



ADVERTISING RATES IN KENYA SHILLINGS

The Knowledge Warehouse is a publishing company that was established in 1995 with the aim of providing quality lifestyle magazines for the liberal minded people who are enthusiastic about life and are driven towards success not only career wise, but also in their relationships, social encounters, family relations and life in general.

Size	Full Colour Rates
Double page spread	Ksh 399,750
Page 1	Ksh 329,750
Page 3	Ksh 319,750
Full Page Inside	Ksh 299,750
Half page	Ksh 199,750
Outside Back Cover	Ksh 349,750
Inside Front Cover	Ksh 329,750
Inside Back Cover	Ksh 329,750
One quarter page	Ksh 159,750
Front Cover and Article	Ksh 399,750

*All rates are exclusive of Agency Commission and VAT.

TECHNICAL DATA

Size	Bleed Size (mm)	Trim Size (mm)
Full page	w 220 x h 280	w 210 x h 270
Double page spread	w 430 x h 280	w 420 x h 270
Half page horizontal	w 220 x h 140	w 210 x h 135
Half page vertical	w 110 x h 280	w 105 x h 270
One quarter horizontal	w 140 x h 110	w 135 x h 105
One quarter vertical	w 110 x h 140	w 105 x h 135

File submission

Your ad must be submitted as a PDF (preferred), with all fonts embedded

● PDF Setting: PDF/X4 ● Images: 300 dpi at 100% (high resolution); Colorspace: CMYK

Document set up tip:

- Set your document size to the trim size above. Set your live area margins to 15 mm on all sides. Set your bleed to 5 mm on all sides. Export as PDF with document bleed: 5 mm on all sides; no printer marks.

Bleed area: We require that all ads include an additional 5 mm of bleed image on all four sides of your final artwork.

Trim size: This represents what your final ad looks like after printing and trimming.

Live (a.k.a. safe area): This represents the area that all important information such as text or logos should stay in. This is for two reasons: **1)** to provide the printer room for error when trimming the page, and **2)** to keep your message out of the center gutter. Live area is inset 15 mm from the trim size on all four sides.

Submit your ad to any of the the emails below.