



Be Bold Media
— Beyond the ordinary —

**Be Bold Media is
a media company
which is a division of
Mathebs Lifestyle.**

A multi-platform media company,
the company aims to fulfill the needs
of the ambitious South African
population, to address the flourishing
entrepreneurial & professional sector,
which is recognized as an avenue
towards economic upliftment and
personal empowerment.

RATES
2024/2025





ABOUT THE PUBLICATION

Successful Woman magazine is a monthly high end women's magazine combining substantial business content with fashion, beauty and lifestyle. Successful Woman aim to celebrates and empowers women.

The publication's goal is to support, inform, connect and inspire accomplished, self-assured, smart and stylish women who are in business, want to learn more about business or actively involved in business as a professionals, business women and entrepreneurs managing multiple roles and multiple identities.

AMPS

Age : 25-49+
LSM: 6-9
Black Readership: 91%

DISTRIBUTION

10 000 print run
(Checkers, Shoprite, Pick n Pay, Spar, All four Courtsand corporate subscriptions)

DIGITAL DISTRIBUTION

www.magzter.com

INSIDE FRONT COVER
R10 000

INSIDE BACK COVER
R10 000

OUTSIDE BACK COVER
R12 000

COVER FEATURE WITH
PHOTOSHOOT, 2 TV INTERVIEWS
AND BACK COVER ADVERT
R40 000

COVER FEATURE WITH IMAGES
PROVIDED AND 1 TV INTERVIEW
R30 000

FULL PAGE ADVERT

R3000

DOUBLE SPREAD FEATURE

R3000

FULL PAGE FEATURE

R1500

HALF PAGE

R750

SCHEDULES

ISSUE NUMBER	ON SALE	BOOKING AND MATERIAL SUBMISSION	PRINTING DATE
Issue 13	01/11/2024	30/09/2024	18/10/2024
Issue 14	27/12/2024	22/11/2024	29/11/2024
Issue 15	07/02/2025	29/11/2024	03/01/2025
Issue 16	07/03/2025	07/02/2025	14/02/2025
Issue 17	25/04/2025	28/03/2025	04/04/2025
Issue 18	13/06/2025	16/05/2025	23/05/2025
Issue 19	25/07/2025	27/06/2025	04/07/2025
Issue 20	05/09/2025	08/08/2025	15/08/2025
Issue 21	17/10/2025	19/09/2025	26/09/2025
Issue 22	21/11/2025	24/10/2025	31/10/2025
Issue 23	02/01/2026	07/11/2025	14/11/2025
Issue 24	13/02/2026	28/11/2025	23/01/2026

RATES
2024/2025



ABOUT THE PUBLICATION

The Journey magazine is a monthly magazine for ordinary people who are doing extra-ordinary things in the different landscapes of the country. These ordinary people are professionals, business leaders and community builders. The Journey is read by individuals from young, driven entrepreneurs and junior associates to well-established, affluent business owners and executives.

AMPS

Age : 20-50+
LSM: 3-5
Black Readership: 91%
Print run: 10 000

DISTRIBUTION

Spar retail stores nationally and corporate subscriptions

DIGITAL DISTRIBUTION

www.magzter.com

INSIDE FRONT COVER
R8 000

INSIDE BACK COVER
R8 000

OUTSIDE BACK COVER
R10 000

COVER FEATURE WITH
PHOTOSHOOT, 2 TV INTERVIEWS
AND BACK COVER ADVERT
R40 000.00

COVER FEATURE WITH IMAGES
PROVIDED AND 1 TV INTERVIEW
R30 000

FULL PAGE ADVERT

R3000

DOUBLE SPREAD FEATURE

R3000

FULL PAGE FEATURE

R1500

HALF PAGE

R750

SCHEDULES

ISSUE NUMBER	ON SALE	BOOKING AND MATERIAL SUBMISSION	PRINTING DATE
Issue 5	01/11/2024	30/09/2024	18/10/2024
Issue 6	27/12/2024	22/11/2024	29/11/2024
Issue 7	07/02/2025	29/11/2024	03/01/2025
Issue 8	07/03/2025	07/02/2025	14/02/2025
Issue 9	25/04/2025	28/03/2025	04/04/2025
Issue 10	13/06/2025	16/05/2025	23/05/2025
Issue 11	25/07/2025	27/06/2025	04/07/2025
Issue 12	05/09/2025	08/08/2025	15/08/2025
Issue 13	17/10/2025	19/09/2025	26/09/2025
Issue 14	21/11/2025	24/10/2025	31/10/2025
Issue 15	02/01/2026	07/11/2025	14/11/2025
Issue 16	13/02/2026	28/11/2025	23/01/2026

RATES
2024/2025



ABOUT THE PUBLICATION

The Entrepreneur is a publication for up coming entrepreneurs who are starting out and those who are operating their start-ups as a side hustle.

The Entrepreneur is read by individuals who are young, passionate about entrepreneurship & Innovation. These entrepreneurs are starting up running their small businesses full time and part-time. The Entrepreneur gives a guide to start-up owners on how to run a successful start-up and positioning it for for growth

AMPS

Age : 18-35
LSM: 3-5
Black Readership: 91%

DISTRIBUTION

Spar retail stores nationally and corporate subscriptions

DIGITAL DISTRIBUTION

www.magzter.com

INSIDE FRONT COVER
R3 000
INSIDE BACK COVER
R3 000
OUTSIDE BACK COVER
R3 000
COVER FEATURE WITH PHOTOSHOOT, 2 TV INTERVIEWS AND BACK COVER ADVERT
R5 000
COVER FEATURE WITH IMAGES PROVIDED AND 1 TV INTERVIEW
R5 000
FULL PAGE ADVERT
R1500
DOUBLE SPREAD FEATURE
R1500
FULL PAGE FEATURE
R750
HALF PAGE
R350

SCHEDULES

ISSUE NUMBER	ON SALE DATE	BOOKING AND MATERIAL SUBMISSION
Issue 3	01/11/2024	30/09/2024
Issue 4	27/12/2024	22/11/2024
Issue 5	07/02/2025	29/11/2024
Issue 6	07/03/2025	07/02/2025
Issue 7	25/04/2025	28/03/2025
Issue 08	13/06/2025	16/05/2025
Issue 09	25/07/2025	27/06/2025
Issue 10	05/09/2025	08/08/2025
Issue 11	17/10/2025	19/09/2025
Issue 12	21/11/2025	24/10/2025
Issue 13	02/01/2026	07/11/2025
Issue 14	13/02/2026	28/11/2025

RATES 2024/2025



COMBO RATES

HARD COPY RATE

INSIDE FRONT COVER
R20 800.00

20% DISCOUNT ON 3 TITLES

INSIDE BACK COVER
R20 800.00

20% DISCOUNT ON 3 TITLES

OUTSIDE BACK COVER
R22 400.00

30% DISCOUNT ON 3 TITLES

SUCCESSFUL WOMAN Empowering Women

SUCCESSFUL MAN EMPOWERING MEN

THE JOURNEY
For Ordinary People, Doing Extraordinary Things

RATES
2024/2025

TV SHOW FEATURE

15 MINUTES SEGMENT
R400

30 MINUTES SEGMENT
R800

FULL EPISODE
R3000

RECORDED SHOW
R750



MATERIAL REQUIREMENT

FULL PAGE TRIM	275	210
FULL PAGE TYPE AREA	258	190
FULL PAGE BLEED	285	220
DPS TRIM	275	220
DPS TYPE AREA	258	380
DPS BLEED	258	430
1/2 PAGE VERTICAL TRIM	275	105
1/2 PAGE VERTICAL TYPE AREA	258	92
1/2 PAGE HORIZONTAL TYPE AREA	136	210
1/2 HORIZONTAL TYPE AREA	127	190
1/2 PAGE HORIZONTAL BLEED	146	220

GENERAL

Should any type area run across a DPS, please allow a 10mm gap on either side of the gutter. A 5mm bleed is required on all edges. The overprint should be removed when sending an advertisement with white overprint/knockout.

PDF

All fonts and hi-res images must be embedded. A minimum resolution of 300dpi is required. Files must be X- 1A. Please pre-flight and verify PDF files prior to transmitting them. TMG will not be held responsible for any print errors that might occur following material change requests.

COLOUR

all images and logos to be CMYK. TMG cannot be held responsible for any colour variations that may occur.

PROOFS

Please ensure all proofs are colour and of a high quality, TMG will not accept colour laser or inkjet printouts

RATES
2024/2025

TERMS AND CONDITIONS

Advertisements are only accepted in our publications is subject to the following conditions:

1. Be Bold Media the owner and publisher of Successful Woman, Successful Man, The Journey Magazine and The Entrepreneur, reserves the right to withhold or cancel publication of any advertisement order that has been accepted. No liability is accepted by Be Bold Media for losses arising from failure to publish, omission, or for publication on dates other than those stipulated by the advertiser, or for any typographical errors or mistakes of any kind.

2. Every precaution will be taken to ensure the correct printing and insertion of all advertisement, but no liability will be accepted for any colour- matching or content errors that may occur. The onus is solely on the advertiser to ensure that material is supplied in the correct format. Material will be stored for a maximum of 12 months.

3. Telephone instructions must always be confirmed in writing

4. Booking deadlines stipulated are also cancellation deadlines. A cancellation fee of 50% of the advertisement rate will be charged for cancellations received after the cancellation deadlines.

5. Upon booking the advert 50% deposit will be required to confirm booking and the balance to be paid before we go to print.

6. No changes to advertisement will be accepted once production of

7. Once production has commenced no extensions will be granted for delivery of material. If material arrives after the stipulated deadline and too late for inclusion in the magazine, the full rate will be charged.

8. Be Bold Media reserves the right to edit, revise or reject, even after acceptance, any advertisement the publication finds untruthful, misleading or unsuitable for any other reason.

9. Be Bold Media reserves the right to increase or decrease the number of editions published and quantity of magazines printed on a monthly basis without notice. Furthermore, the publisher does not guarantee any given level of circulation or readership for all forms of advertisement in our publications.

10. Should an advertiser place an advertisement requiring money or stamps to be sent to a box number, the full name and address of the advertiser must be included in the advertisement.

11. When new advertising rates are announced, contracts advertisers can maintain their contract rates for 45 calendar days after the announcement of the new rate. Thereafter, the balance of the order will be subject to the new rate. The advertiser may cancel the contract on the day the new or higher rate becomes effective by providing Be Bold Media with 14 calendar days' notice, unless a rate increase has been stipulated in the contract.

12. Accounts will be rendered monthly and payable within 30 days from the statement date. Outstanding amounts will be charged interest at prime rate stipulated by the publisher's bankers. Should the publisher incur collection costs, these will be for the advertiser's account. Payment that is received from agencies later than 45 days from the statement date will not qualify for the 16, 5% agency settlement discounts.

13. All advertisement material is subject to approval of the publisher. The publisher cannot be held responsible in any manner whatsoever for liabilities, claims, demands, actions, costs, losses and damages that occur as a result of the publication of an advertisement.

14. Advertorials and promotional material must comply with Be Bold Media style, design and procedural rules. The words "promotion" or "advertisement" will be placed above or below advertorials.

15. The publisher reserves the right to reject any creative material that resembles the design, layout and editorial of the magazine.

16. The placement of an order or contract, either in writing or telephonically, qualifies as acceptance of the terms and conditions above. Any conditions stipulated in an advertisers order form are considered void insofar as they conflict with the terms and conditions above.

CONTACTS ADVERTISING & FEATURE BOOKINGS

SUCCESSFUL Empowering Women WOMAN

 S_Woman_Mag

SUCCESSFUL EMPOWERING MEN MAN

 S_Man_Mag

THE
JOURNEY
For Ordinary People, Doing Extraordinary Things

 Thejourney_Mag

THE FOR ECONOMY BUILDERS
ENTREPRENEUR
LIMPOPO EDITION Endorsed by LEDET

 The_Entrepreneur_Mag

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