

ON TAP 2022 MEDIA KIT



THE TEAM

PUBLISHER

Andrew Thomas

In House Publications

c: +27 82 604 5038

e: andrew@ontapmag.co.za

w: ontapmag.co.za

EDITOR

Lucy Corne

c: +27 76 093 7236

e: lucy@ontapmag.co.za

SALES

Andrew Thomas

c: +27 82 604 5038

e: andrew@ontapmag.co.za

DESIGN AND PRODUCTION

Rachel du Plessis

c: +27 83 278 0777

e: rachel@prycision.com

ON TAP, South Africa's first dedicated beer publication, is a quarterly magazine for brewers, beer aficionados, suppliers to the industry, and those just beginning to dip their proverbial toe into the mash tun. Each issue is filled with beer news from around the country and the continent, with snippets of relevant world brewing news to make sure South African drinkers have their finger on the global beer pulse.

ON TAP connects the beer industry with the discerning consumer. It's distributed across South Africa and beyond to brewers, breweries, taprooms and industry suppliers. It's also available in the domestic & international airport lounges in Johannesburg, Cape Town and Durban.

ON TAP has established a firm foothold in the beer industry as the go-to guide for beer lovers. **ON TAP** owns the beer space in South Africa!

The publication also travels electronically to our many international subscribers.

The **ON TAP** brand:

- Published four times a year in print and digital
- We get involved in brewing events and beer festivals
- Our social media taps into the beer scene
- We love to engage with our beer fans

There's simply no other media partner in the beer space that connects and engages with the brewers and the beer consumers. There's always time for a beer!



Published by
inhouse
PUBLICATIONS

CIRCULATION PROFILE

ON TAP has a circulation of 5500 printed copies which are distributed nationally to the breweries, taprooms and home brewer supply stores as well as the domestic & international airport lounges in Johannesburg, Cape Town & Durban airports.



15 % HOMEBREWERS
15% SUPPLIERS
70% BREWERIES & TAPROOMS



5% SUBSCRIBERS
95% AIRPORT LOUNGES



5% SOUTH AMERICA
10% ASIA & AUSTRALIA
25% USA & CANADA
60% EUROPE

WHERE CAN I GET ON TAP?

In airport lounges: JHB, Cape Town & Durban

FNB Slow Lounges
Aspire, Swissport International Lounge
British Airways – Domestic & International
Emirates International
Lanseria - Execujet, General Aviation Lounge
Menzies domestic & International
Million Air Lounge
Standard Bank - Café Blue, Connection Hub, Library Lounge

In Brewery Taprooms, Home Brewers Supply stores across South Africa.

Subscribe to ON TAP at ontapmag.co.za

Total circulation - 5500

PO Box 412748
Craighall
2024
Johannesburg
South Africa
Tel: +27 82 604 5038
andrew@ontapmag.co.za
VAT Reg No. 4410173589
ontapmag.co.za



WHAT OUR PARTNERS SAY

Since its creation a few years back: it has been a pleasure collaborating with On Tap... The dynamics, the relevant market and brewing industry development information along with technical content; and the right balance between content and advertisement make it a valued reference publication in the African market, educating and raising awareness. We have been happy with the increased visibility gained through On Tap. Pleasure working with you, Andrew !... Great Job !... Thanks for everything !
- Stéphane Meulemans
General Manager, Fermentis

We at Weyermann have been advertising in On Tap since its inception back in 2016. We believe that On Tap is the perfect platform for Weyermann to create awareness about our brand and products, and besides, it's a great read. We love it!
- Axel Jany, International Customer Consultant, Weyermann

"As an established manufacturer of high-quality container systems like KEGs for the industry, we know On Tap very well as a fresh and dynamic magazine for all topics around breweries developed in South Africa. SCHÄFER Container Systems uses On Tap as a source of inspiration out of the market and translates tendencies from it into the market, let it be for smaller or bigger breweries, located wherever. High-quality and respect for the product, that is the attitude we share. And so we continue to work with them...and above all, we love to read them!"
- Julia Niederer, Marketing Manager, SCHÄFER Container Systems

"On Tap magazine has quickly become the brewers "go-to" magazine for all things beer - from equipment, materials, final product and events. As the organizer of food & drink technology (fdt) Africa and representative of the world's leading trade fair for the beverage industry, drinktec, we are proud to have a partnership with On Tap Magazine since 2016, and we have watched the publication grow from strength to strength within the industry."
- Dain Richardson
Senior Exhibition Manager
Messe München South Africa (Pty) Ltd

"On Tap is a magazine with an appealing and modern design combined with interesting and relevant content. Last but not least the On Tap team provides good conditions for advertising customers."
- Katharina C. Müller, Director Marketing & Communications BESTMALZ

We have been advertising in the On Tap magazine since September 2016. As we have a large offering of brewing products and are continuously updating our portfolio, we have on average 5 adverts in the magazine every quarter, to keep our customers updated with what's new in the 'brewing world'. We would not continue to do this if we didn't think we were getting the right exposure through On Tap. We love reading all the latest trends and updates and are super excited to hear the magazine will be on SAA's international flights. So thank you to Andrew and his team for the success of this magazine and allowing us to be part of it!
- Sandy Pollock, Sales Director, Bevplus

ADVERTISING RATES

Double Page Spread	R 28 000
Full Page	R 16 000
Front Cover plus 1 page advertorial	R 30 000
1/2 Page horiz/vert	R 9 000
1/4 Page	R 4 000
1/6 Page	R 2 000
Directory Classifieds	R 250 R 1 000

Special Positions	
Opposite Contents Page	R 19 000
Inside Front Cover	R 19 000
Inside Back cover	R 19 000
Outside Back Cover	R 19 000

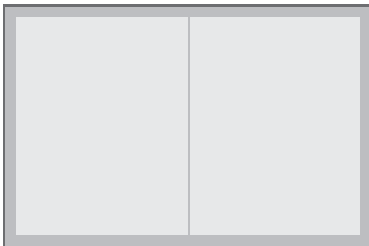
Advertorial	
Four Page Spread	R 35 000
Double Page Spread	R 25 000
Full Page	R 16 000
Online Advertising	Contact us

Volume discounts to be negotiated | All prices exclude 15% VAT | Section sponsorships available, contact us for advertising & other promotional opportunities. Prices are quoted in Rands. Our €, US\$ and £ available on request.

PUBLICATION DATES & DEADLINES

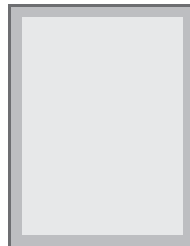
	Autumn	Winter	Spring	Summer
Advertising booking:	10 Feb	10 May	10 Aug	10 Nov
Advert material:	16 Feb	15 May	19 Aug	15 Nov
On sale:	1 March	1 June	1 Sept	1 Dec

TECH SPECS



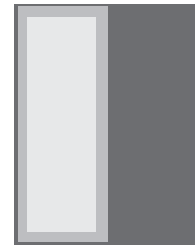
Double Page Spread (w x h)

Trim Size	420 x 275 mm
Type Safe Area	395 x 250 mm
With Bleed	426 x 281 mm



Full Page (w x h)

Trim Size	210 x 275 mm
Type Safe Area	185 x 250 mm
With Bleed	216 x 281 mm



Half Page Vert (w x h)

Trim Size	105 x 275 mm
Type Safe Area	80 x 250 mm
With Bleed	111 x 281 mm



Half Page Horiz (w x h)

Trim Size	210 x 137.5 mm
Type Safe Area	185 x 112.5 mm
With Bleed	216 x 143.5 mm



Quarter Page (w x h)

Trim Size	85 x 120 mm
Type Safe Area	60 x 95 mm
(no bleed required)	



One Sixth Page (w x h)

Trim Size	78 x 85 mm
Type Safe Area	53 x 60 mm
(no bleed required)	

THE NITTY GRITTY

Allow 3mm for bleed | Trim marks must be provided | All material to be submitted to size as a Hi-Res, print ready PDF to andrew@ontapmag.co.za | We offer design of artwork at very competitive rates