

# OUT AFRICA

## MAGAZINE

ISSUE  
19



OUT Africa Magazine was launched in December 2009, after the publishers identified a gap in the market. It is an independent "proudly gay South African" quarterly lifestyle magazine, whose mission is to enrich, entertain and inform the gay and lesbian communities of South Africa with original stories that people want to read. Whilst based in Cape Town, the publication features contributions from the rest of South Africa, Africa and internationally.



With growing cultural acceptance of the gay & lesbian communities and increased understanding of the lucrative "pink rand" market segment, national as well as community advertisers will benefit by the magazine's exposure to a group of affluent (often Dinks- Dual Income No Kids- households) and discerning gay and lesbian consumers.

The magazine covers a wide range of topics, from health, art, books, decor, community news, food, film, fashion, motoring, music, property, theatre, travel, and celebrity interviews. Most of the articles and features are original, written specifically for the magazine by our own correspondents.

OUT Africa Magazine is a quarterly printed on high quality gloss paper. 5000 copies are printed on every run, with an estimated readership of 20 000. It is distributed for free in bars, clubs, community centres and advertisers in Cape Town but also in Gauteng, Port Elizabeth and Durban. It is now also on sale at 135 CNA outlets countrywide at a cover price of R25.00. It is also available by subscription as well as online at <http://issuu.com/OUTAfricaMagazine> affording advertisers extra exposure at no extra cost.

Since the magazine's launch, it has become very popular within its target market as it always has its finger on the pulse of gay life. Its refreshing, and sometimes irreverent style, has set it apart from other publications catering for the same market. The publication also offers some of the most reasonable advertising rates in this sector.

For more information, please contact us at [outmagafrika@telkomsa.net](mailto:outmagafrika@telkomsa.net)

**5**  
thousand  
copies  
distributed to

All the Advertisers  
in the publication

18  
Cape Town Tourism Centres

350 CNA Outlets  
Nationwide

Gay Entertainment  
Venues

Gay Retail  
Establishments

Pink Box  
Advertisers & Associates

Gay Events  
Cape Town Pride, Joburg Pride  
Nelson Mandela Bay Pride  
Pink Loerie, Out in Africa Film  
Festival



OUT Africa Magazine  
51 B Napier St, cnr Napier & Waterkant St,  
de Waterkant, Cape Town  
T: +27 21 425 6463 F: +27 21 418 3589  
email: [outmagafrika@telkomsa.net](mailto:outmagafrika@telkomsa.net)  
[www.thepinkbox.net](http://www.thepinkbox.net)

Please fax this form to: 021 418 3039 or email it to [outmagafrika@telkomsa.net](mailto:outmagafrika@telkomsa.net)

Date: \_\_\_\_\_ Artwork Supply  Create

Company: \_\_\_\_\_

Sales Rep: \_\_\_\_\_

Physical Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Postal Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_

Cell phone: \_\_\_\_\_

Full Page: R 8 495.00   
(297mm x 210mm)

Half Page: R 5 295.00   
(130 x 185mm or 90 x 272mm)

Quarter Page R 2 950.00   
(90 x 130mm)

Banner R 1 850.00   
(50 x 185mm)

Double Page DPS: R 15 295.00

Inside Covers: R 9 495.00

Outside Back Cover: R 10 495.00

Business Card R 895.00   
(85 x 50mm)

Special conditions: \_\_\_\_\_

### PAYMENT TERMS & CONDITIONS:

Payment is strictly 30 days from date of invoice.

I hereby agree to the terms, conditions and rates as indicated above.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

OUT Africa Magazine is owned, managed and published by  
Patterson Publications



10 - 12 Cobern Street,  
de Waterkant, Cape Town  
T: +27 21 425 6463 F: +27 21 418 3039  
email: [info@thepinkbox.net](mailto:info@thepinkbox.net)  
[www.thepinkbox.net](http://www.thepinkbox.net)