

Standard Full Colour Rates

Double Page Spread	R99,578
Full Page	R49,625
Half Page	R38,888
Third Page	R33,289
FHM Promotion Full Page*	R51,529

Guaranteed Special Positions

	Full Page
Outside Back Cover	R75,397
Inside Back Cover	R59,110
Inside Front Cover	R59,110
Left-Hand Page Opp FHM Contents	R59,110

Double Page Spread

First DPS	R118,324
Second DPS	R111,254
Third DPS	R105,158

Inserts

No of Pages	Loose ('000)	Stitched ('000)
Single	R418	R517
4	R539	R682
6-8	R649	R814
12	R737	R957
16-20	R814	
24	R968	
24+	On Application	

Additional Insert Cost

Carrying Fee	R418
By Hand (Random)	R195
By Hand (Specific)	R242
Pasting On	R473
Bagging (Contribution)	R319
Bagging	R803

FHM Advertising Contacts

Senior Advertising Manager:

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FHM FAST FACTS:

Circulation: **111 260** (ABC April to June 2006)

FHM's total readership is **744 000** (Amps 2006A6)

*NB: FHM's circulation figure does not include any individual or third party bulk sales!