will be levied for new material designs.
- Please supply material in print optimised high resolution (300dpi) PDF format with a colour proof.
- Include bleed as per table and include crop marks. (Add 5mm offset to prevent colour bars and registration marks in bleed).
- All fonts must be embedded.
- If proof is not supplied, TJT Media cannot be held responsible for colour matching in the final product.

