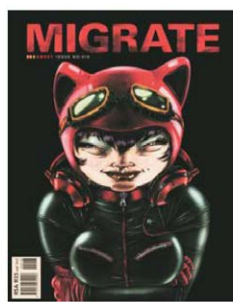
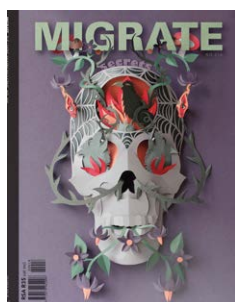


MIGRATE

ISSUE 20 CALL FOR ADVERTISERS CONTRIBUTIONS

What makes a surprise so special is that it catches you unawares. Like a stealth fighter – surprise strikes suddenly, leaving you astonished, perhaps filled with wonder. A surprise must come without warning. It is mercenary, with no allegiance to good or bad, big or small. An unannounced assault on your senses.

Surprise – is the 20th issue of Migrate. We want you to surprise us.



OVERVIEW OF THE MAGAZINE

Migrate, the official magazine of The Loerie Awards, is a primary source of inspiration to all creative minds involved in brand communication - Advertising, Design, Architecture & Interior Design and Experiential Media. The magazine is a showcase of all aspects of the worldwide fraternity, including writing, illustration, photography and design. It is a conceptually rich publication, offering a fountain of visual and written inspiration from the new, the young, the dedicated, the famous, the passionate creative voices of today. The Loeries launched Migrate to expose new and cutting edge talent and as a collector's magazine for constant reference as well as pure inspiration.

THE STYLE

Each issue has a unique theme from which contributors and advertisers take their cue. Migrate never takes itself too seriously and the theme is always interpreted in a myriad of ways. The content is engaging and informative, creatively inspiring and sometimes funny.

READERSHIP & DISTRIBUTION

Migrate is stocked by Exclusive Books and the CNA in South Africa and is distributed to all South Africa's major advertising and design agencies. Print order is 4000 per edition and is published twice a year. Migrate readers are primarily design and advertising professionals, design students, producers, art buyers, marketers, architects and brand consultants.



WHAT THE READERS THINK

I can easily see this magazine in all the design shops in London. Executive Creative Director in London

Migrate is the best design magazine in South Africa. Design student

It was with much delight that I discovered your magazine. Beautifully set and balanced with fantastic promotion of local talent interspersed with work from international artists; I thoroughly enjoyed the calibre and quality. Leanne Davis - Writer

Wonderful, excellent, inspirational, thought provoking. Congratulations on a fascinating publication, a true representation of the dynamics of this industry and significant messages the world should embrace!
Rebecca Staniforth - magazine publisher

Great work on the latest issue of Migrate. Cover looks too dope #respect. @alterantivelkayo

Migrate Magazine = best magazine ever! @babydoll

Having my meat and eating it too. Dribbledrool. Brilliant issue. @LiorPhillips

I am an Argentinian working for a few weeks in Joburg and I came across the latest edition of Migrate and it's awesome! I would like to get all the previous editions...is this possible? I would love to take them back to Argentina with me?"
Leonardo Fabricio Leiva - Argentinian

WHAT OUR CONTRIBUTORS ARE SAYING

Just wanted to say thank you as my sign of the times 'duck' piece I did for Migrate was chosen to be part of the American Illustration web gallery. Only 280 out of 8000 were chosen. Anthony Freda - Illustrator

I just wanted to let you know that the 'big' issue is great! You guys did a really nice job and I loved it! Thanks for including me in your magazine. James Yang - Illustrator

I received my copy of Migrate and I just wanted to say Wow! What an awesome magazine. You did a great job and all the artwork looks amazing. Thanks for including me and for the exposure. Rory Kurtz - Illustrator

The magazine looks amazing and thank you for allowing me to be involved. Jeremyville - Designer

My work looks great in Migrate (as does the rest of the work). Really excellent stuff! Thank you for the inclusion.
Alex Varanese -Designer

The issue is beautiful!!!!Thank you. Lauren Fleishman - Photographer

Thank you for featuring our work in Migrate. It looks amazing. We are so-so proud. Ria - Designer

I'm really proud to have been a part of the last four issues of Migrate, and to be in the mix with such incredible talent.
Dylan Fortune

WHAT YOU GET OUT OF ADVERTISING IN MIGRATE

DIRECT EXPOSURE TO THE ENTIRE DESIGN AND ADVERTISING COMMUNITY IN SOUTH AFRICA, PRODUCTION COMPANIES AND TOP INTERNATIONAL CREATIVES. A CHANCE TO POSITION YOUR BRAND BETWEEN TOP CREATIVE CONTRIBUTORS. MIGRATE IS A COLLECTIBLE SO YOUR ADVERT LIVES ON FOR MANY YEARS AS THE READERS REFER CONSTANTLY TO THE MAGAZINE AS A SOURCE OF INSPIRATION AND CREATIVITY.



ADVERTISING PROFILE

Media companies
Photo Stock Libraries
Advertising and Design agencies
Production houses
Placement agencies
Luxury goods and Fashion Brands
Entertainment and Travel
Motor vehicles
Freelancers
Finance

DPS full colour advert
Cost R27 500 (excl vat)
Trim size: 255mm (height) X 390mm (width)
Type safe: 235 mm (height) X 370mm (width)
Bleed: 5mm
Gutter: 8mm

1/2 page horizontal full colour advert
Cost R7 500 (excl vat)
Trim size: 127.5mm (height) X 195mm (width)
Type safe: 107.5 mm (height) X 175mm (width)
Bleed: 5mm

ADVERTISING RATES

Full page / full colour advert (portrait)
Cost R16 500 (excl vat)
Trim size: 255mm (height) X 195mm (width)
Type safe: 235 mm (height) X 175mm (width)
Bleed: 5mm

1/2 page vertical full colour advert
Cost R9 000 (excl vat)
Trim size: 255mm (height) X 80mm (width)
Type safe: 235 mm (height) X 60mm (width)
Bleed: 5mm

Classified/small space ad section (6 spaces available)
Cost R1 500 (excl vat) per space
Trim size: 78mm (height) X 87.5mm (width)

MATERIAL SPECS

Advertising artwork deadline: Friday 3 October 2014

All artwork to be supplied high resolution (300dpi) pdf or jpeg format. CMYK colour process.

Please email artwork to: williams01@telkomsa.net

Or deliver it on a cd to: I want to be an astronaut
First Floor, 65 Westmeath Road, Parkview, Johannesburg.

CONTACTS

Advertising
Andrew Human
Tel: +27 834450371
andrew@loeries.co.za

Editorial
Andrew Human
Tel: +27 11 326 0304
andrew@theloerieawards.co.za

Creative contributions
Roanna Williams
Tel: +27 (0)82 336 4072
roannaw@joepublic.co.za

Creative Director
Roanna Williams
Tel: +27 82 336 4072
roannaw@joepublic.co.za

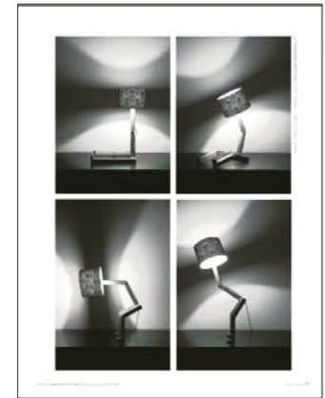
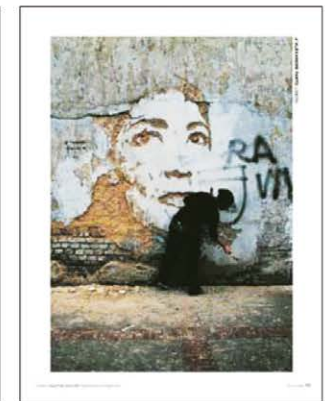
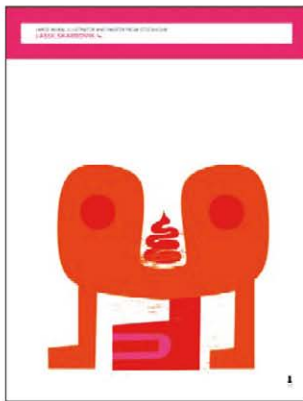
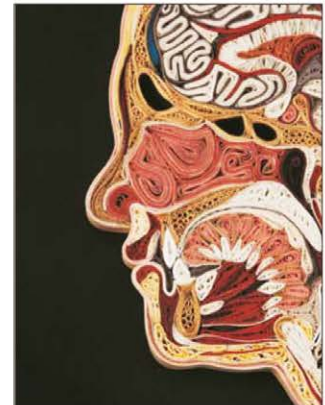
Publisher
I want to be an astronaut cc
Tel: +27 82 336 4072

website
www.theloeries.co.za
Twitter: @MigrateMagazine

**ISSUE 20
THE SUPRISE
ISSUE**



A FEW PAGES FROM PREVIOUS EDITIONS



A FEW PAGES FROM PREVIOUS EDITIONS

