

# ADVERTISING RATES & MEDIA INFO



Highbury  
MEDIA

woman&home





Meet the modern woman – and the brand that’s here for them. **Dynamic, opinionated and fashionable**, Woman&Home is a brand for the woman living her best life right now and holding up the world in her home, her community and in the workplace. From **on-trend fashion** and **savvy beauty**, to **everyday recipes**, **innovative decor** and **relevant journalism**, we harness and embrace the **power and creativity of South Africa’s women**, and inspire in all areas of her life. The health, fitness, finance, travel and motoring sections satisfy an audience who wants to be in the know – and **Woman&Home is the multi-media brand for them.**

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**LAUNCH ISSUE** April 2021

**ON SALE FROM** 19 March

**RETAIL COPIES** 35 000

**REACH** 1 073 363

**LSM 8-10 | 64%**

## Native Commercial Opportunities

The modern W&H woman may be hard to pin down – so join forces with us!

### Brand Feature | all issues

Is your product ready to shine? Let the W&H team get their hands on it. Whether it's a hot-new lipstick, cutting-edge kitchen gadget or high-tech running shoe, we'll tailor-make a contemporary reader experience to suit your brand and appeal to W&H woman.

Combined unique browsers

634 329



51 704



46 600



18 100

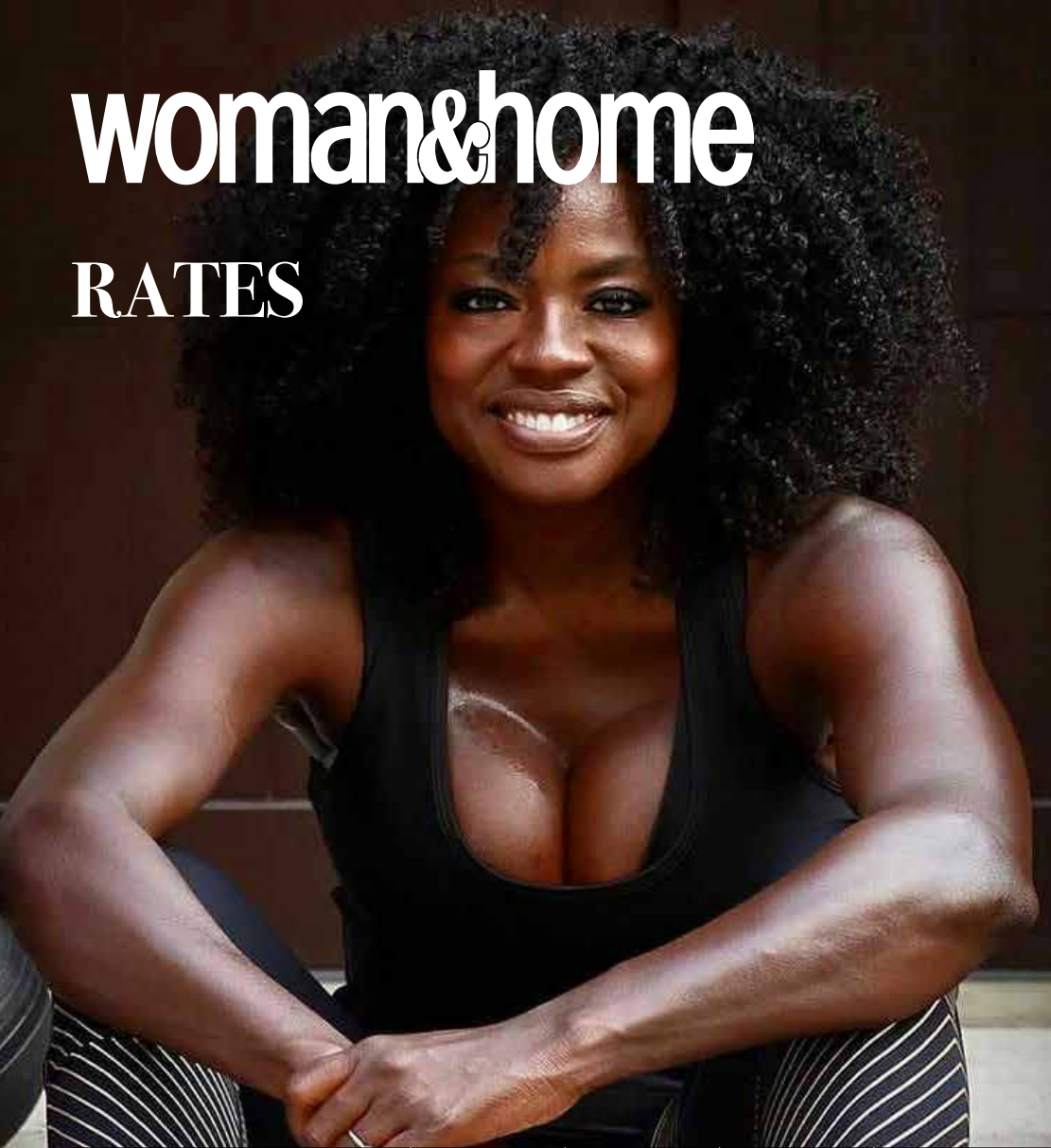
### Sponsorship | all issues

Food is the heart of the home, they say. Join forces on our food sections, and soon you'll be the heart of every home. That's not all, though – opportunities exist in the fashion, beauty, decor, gardening, travel and motoring sections of the magazine.



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## RATES



INSERTION RATES	FULL PAGE	DOUBLE PAGE SPREAD	1/2 PAGE	1/3 PAGE
1 ISSUE	R32 950	R59 310	R20 700	R167 00
2 – 5 ISSUES	R29 950	R55 900	R18 500	R14 800
6 PLUS	R28 050	R52 900	R17 400	R135 00

\* All prices quoted exclude VAT

\*\* Rate includes production costs, but excludes VAT. Additional travel fees may be charged if necessary.



PRIME POSITIONS	RATE*
INSIDE FRONT-COVER SPREAD	R71 310
INSIDE FRONT-COVER	R38 950
INSIDE BACK-COVER	R37 850
OUTSIDE BACK-COVER	R40 950



AD TYPE	TYPE (H X W)	TRIM (H X W)	BLEED (H X W)
Double page spread*	255 x 400 mm	275 x 420 mm	285 x 430 mm
Full page	255 x 190 mm	275 x 210 mm	285 x 220 mm
Half horizontal	125 x 190 mm	135 x 210 mm	140 x 215 mm
Half vertical	255 x 95 mm	275 x 105 mm	285 x 115 mm
Third horizontal	80 x 190 mm	90 x 210 mm	95 x 215 mm
Third vertical	260 x 60 mm	275 x 70 mm	285 x 80 mm

INSERT RATES: PER 1000		
INSERTS	LOOSE	BOUND
Single page	730	810
2 – 5 pages	770	860
6 – 11 pages	860	940
12 – 16 pages	940	1 030
17+ pages	On Request	

- All sections are printed Web – 133 screen in CMYK.
- Pantone/Coates colours cannot be accepted.
- Supplied PDFs are to be pre-flighted, press-optimized and saved according to print specifications.
- In the interests of data integrity, we ask that transmission be done via an accredited clearing house.  
Note: All rates quoted exclude transmission costs
- Cancellations will not be accepted after booking deadline.  
The publishers reserve the right to surcharge.
- DPS – to be supplied as 2 x FPFC

### ADVERTORIALS

An advertorial is a sponsored feature produced by the respective editorial teams, in the tone of the magazine, with content supplied by the client. Advertorials are for use in print only. An advertorial production fee will be charged.

### Production rates are as follows:

**FP:** space rate + R5 000 production fee

**DPS:** space rate + R7 500 production fee

An 'Advertisement' strap will appear

### BRAND FEATURES

A Brand Feature is a sponsored feature produced by the respective editorial teams, for use in either print, or digital or both. Production of a branded feature can include additional travel or photographic costs. These are included in the discounted rates quoted on the preceding pages.

Digital Brand Feature rates appear overleaf. If you are interested in a combination package of both print and digital, simply combine the respective rates specified. The discounted rate quoted applies.

A 'Brand Feature' strap will appear on the top right hand corner of all sponsored features

### WEBSITE RATES

STANDARD BANNERS	CPM RATE	DIMENSIONS	MAX FILE SIZE	REQUIRED SPECIFICATIONS
Masthead / Leader board	R290	728x90	40KB	GIF, JPG or SWF files accepted (flash specifications available on request). URL's must be supplied separately.
Medium rectangle / Island	R320	300x250	40KB	
Sponsorship / Companion Ads	POA	728x90, 300x250	40KB PER AD	
Mobile Web	R210	300x75, 320x75	40KB PER AD	

### RICH MEDIA

EXPANDING BANNERS	CPM RATE	EXPANDED DIMENSIONS	MAX FILE SIZE	DIRECTION	Banners can only expand on click, not mouse over.
Masthead/ Leaderboard	R375	980x360, 728x360	50KB	DOWN	
Medium Rectangle/Island	R375	300x600	50KB	LEFT	
VIDEO AND WALLPAPERS	CPM RATE	EXPANDED DIMENSIONS	MAX FILE SIZE	DIRECTION	Rich media videos to adhere to our flash specifications (Available on request.) Videos to play on click and not load automatically.
Video In-Banner Ads	R375	300X250	50KB	NON-EXPANDING	
Expanding Banner with Video	R420	300X600	60KB	LEFT	
Wallpaper/Page Take Over	R375	980x60/728x90, 468x120, 300x250 300x600 (Getaway)	40KB per banner (Wallpaper 140kb)	TAKE OVER	Combination of GIF, PNG, JPG files accepted. (Specifications available on request.)



WOMEN & HOME 2021		
ISSUE	MATERIAL DEADLINE	ON SALE DATES
April	17 February 2021	19 March 2021
May	1 April 2021	23 April 2021
June	29 April 2021	18 May 2021
July	27 May 2021	18 June 2021
August	24 June 2021	16 July 2021
September	29 July 2021	20 August 2021
October	26 August 2021	17 September 2021
November	30 September 2021	22 October 2021
December	28 October 2021	19 November 2021
January '22	25 November 2021	17 December 2021





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## BRAND FEATURE

### DIGITAL

BRAND	RATE	VALUE	DETAILS
womanandhomemagazine.co.za	R 19 500	R 27 860	The featured content will receive a dedicated position on the Home page of the website for a month, and featured in one edition of the weekly newsletter. All banner positions on the special advertising feature will serve dedicated advertiser creative. This comprises of no less than five advertising positions where only the advertisers banners will appear. Brand Features are subject to editorial approval.

### VIDEOS

BRAND	RATE	VALUE	DETAILS
womanandhomemagazine.co.za	R 65 500	R 82 000	These 2-minute long professional video features include AV production, script, voice overs, editing and compilation. Presented on the home pages as the lead video featured for a week and thereafter permanently archived in the video section. Featured in one edition of the weekly web letter. Available on mobile web, YouTube and all social media channels.

**Brand Features can be supplied in three different formats:**

- Supplied copy of approximately 1000 words and up to 5 images
- Reproduced from a Brand Feature published in the magazine
- Written and prepared by the publishers in consultation with and using the images and information supplied by the client. If the publisher is involved in the production, a production fee will be added to the space rate.

\* Please note: The option for shorter video clips is also available within the Print Brand Feature package.  
Please contact your Account Manager for more information.