woman&home Media Kit

2018

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WEBSITE www.caxtonmags.co.za

CAXTON magazines

ABOUT THE BRAND

BRAND INSIGHTS

woman&home has a brand new attitude and offers irresistible inspiration each and every month to our audience. **woman&home** believes that it's attitude, not age, that matters and we speak to women in a conversational, empowering, inspirational, fun and friendly tone.

WOMAN&HOME IS THE BIGGEST- SELLING, MONTHLY, ENGLISH GLOSSY MAGAZINE IN SOUTH AFRICA

2018 VISION

As South Africa's leading English women's glossy, w&h will this year strive to keep 35+ readers entertained, informed and inspired with ever-more useful and riveting content that appeals uniquely to their category. Our content will be as aspirational and glamorous as ever, but within our pages will be a real recognition of the tricky times we're living in, with expert advice, tips and buys that will help guide our reader along. Above all, we aim to be the voice of modern women today, knowing that it's how your live your life that really matters.

BRAND AND PLATFORM

PRINT

Monthly Readership: 360 000
Circulation: 73 294
(Jul-Sep 2017)

woman&home

www.womanandhomemagazine.co.za

DIGITAL

Website: 56 486 UBS
Facebook: 40 855
Twitter: 33 494
Pinterest: 478
Instagram: 5 747
Mailer: 23 795

WomanandHomeSA

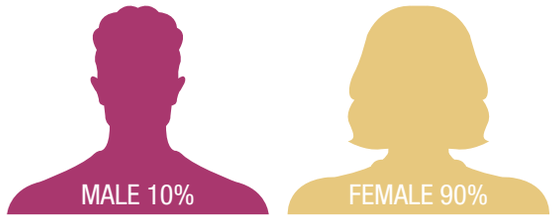
@womanandhome_sa

womanandhome_sa

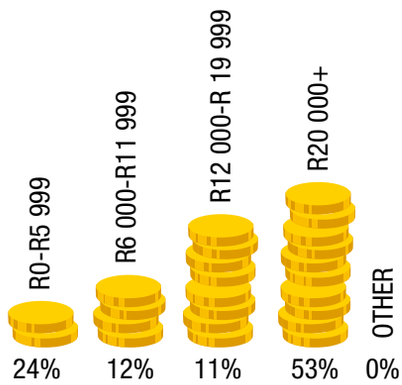
ABC (Jul-Sep 2017)
Effective Measure, Everlytic and Individual Social Media Platforms (October 2017)
Source: AMPS 2015

DEMOGRAPHICS

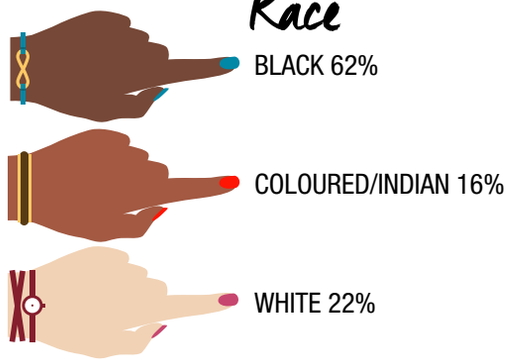
PRINT



Gender

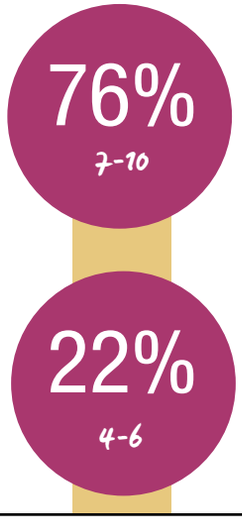


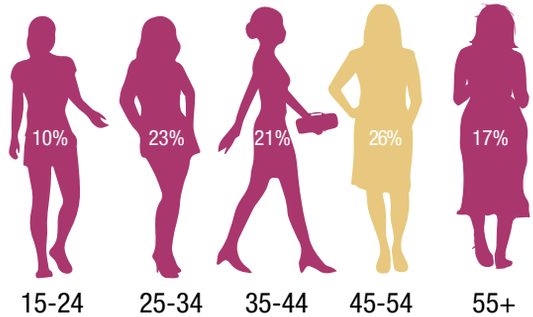
HH Income



Race

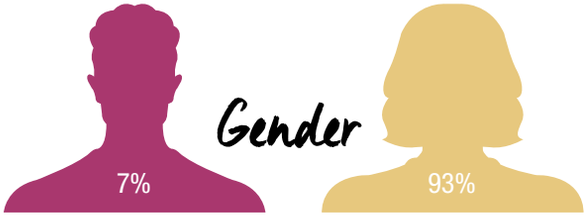
LSM





Age

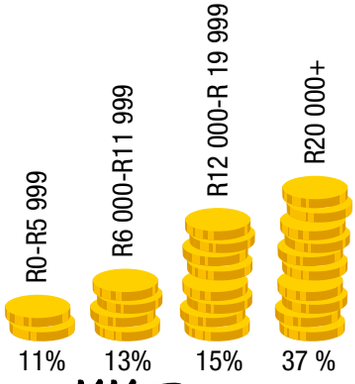
WEBSITE



Gender

Effective Measure (October 2017)

Gender



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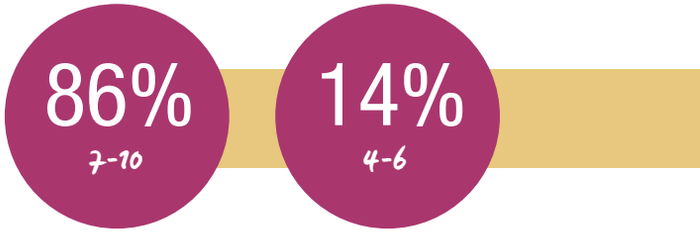

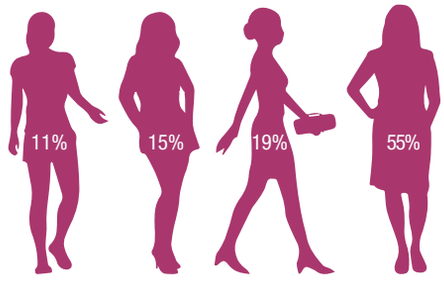

Effective Measure (October 2017)

Age

Effective Measure (October 2017)
Source: AMPS 2015

ABOUT THE AUDIENCE

Fashion & Beauty

*__59%__ fashion & beauty influencers
__80%__ regularly visit the hair salon
__77%__ regularly use perfume
__65%__ are interested in fashion & beauty content
__65%__ believe they keep up with the latest trends, fashions & styles

Health & wellbeing

*66% health influencers
__77%__ are interested in health & wellbeing content
__76%__ avoid food that is not good for them
__63%__ are interested in alternative methods of medicine & healing

Food

*71% foodie influencers
__81%__ cook for pleasure
__80%__ are interested in cooking & entertaining content
__64%__ enjoy attending or hosting dinner parties

Décor & lifestyle

*64% home & décor influencers
__64%__ decorate their homes regularly
__80%__ are interested in home, décor & gardening content

Travel

__74%__ are interested in content about holidays & travel
__57%__ regularly go on holiday to the beach/coast

Online

__81%__ have a Facebook profile
__66%__ shop online for books, concert/event tickets & fashion items

*INFLUENCERS

BrandMapp indicates influencer level by asking the following:

- How interested are you in the content category AND what is likelihood of friends and family to ask your advice about a content category.
- More than 50% of the audience consider themselves to be highly influential to their networks in this content category.

Sources: AMPS 2015 AB (Jan 15-Dec 15), CREAM 2015, BrandMapp 2016

MOOD BOARD

CONTEMPORARY

SNAP SHOT

Who is the WOMAN&HOME woman?

She is CONTEMPORARY

She believes that age is just a number – it's more about the attitude that you display towards life that counts. She's trying to define who she is in a world that now empowers and uplifts women. Women&Home gives her this guidance that she longs for so she can be a pioneer for other women that surround her.

CONTEMPORARY

Confident:
She embraces life and has a can-do attitude

Outwardly Focused:
She's interested in life beyond the home. She's outgoing, interested and interesting

New Fashioned:
She's progressive and modern. She wants to live her best life in today's world

Trusted:
She plays a key role in her group of friends and is seen as an influencer

Explorer:
She likes to be the first to know about something, she's not afraid to try something new

Money-wise:
She makes her own money and makes many of her own purchasing and investment decisions

Purchaser:
She's out there buying jewellery, perfume, clothes, cars, specialised skin care products etc.

Opulent:
She demands quality and selects well-known brands and trusted shops and stores

Ritzy:
She is classy and well-groomed. She spends time and money on looking good

Affluent:
She has disposable income to spend

Resilient:
She faces midlife without a map, but she is spontaneous and not scared to change direction

Young at Heart:
She believes that it's attitude, not age, that matters!

woman&home 2018

Print rate card

Rates effective from 1 January 2018

	COST	VAT	TOTAL
Full Colour			
DPS	R 115 800.00	R 16 212.00	R 132 012.00
FP	R 58 000.00	R 8 120.00	R 66 120.00
1/2 DPS	R 87 000.00	R 12 180.00	R 99 180.00
1/2 Hor/Ver	R 43 500.00	R 6 090.00	R 49 590.00
Special Positions			
Inside Front	R 72 400.00	R 10 136.00	R 82 536.00
Inside Back	R 66 600.00	R 9 324.00	R 75 924.00
Outside Back	R 69 600.00	R 9 744.00	R 79 344.00
1st Double Page Spread	R 127 700.00	R 17 878.00	R 145 578.00
2nd Double Page Spread	R 127 700.00	R 17 878.00	R 145 578.00
3rd Double Page Spread	R 127 700.00	R 17 878.00	R 145 578.00
Any Guaranteed Full Page	R 64 000.00	R 8 960.00	R 72 960.00
Advertorial Rates			
Double Page Spread	R 159 700.00	R 22 358.00	R 182 058.00
Full Page Full Colour	R 79 900.00	R 11 186.00	R 91 086.00
Half Page	R 60 000.00	R 8 400.00	R 68 400.00

Deadlines

ISSUE DATE	ADVERTORIAL CLOSING DATE	ADVERTISING CLOSING DATE	FINAL ADVERT MATERIAL DATE	DELIVER ALL ADDED VALUE	ON SALE DATE
January 2018	2-Nov	10-Nov	16-Nov	23-Nov	11-Dec
February 2018	23-Nov	30-Nov	7-Dec	19-Dec	15-Jan
March 2018	3-Jan	12-Jan	18-Jan	25-Jan	12-Feb
April 2018	1-Feb	09-Feb	15-Feb	22-Feb	12-Mar
May 2018	8-Mar	16-Mar	22-Mar	29-Mar	16-Apr
June 2018	5-Apr	13-Apr	19-Apr	26-Apr	14-May
July 2018	3-May	11-May	17-May	24-May	11-Jun
August 2018	7-Jun	15-Jun	21-Jun	28-Jun	16-Jul
September 2018	5-Jul	13-Jul	19-Jul	26-Jul	13-Aug
October 2018	2-Aug	10-Aug	16-Aug	23-Aug	10-Sep
November 2018	6-Sep	14-Sep	20-Sep	27-Sep	15-Oct
December 2018	4-Oct	12-Oct	18-Oct	25-Oct	12-Nov

All deadlines to be understood as 12 NOON on each respective day.

NOTE: ALL RATES NETT OF ANY AGENCY FEES AND/OR COMPLETED MATERIAL DISCOUNTS.

Classifieds

SIZE FULL COLOUR	PRICE EXCL VAT	PRICE INCL VAT
6x1 - 56mm height x 56mm width	R 1 638.33	R 1 867.70
6x2 - 56mm height x 115mm width	R 3 276.58	R 3 735.30
6x3 - 56mm height x 174mm width	R 4 914.91	R 5 603.00
11x1 - 115mm height x 56mm width	R 2 795.70	R 3 187.10
11x2 - 115mm height x 174mm width	R 4 731.14	R 5 393.50
11x3 - 115mm height x 115mm width	R 7 096.67	R 8 090.20
23x1 - 230mm height x 56mm width	R 7 050.00	R 8 037.00
23x2 - 230mm height x 115mm width	R 12 972.02	R 14 788.10
23x3 - 230mm height x 174mm width	R 19 457.98	R 22 182.10

ADVERT SIZES:
300 DPI, CMYK, PDF FORMAT

Insert rates

LOOSE PRE-PRINTED INSERTS (PER 1000)				BOUND/STITCHED PRE-PRINTED INSERTS (PER 1000)		
PAGES	COST	VAT	TOTAL	COST	VAT	TOTAL
2	R340.00	R47.60	R387.60	R370.00	R51.80	R421.80
4	R470.00	R65.80	R535.80	R520.00	R72.80	R592.80
6+8	R 510.00	R 71.40	R 581.40	R600.00	R 84.00	R684.00
10+12	R 570.00	R 79.80	R 649.80	R670.00	R93.80	R763.80
16	R670.00	R 93.80	R 763.0	R750.00	R105.00	R855.00
20	R730.00	R102.20	R 832.20	R820.00	R114.80	R934.80
24	R850.00	R119.00	R 969.00	R940.00	R131.60	R1 071.60
32	R900.00	R126.00	R1 026.00			
36	R1 020.00	R142.80	R1 162.80			
40	R1 120.00	R156.80	R1 276.80			
44	R1 240.00	R173.60	R1 413.60			
48	R1 290.00	R180.60	R1 470.60			
52	R1 350.00	R189.00	R1 539.00			
56	R1 400.00	R196.00	R1 596.00			
60	R1 470.00	R205.80	R1 675.80			
64	R1 520.00	R212.80	R1 732.80			
68	R1 570.00	R219.80	R1 789.80			
72	R1 630.00	R228.20	R1 858.20			
76	R1 690.00	R236.60	R1 926.60			
80	R1 740.00	R243.60	R1 983.60			

ALL NON-STANDARD BOUND INSERTS REQUIRE PRE-INSERTION. R480 PER 1000 COPIES

LOOSE INSERTS LARGER THAN 32 PAGES REQUIRE BAGGING R950 PER 1000 COPIES

NOTE: ALL RATES NETT OF ANY AGENCY FEES AND/OR COMPLETED MATERIAL DISCOUNTS.

woman&home 2018

Digital rate card

ELEMENT	PLACEMENT	SPECS / GUIDELINES	COST
DIGITORIALS	**STANDARD DIGITORIAL**	One page. Includes one visual and top or bottom banner when required. Hosted for the campaign duration.	R10 000
	Digitorial hosting fee	Excluding monthly updates.	R3 000
	Digitorial hosting fee	Including monthly updates (design or content updates).	R5 000
	PREMIUM DIGITORIAL	Max 3 pages. Includes one visual per page and top or bottom banner when required. Hosted for the campaign duration.	R12 500
	Digitorial hosting fee	Excluding monthly updates.	R3 000
	Digitorial hosting fee	Including monthly updates (design or content updates).	R8 000
COMPETITIONS	1 page with entry form	Prize value must be over R3 500.	R5 000
SOCIAL MEDIA	Facebook	Per post (does not include ad spend) - includes eCard.	R5 000
	Twitter	Per post (does not include ad spend) - includes eCard.	R4 000
	Instagram	Per post (does not include ad spend) - includes eCard.	R3 500
	ENDORSEMENTS	Sharing client's social media posts on Caxton Magazines' social media platforms.	
	Endorsements - Facebook	No ad spend and no metrics. At editorial discretion. Max. 1 post per week per campaign.	R8 500
	Endorsements - Twitter	No ad spend and no metrics. At editorial discretion. Max. 1 post per week per campaign.	R7 500
	SOCIAL MEDIA AD SPEND	Social media ad spend is mandatory on campaigns in order to meet the client's goals.	
	Facebook post ad spend	Min. R3 500 per brand, per campaign. Any campaign period. Not more than 6 posts.	**R4 025
	Twitter ad spend	Min. R5 000 per brand, per campaign. Any campaign period. No limit on tweets.	**R5 750
	Instagram ad spend	Min. R5 000 per brand, per campaign. Any campaign period. Not more than 6 posts.	**R5 750
	Branded Facebook cover	Cost per day. Design included.	R 5 500
VIDEO	Commercial content video execution	Video production includes: • producer • storyboard artist • scriptwriter • treatment • stylist (food/fashion) • photographer • videographer • editing • sound – music or ambient sound (excludes final mix) • ingredients (R500 per video) • wardrobe (subject to the shoot) • make-up artist (subject to the shoot) Excludes: additional venue hire, additional equipment hire, travelling (included provided it's within 30km one way). Any additional stock footage or images will be negotiated.	From R30 000
	Campaign video/Flipagram	Still images with captions and basic animation.	R18 000
	GIF	3-second loop, no sound.	R 8 000

ELEMENT	PLACEMENT	SPECS / GUIDELINES	COST
BANNER TAKEOVERS	Roadblock	728x90, 300x250, 300x600, 320x50	R1 500 per day
	Page takeover	728x90, 300x250, 300x600, 320x50	R1 500 per day
	Sectional sponsorship	728x90, 300x250, 300x600, 320x50	R2 500 per day
	Site takeover	728x90, 300x250, 300x600, 320x50	R3 500 per day
WEB BANNERS	Leaderboard	728x90	R300 CPM
	Half page	300x600	R300 CPM
	MPU/medium rectangle	300x250	R300 CPM
	ROS	728x90, 300x250, 300x600, 320x50	R300 CPM
	Banner package - 10 000 impressions	Includes design of 4 banners created by Caxton Creative Studio.	R 4 000
	Banner package - 20 000 impressions	Includes design of 4 banners created by Caxton Creative Studio.	R 8 000
	Premium targeted banners	Includes design of 4 banners, rate is based on how targeted the audience is. Building and retargeting an audience is available.	POA
MOBILE BANNERS	Mobile banner	320x50	R150 CPM
	MPU/medium rectangle	300x250	R300 CPM
	Mobile adhesive	320x50	R250 CPM
NEWSLETTER	Newsletter mention	1 x Editorial mention on a newsletter. This may only click through to a digitorial/content article on a Caxton Magazines' website.	R 6 500
	Newsletter banner	1 x Banner on a newsletter, this can click through to a client's page or Caxton Magazines' website.	R 3 000
	Sponsored newsletter	Newsletter sent out to our database. Content consists of all articles and assets created for a campaign. Min. 4 x digitorials need to exist for this type of newsletter.	R 10 000
DIGITAL EXTENSIONS	Microsite/website development	R950 p/h development fee	*POA
	Navigation tab and special section to house sponsored content and digitorials	Flat rate for 1 month	R 25 000

*POA - PRICE ON APPLICATION ** AD SPEND INCLUDES MANAGEMENT FEE OF 15%

ALL DISPLAY RATES ARE CPM (COST PER THOUSAND IMPRESSIONS). RATES SUBJECT TO CHANGE WITH 2018 SUPPLIER INCREASES.
COST IS SUBJECT TO CLIENT BRIEF, ACTIVATION MECHANISM, PRODUCTION REQUIREMENTS AND EDITORIAL APPROVAL.
ALL RATES ARE NETT OF ANY AGENCY FEES AND EXCLUDE VAT. RATES ARE SUBJECT TO THE STANDARD TERMS AND CONDITIONS OF CAXTON MAGAZINES.
IF CONTENT IS SUPPLIED 'BOOKED AS', NO CHANGES WILL BE MADE EXCEPT AGREED UPON OTHERWISE.

PRODUCTION COSTS	P/HOUR
Studio design or content creation	R850
Animation costs	R750
Digital development	R950
Rich media creative is generally supplied material from client/agency	
Additional stock images charged	R500
Additional music track charged	R1 500

CAMPAIGN REPORTING

Campaign Reporting: Campaign feedback documents and insights (PowerPoint) are provided for all campaigns developed by Studio to the value of R100 000. Campaign feedback data (Excel) will be supplied for campaigns below R100 000. PR Packages that have a campaign attached to them will only get one report at the end of the campaign. If feedback is required before the end of the full campaign, it will only be data. Clients can purchase full campaign feedback documents (PowerPoint) for R5 000 if required.

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PR Packages

	PACKAGE	DESCRIPTION	COST
	Tweet Tweet Buzz	Maximum 4 magazine brands 6 x Tweets per brand (24 Total) **Total posts = 24**	R 30 000
	Be Like the Cool Kids	Maximum 6 magazine brands 10 x Tweets per brand (60 Total) 1 x Facebook post per brand (6 Total) 1 x Instagram per brand (6 Total) **Total posts = 72**	R 90 000
	Break the Internet	Maximum 10 magazine brands 10 Tweets per brand (100 Total) 1 Facebook post per brand (10 Total) 1 Instagram per brand (10 Total) **Total posts = 120**	R 125 000

ADD-ON ITEM	COST TO ADD-ON		DETAILS
Twitter Ad Spend Recommended	POA	Per post	Will be advised at strategy stage if needed.
Facebook Ad Spend Recommended	R 500	Per post	Will be advised at strategy stage if needed.
Instagram Ad Spend Recommended	R 500	Per post	Will be advised at strategy stage if needed.
Digitorials	R 5 000	Per post	One sign-off client to provide press release + brand assests [e.g.: fonts, colours, CI] inlcudes one image + client branded top banner
Editorial Attendance	R 1 000	Per brand	During work hours offsite for client launch, media day, event, activations etc.
Photography	R 12 000	Per day	Includes: 1 x photgrapher, 1 x art director, 1 x stylist, ingredients and/or props to the max. value of R 1500.
Green Room Events	R 25 000	Min. charge	POA - to discuss with Marketing Team.
Social Listening	R 5 000	Per package	Full campaign listening beyond PR Package analysis (includes: client performance + Caxton performance + other influencer performance) recommended for bigger national client events e.g.: World Food Day, Slipper Day, Valentines Day.

PR PACKAGE RULES

Subject to availability. Highest bidder for key events. **Only** 12 packages per year, 1 per month. Any other launches must be discussed before engaging with client. Calendar supplied Q1 for available annual dates. We cannot guarantee an event to trend - it has to be trend worthy and valuable content for our users. Ideally needs to be part of a bigger campaign. Caxton Magazines have full editorial control, no client approval on social media elements. Excludes production, travelling and accommodation costs, ad spend, volume discounts and VAT. Client can request a social listening post-campaign PowerPoint/Excel report at an additional cost of R5 000.

POST PR PACKAGE FEEDBACK

The post campaign recon will be provided 14 working days after the PR Package has been concluded in an Excel spreadsheet. If a post campaign analysis is required, this will be billed at R5 000 - this includes a full campaign performance overview and feedback in a PowerPoint document.