



SOUTH AFRICAN
GARDEN AND HOME
Media Kit



CAXTONmagazines

ABOUT THE BRAND



SA Garden and Home has been one of South Africa's favourite decor and gardening brands for the past 70 years, reaching discerning homeowners who are well-educated and affluent. The audience is inspired by the country's most stylish homes and gardens, the latest lifestyle trends, interviews with creative people, fabulous entertaining ideas, places to travel to and more. The brand fulfils its core promise - "real homes for real people".

SA GARDEN AND HOME IS THE ONLY DECOR AND GARDENING MAGAZINE TO GIVE EQUAL SPACE TO BOTH SUBJECTS



BRAND PLATFORMS

PRINT

Monthly Readership: 565,000
Circulation: 60,256



ONLINE

Website: 28,863 UBS
Facebook: 33,462
Pinterest: 2,405
Twitter: 8,166
Instagram: 6,106
Mailer: 8,819



TV/VIDEO

We produce quality television and online programming, underpinned by our iconic magazine brands, that showcases key sponsors within a glossy, magazine-style content marketing strategy. A first of its kind.



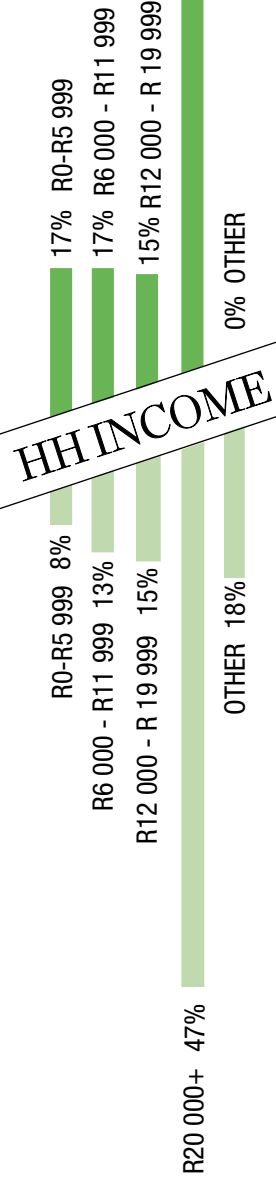
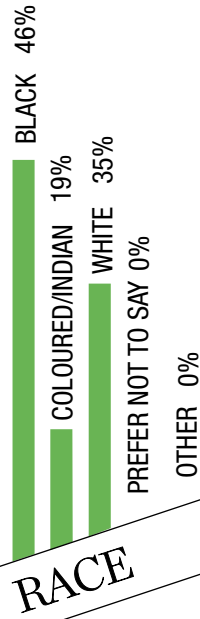
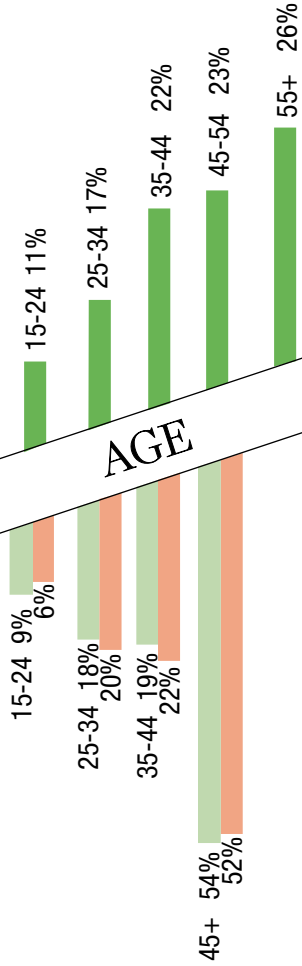
SPECIAL FEATURES AND EVENTS

MULTIFLORA (SEPT, OCT)
TIMELESS ROOMS BY TOP DESIGNERS (SEPT)
GARDEN PLANNER (SEPT)
WINE PAIRING OPPORTUNITIES

Sources: AMPS 2015 AB (Jan 15-Dec 15); ABC (Q2) April - June 2016, Effective Measure (July 2016), Everlytic (June 2016), individual social media platforms (July 2016)

DEMOGRAPHICS

PRINT



90%

LSM 7-LSM 10

10%

LSM 4-LSM 6

WEBSITE

*PLEASE NOTE:
EFFECTIVE MEASURE NO LONGER
INCLUDE RACE STATISTICS

ABOUT THE AUDIENCE

DECOR

- ***75%** home and decor Influencers
- 93%** enjoy home and decor content
- 83%** own one or more houses
- 61%** regularly decorate their homes
- 63%** enjoy DIY activities



GARDENING

- 75%** garden regularly
- 42%** are interested in gardening, advice, trends and methods

FOOD AND ENTERTAINING

- ***66%** cooking influencers
- 85%** enjoy content about cooking and entertaining
- 75%** regularly cook for pleasure
- 64%** enjoy hosting or attending dinner parties



PETS

"Our readers consider their pets to be part of the family," says editor Mary Jane Harris



TRAVEL

- 70%** enjoy holiday and travel content
- 59%** regularly gone on holiday to the beach/coast

ONLINE

- 80%** have a Facebook account
- 59%** purchase home & kitchen items and media online

*INFLUENCERS

BrandMapp indicates influencer level by asking the following:

- How interested are you in the content category AND The 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.

S O U T H A F R I C A N
GARDEN AND HOME 2017
Print rate card

Rates effective from 1 January 2017

	COST	VAT	TOTAL
Full Colour			
DPS	R 89 000.00	R 12 460.00	R 101 460.00
FP	R 44 500.00	R 6 230.00	R 50 730.00
1/2 DPS	R 66 400.00	R 9 296.00	R 75 696.00
1/2 Hor/Ver	R 33 200.00	R 4 648.00	R 37 848.00
1/3 Hor/Ver	R 30 900.00	R 4 326.00	R 35 226.00
Special Positions			
Inside front	R 54 900.00	R 7 686.00	R 62 586.00
Inside Back	R 51 000.00	R 7 140.00	R 58 140.00
Outside Back	R 53 100.00	R 7 434.00	R 60 534.00
1st Double Page Spread	R 97 500.00	R 13 650.00	R 111 150.00
2nd Double Page Spread	R 97 500.00	R 13 650.00	R 111 150.00
3rd Double Page Spread	R 97 500.00	R 13 650.00	R 111 150.00
Any Guaranteed Full Page	R 48 700.00	R 6 818.00	R 55 518.00
Advertorial Rates			
Double Page Spread	R 122 000.00	R 17 080.00	R R 139 080.00
Full Page Full Colour	R 61 100.00	R 8 554.00	R 69 654.00
Half Page	R 45 900.00	R 6 426.00	R 52 326.00

Deadlines

ISSUE DATE	ADVERTORIAL CLOSING DATE	ADVERTISING CLOSING DATE	FINAL ADVERT MATERIAL DATE	DELIVER ALL ADDED VALUE	ON SALE DATE
January 2017	3-Nov	17-Nov	28-Nov	2-Dec	19-Dec
February 2017	1-Dec	5-Dec	15-Dec	21-Dec	23-Jan
March 2017	9-Jan	19-Jan	26-Jan	2-Feb	20-Feb
April 2017	2-Feb	16-Feb	23-Feb	2-Mar	20-Mar
May 2017	2-Mar	16-Mar	23-Mar	30-Mar	17-Apr
June 2017	6-Apr	20-Apr	28-Apr	4-May	22-May
July 2017	4-May	18-May	25-May	1-Jun	19-Jun
August 2017	1-Jun	15-Jun	22-Jun	29-Jun	17-Jul
September 2017	6-Jul	20-Jul	27-Jul	3-Aug	21-Aug
October 2017	3-Aug	17-Aug	24-Aug	31-Aug	18-Sep
November 2017	7-Sep	21-Sep	28-Sep	5-Oct	23-Oct
December 2017	5-Oct	19-Oct	26-Oct	2-Nov	20-Nov

All deadlines to be understood as 12 NOON on each respective day.
 All prices quoted Nett and exclude agency commission.

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

Classifieds

SIZE FULL COLOUR	PRICE EXCL VAT	PRICE INCL VAT
WORKSHOP ADVERTS		
9 x 1 90mm height x 63mm width	R 1 320.00	R 1 504.80
9 x 2 90mm height x 130mm width	R 2 640.00	R 3 009.60
18 x 1 180mm height x 63mm width	R 2 640.00	R 3 009.60
9 x 3 90mm height x 196mm width	R 3 980.00	R 4 537.20
18 x 2 180mm height x 130mm width	R 5 300.00	R 6 042.00
DIRECTORY ADVERTS		
9 x 1 90mm height x 63mm width	R 2 700.00	R 3 078.00
9 x 2 90mm height x 130mm width	R 5 380.00	R 6 133.20
18 x 1 180mm height x 63mm width	R 5 380.00	R 6 133.20
9 x 3 90mm height x 196mm width	R 8 080.00	R 9 211.20
18 x 2 180mm height x 130mm width	R 10 760.00	R 12 266.40

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	R320.00	R44.80	R364.80	R350.00	R49.00	R399.00
4	R440.00	R61.60	R501.60	R490.00	R68.60	R558.60
6+8	R480.00	R67.20	R547.20	R560.00	R78.40	R638.40
10+12	R530.00	R74.20	R604.20	R630.00	R88.20	R718.20
16	R630.00	R88.20	R718.20	R700.00	R98.00	R798.00
20	R680.00	R95.20	R775.20	R770.00	R107.80	R877.80
24	R790.00	R110.60	R900.60	R880.00	R123.20	R1 003.20
32	R840.00	R117.60	R957.60	ALL NON-STANDARD BOUND INSERTS REQUIRE PRE-INSERTION. R475 PER 1 000 COPIES		
36	R950.00	R133.00	R1 083.00			
40	R1 050.00	R147.00	R1 197.00			
44	R1 160.00	R162.40	R1 322.40			
48	R1 210.00	R169.40	R1 379.40			
52	R1 260.00	R176.40	R1 436.40	LOOSE INSERTS LARGER THAN 32 PAGES REQUIRE BAGGING R920 PER 1 000 COPIES		
56	R1 310.00	R183.40	R1 493.40			
60	R1 370.00	R191.80	R1 561.80			
64	R1 420.00	R198.80	R1 618.80			
68	R1 470.00	R205.80	R1 675.80			
72	R1 520.00	R212.80	R1 732.80			
76	R1 580.00	R221.20	R1 801.20			
80	R1 630.00	R228.20	R1 858.20			

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

S O U T H A F R I C A N

GARDEN AND HOME 2017

Digital rate card

ELEMENT	PLACEMENT	SPECS	COST
WEB BANNERS	Extended leaderboard/expanded premium leaderboard	970x90 / 970x250	R350 CPM / R450 CPM
	Leaderboard	728x90	R350 CPM
	Half page/expanded premium half page	300x600 / 300x2500	R350 CPM / R450 CPM
	MPU/island	300x250	R350 CPM
	ROS with standard leaderboard	728x90, 300x250, 300x600	R350 CPM
	ROS with extended leaderboard	970x90, 300x250, 300x600	R450 CPM
MOBILE BANNERS	Mobile standard banner	320x50	R150 CPM
	Mobile MPU/medium rectangle	300x250	R350 CPM
	Mobile adhesive banner	320x50	R350 CPM
			Banner design cost: R550 p/banner
PROGRAMMATIC BUYING		Target audience segments with display banners across our network	*POA
RICH MEDIA	Pop up/InStream/Overlay	Supplied	R450 CPM
PAGE TAKEOVERS	Home page wallpaper	CPM rate for 1 week maximum	R750 CPM
	Road block (with standard leaderboard)	Cost per day flat rate	R5 000
	Road block (with extended leaderboard)	728x90, 300x250, 300x600	R650 CPM
	Site takeover - road block and wallpaper/with extended leaderboard	970x90, 300x250, 300x600	R750 CPM
		CPM rate	R2 000/ R2 200 CPM
	Flat rate, dependent on page views	From R3 000/R3 200 per day	
	Wallpaper only available on certain sites		
VIDEO	Sponsored editorial video (without product placement)	Max length: 1 min. Client logo on pre and post roll. Created by our videographer in house. No animation	R15 000
	Sponsored editorial video (with product placement)		R18 000
	Commercial quality video	Shot professionally in editorial style	From R30 000
	Animated stills for social media	10-second video	R12 000
	GIFs for social media	3-second loop	R8 000
EMAIL MARKETING	Newsletter editorial mention/banner	Will link to website	R6 500
	Promo mailer	Special offer/discount	R2.00 p/subscriber
	Sponsored content newsletter	Branded newsletter linking to sponsored content (excl content creation)	R7 500
SPONSORED CONTENT	Editorial content "brought to you by [client]"	1 article	R12 000
	Sponsored content box (only available on certain sites)	4 articles Client-branded home page banner housing 3 articles (excl content creation)	R40 000 R30 000 p/week
COMPETITIONS	1 page with entry form	Prize value must be over R2 500	R4 500
DIGITORIALS	Standard digitorial	1 client-branded page, includes 1 month hosting	R9 000
	Premium digitorial	Page with up to 5 tabs, includes 1 month hosting	R12 000

ELEMENT	PLACEMENT	SPECS	COST
SOCIAL MEDIA	Facebook	Cost p/post - max 1 post p/week	R4 500
	Twitter	Cost p/post	R4 000
	Instagram	Cost p/post - max 1 post p/week	R3 000
		<i>Ad spend not included, but recommended. All social media posts include a designed visual</i>	
	Facebook post/video ad spend	Minimum ad spend required per campaign	R3 500**
	Twitter ad spend	Minimum ad spend required per campaign per brand	R5 750**
Instagram ad spend	Minimum ad spend required per campaign per brand	R3 500**	
Facebook endorsement	Cost p/post. Sharing client posts on our social media	R8 000	
Twitter endorsement	platforms. No ad spend, no metrics.	R7 500	
Instagram endorsement	At editorial discretion	R7 000	
Facebook app standard, excl hosting	Upload a photo/vote to win	R35 000	
Branded Facebook cover	Cost per day, design included	R5 000	
Instagram/Twitter account takeovers	At editorial discretion (excl content creation)	R20 000 per day	
DIGITAL EXTENSIONS	Navigation tab Content syndication	Tab links to client-sponsored special section Caxton Magazine content for use on client's website	R15 000 *POA
MBASE MARKETING	SMS USSD		*POA *POA
PR PACKAGES <small>(IDEAL FOR PRODUCT LAUNCHES/EVENTS)</small>	Tweet Tweet Buzz	3 magazine brands, 24 tweets in total	R18 000
	Be Like The Cool Kids	6 magazine brands, 65 tweets in total, 1 Facebook and Instagram post per brand	R35 000
	Break The Internet	Minimum 7 brands, 100 tweets in total, 1 Facebook and Instagram post per brand and 3 standard digitorials	R65 000
		<i>All PR packages exclude ad spend, travelling, production and accommodation costs, volume discounts and VAT</i>	

PRODUCTION COSTS

Banner design	R550/banner
Wallpaper design	R1 100
Studio design or content creation	R1 000
Digital development	R850/hour
Video animation	R550/hour

CAMPAIGN REPORTING

No post-campaign reports will be issued for campaigns under R30 000

Clients with campaigns under R30 000 can request a post-campaign report for an additional cost of R5 000

For campaigns over R30 000, a full post-campaign analysis will be available within two weeks of the end of the campaign

*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 2017 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.

CAXTON EVENTS



Caxton Events provides the opportunity to engage with readers on a more intimate level. Whether the event concept is small or majestic, **Caxton Events** puts the stylish *SA Garden and Home* stamp on each one, scouting the hottest venues and most in-demand decor trends to ensure your brand integration makes maximum impact. Events are designed based on client requirements and a tailor-made package is applied to each event, ensuring maximum consumer engagement.

FOR MORE
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