

SCHEDULE SWA 2019

ED	DAY	MATERIAL DEADLINE	PUBLISH DATE
01	Thursday	03 January 2019	10 January 2019
02	Thursday	17 January 2019	24 January 2019
03	Thursday	31 January 2019	07 February 2019
04	Thursday	14 February 2019	21 February 2019
05	Wednesday	28 February 2019	06 March 2019
06	Thursday	14 March 2019	21 March 2019
07	Thursday	28 March 2019	04 April 2019
08	Thursday	11 April 2019	18 April 2019
09	Thursday	25 April 2019	02 May 2019
10	Thursday	09 May 2019	16 May 2019
11	Thursday	27 May 2019	13 June 2019
12	Thursday	20 June 2019	27 June 2019
13	Thursday	04 July 2019	11 July 2019
14	Thursday	18 July 2019	25 July 2019
15	Thursday	01 August 2019	08 August 2019
16	Thursday	15 August 2019	22 August 2019
17	Thursday	29 August 2019	05 September 2019
18	Thursday	12 September 2019	19 September 2019
19	Thursday	26 September 2019	03 October 2019
20	Thursday	10 October 2019	17 October 2019
21	Thursday	24 October 2019	31 October 2019
22	Thursday	07 November 2019	14 November 2019
23	Tuesday	19 November 2019	26 November 2019
24	Tuesday	03 December 2019	10 December 2019
25	Thursday	13 December 2019	19 December 2019

ADVERTISING RATE 2019

POSITION TYPE OF ADS	MEASUREMENT WIDE X HIGH (MM)	RATE RP
COVER 2	210 x 275	FC 54.000.000
COVER 3	210 x 275	FC 44.500.000
COVER 4	210 x 275	FC 75.000.000
PAGE 3	210 x 275	FC 48.000.000
PAGE 5	210 x 275	FC 47.000.000
PAGE 7	210 x 275	FC 44.500.000
COVER 2 PAGE 3	400 x 275	FC 95.000.000
INSIDE PAGE	210 x 275 (TRIM) 185 x 255 (FRAME)	FC 44.500.000
FACING PAGE	420 x 275	FC 87.000.000
CENTRESPREAD	420 x 275	FC 90.000.000
2/3 PAGE	122 x 255	FC 29.500.000
1/2 PAGE	185 x 127 (HZ) 95 x 255 (VT)	FC 23.000.000
1/3 PAGE	185 x 85 (HZ) 59 x 255 (VT)	FC 15.000.000
ADVERTORIAL*	210 x 275	FC 46.500.000
GATEFOLD COVER 1	410 x 275	FC 105.000.000
GATEFOLD COVER 2	600 x 275	FC 150.000.000
GATEFOLD COVER 3	600 x 275	FC 148.000.000
GATEFOLD COVER 4	600 x 275	FC 160.000.000
LOGO COVER	85 x 30	FC 27.000.000
PRODUCT/EVENT REVIEW**	185 x 85	FC 7.500.000
INSERTION		FC 22.000.000
CONSECUTIVE (Additional charge)		FC 2.500.000
BELT COVER		CUSTOMIZED

* SWA will do all the material processes (interview, photo shoot, article writing and design)
** No discount for this ads

Note
Cancellation fee 25% and final confirmation should be received within 2 weeks before material deadline.

Price excluding 10% government VAT (Value Added Tax)