



# rooirose *Media Kit*

2019



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 CAXTONmagazines

# ABOUT THE BRAND



**rooi rose** is the classic all-in-one glossy magazine for aspirational, stylish Afrikaans women who celebrate their uniqueness. These women know what they want, including the best in fashion and beauty, health, entertaining and décor, all from their favourite brand.



## BRAND INSIGHTS



**rooi rose** is one of the biggest-selling, MONTHLY, Afrikaans glossy magazines in South Africa



PRINT

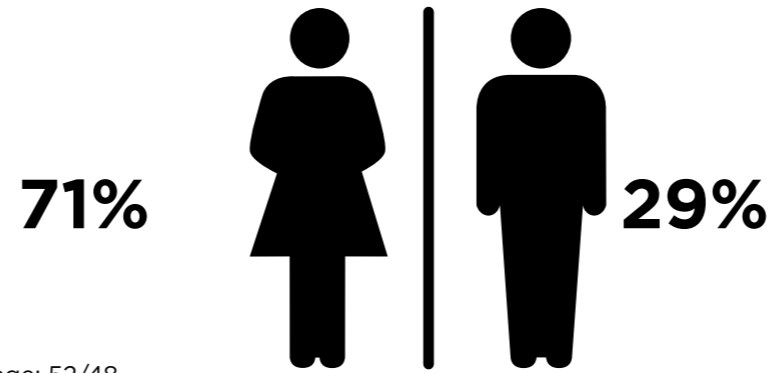
# rooi rose

Readership: 593 000  
Circulation: 55 034

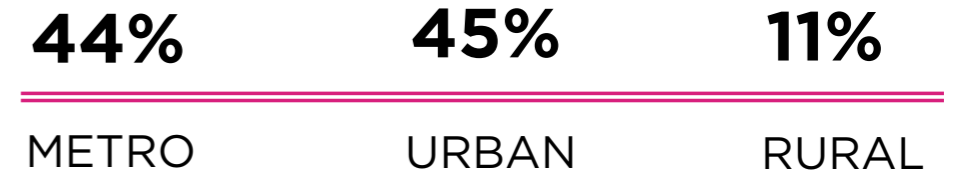


Sources: PAMS 2017  
ABC (Q2)Apr - June 2019 ( MEDIA MANAGER 2019)

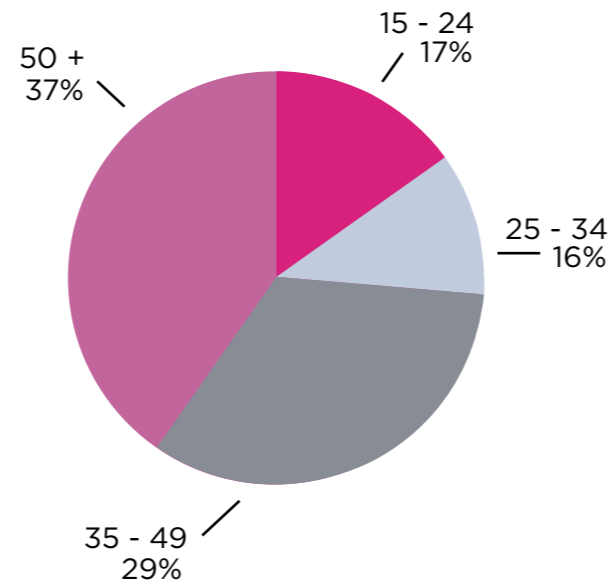
## GENDER: READERSHIP SPLIT INTO FEMALE & MALE



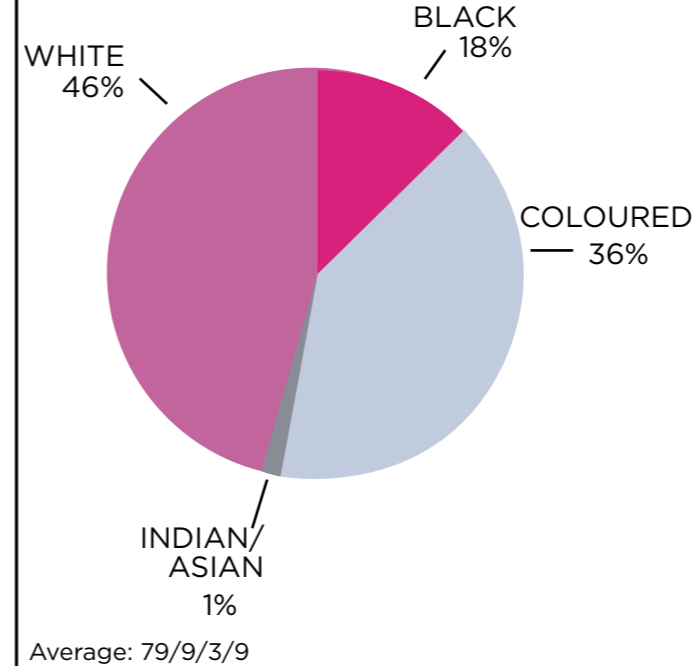
## REGIONAL BREAKDOWN: COMMUNITY SIZE



## AGE GROUP:



## RACE:



## PROVINCIAL BREAKDOWN:

	rooi rose
Gauteng	25%
KZN	3%
Eastern Cape	11%
Western Cape	30%
Limpopo	1%
Mpumalanga	4%
North West	5%
Free State	8%
Northern Cape	13%

## HH INCOME, LSM & SEM

HOUSEHOLD INCOME: R 18 159 (Average: R10 887)

PERSONAL INCOME: R7 758 (Average: R5 341)



ONLINE

# rooirose

Unique Browsers: 72 010

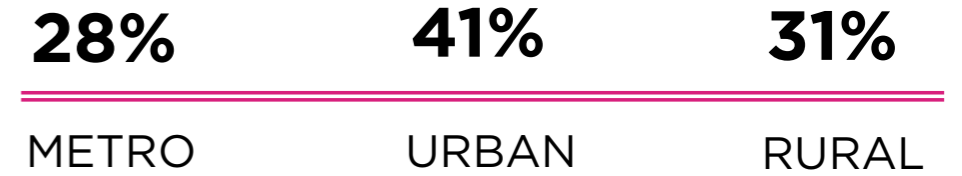


Sources: Narrative November 2018

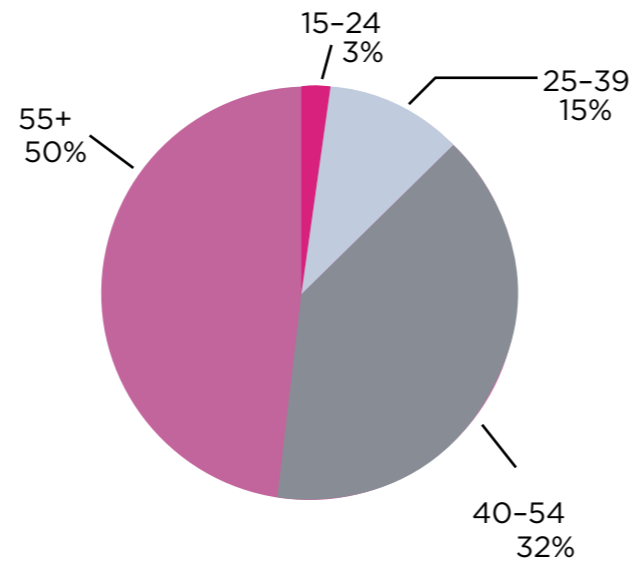
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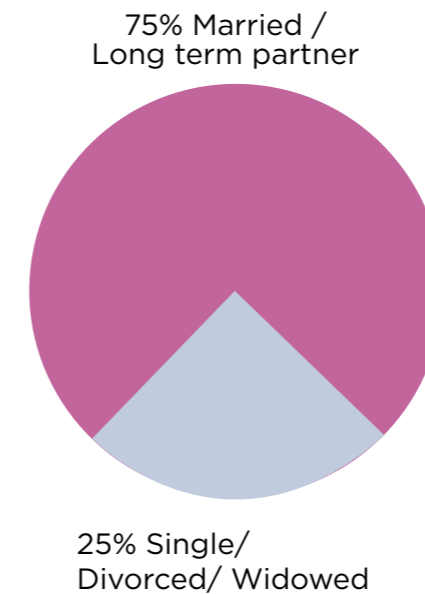
### REGIONAL BREAKDOWN: COMMUNITY SIZE



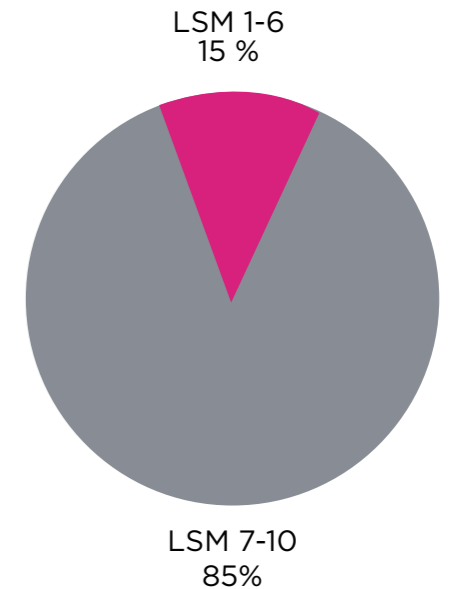
### AGE GROUP:



### MARITAL STATUS:



### LSM:



### HH INCOME & SEM

### HOUSEHOLD INCOME



# ABOUT THE AUDIENCE



## Fashion and Beauty

**88%** like to dress well

**\*46%** fashion & beauty influencers

**61%** are interested in fashion and beauty content

**62%** like to keep up with the latest fashion trends and styles

## Food and Travel

**78%** are interested in food and entertaining content

**72%** are interested in holiday and travel content

**\*62%** cooking influencers

**80%** enjoy cooking regularly

## Health and Wellbeing

**73%** are interested in health and wellbeing content

**68%** enjoy participating in sport

**\*51%** health influencers

## Home, Décor and Gardening

**79%** are interested in home, décor and gardening content

**51%** are interested in home décor activities as a pastime

**\*56%** home and décor influencers

**59%** regularly decorate their homes

## Online Usage

**87%** have a Facebook account

**57%** shop online for media, music and health and beauty products

## \*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.

Admirable

## SNAP SHOT

*Who is the ROOI ROSE woman?*

She is **ADMIRABLE**

She puts a lot of effort into creating a beautiful life for herself. She is a modern woman who knows what she wants and has a strong desire to achieve it - whether that's the best in fashion, beauty, health or entertainment! Rooi Rose is her go-to mag that covers everything that's important to her in one fell swoop!

***Afrikaans:***

Born Afrikaans, she prefers to speak Afrikaans at work, leisure and at home

***Disposable Income:***

She likes eating out, entertaining, going on holidays and indulging in life's pleasures

***Modern:***

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

***Influencer:***

She plays a key role amongst friends and is seen as an influencer. She likes to be the first to know

***Refined:***

She is upmarket, elegant and discerning.

***Affluent:***

She is affluent and most likely lives in a freestanding house in the suburbs

***Bold:***

She knows who she is. She makes her own decisions and is not scared to change direction

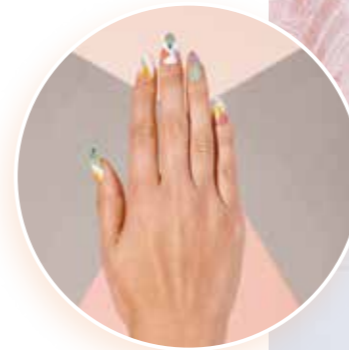
***Looks Good:***

She spends time and money on beauty & looking good without being a slave to fashion.

***Embraces Life:***

She enjoys the stage of life she is in and is keen to try new things. She has a can-do attitude

Sources: Pulse Opinion Solutions 2018



ADMIRABLE



*If you get,  
give. If you  
learn, teach.*

Maya Angelou



# RATES & DEADLINES

## Rates

ADVERT PLACEMENT	COST
<b>Full Colour</b>	
Double Page Spread	R77 900
Full Page	R39 000
½ Double Page Spread	R58 100
½ horizontal/vertical	R28 900
⅓ horizontal/vertical	R27 200
<b>Special Positions</b>	
Inside Front Cover	R48 500
Inside Back Cover	R44 700
Outside Back Cover	R46 400
1 <sup>st</sup> Double Page Spread	R85 500
2 <sup>nd</sup> Double Page Spread	R85 500
3 <sup>rd</sup> Double Page Spread	R85 500
Any Guaranteed Full Page	R42 500
<b>Advertorial Rates</b>	
Double Page Spread	R106 800
Full Page Full Colour	R53 400
Half Page	R40 000

All costs exclude VAT.

Rate card is for 2019 (updated 1/12/2018)



You get in life what you have  
the *courage to ask for.*

Oprah Winfrey

## Deadlines

ISSUE DATE 2019	ADVERTORIAL CLOSING DATE	ADVERTISING CLOSING DATE	FINAL ADVERT MATERIAL DATE	DELIVER ALL ADDED VALUE	ON SALE DATE
January	01 Nov	12 Nov	19 Nov	23 Nov	10 Dec
February	22 Nov	05 Dec	12 Dec	18 Dec	14 Jan
March	02 Jan	11 Jan	18 Jan	24 Jan	11 Feb
April	31 Jan	08 Feb	15 Feb	21 Feb	11 Mar
May	07 Mar	15 Mar	22 Mar	28 Mar	15 Apr
June	04 Apr	12 Apr	18 Apr	25 Apr	13 May
July	16 May	24 May	31 May	06 Jun	24 Jun
August	13 Jun	21 Jun	28 Jun	04 Jul	22 Jul
September	11 Jul	19 Jul	26 Jul	01 Aug	19 Aug
October	15 Aug	23 Aug	30 Aug	05 Sept	23 Sept
November	12 Sept	20 Sept	27 Sept	03 Oct	21 Oct
December	10 Oct	18 Oct	25 Oct	31 Oct	18 Nov

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



Well behaved  
women rarely  
make history.

Eleanor Roosevelt



# CLASSIFIEDS & INSERTS RATES

## Loose pre-printed inserts (per 1000)

PAGES	COST excl. VAT
2	R360
4	R490
6+8	R530
10+12	R590
16	R700
20	R750
24	R880
32	R930
36	R1 060
40	R1 170
44	R1 290
48	R1 350
52	R1 400
56	R1 460
60	R1 530
64	R1 580
68	R1 630
72	R1 700
76	R1 760
80	R1 810

## Bound & stitched pre-printed inserts (per 1000)

PAGES	COST excl. VAT
2	R390
4	R540
6+8	R630
10+12	R700
16	R780
20	R860
24	R980

## Inserts conditions

- In addition to the quoted quantity, an extra two percent (2%) of the inserts is required to allow for spoilage during the inserting process.
- The rate quoted is per thousand (1000) inserts, based on full print runs.
- The rate excludes VAT and any contractual discounts.
- An additional twenty percent (20%) premium is to be charged for regional inserts, (i.e. partial runs).
- Inserts are accepted upon confirmation of booking and are subject to the availability of space.
- The final quote is confirmed once the product to be inserted into the magazine has been viewed.
- Samples of the inserts must be supplied at least a week before the booking deadline to ensure they can be inserted or bound as supplied (without a sample for approval the publishers cannot be held liable for any problems arising with the insert).
- The insert is to be positioned at the discretion of Caxton Magazines.
- Inserts are to be delivered to the appropriate print factory. Delivery requirements need to be checked with a Caxton representative.
- Delivery deadlines for inserts are stipulated on the respective magazine deadline schedules.
- Ensure that inserts are packed in a firm container/packaging and that the container/packaging clearly indicates the quality of inserts, the name of the publication and cover date of the publication.
- Please note that any changes relating to overtime at our factories due to the late delivery of inserts will be charged to the advertiser's account.
- Any cancellations of a booked insert after the advertising deadline expires will carry a twenty five percent (25%) cancellation charge of the total price quoted.
- Any non-standard prices quoted are valid for forty five (45) days. If booking takes place after this period of time, a new quotation will be generated.

Maximum loose insert size: Type area of relevant magazine  
 Minimum loose insert size: 140mm x 100mm  
 Bound/Stitched-in inserts: To be supplied untrimmed  
 Other variants on application: To be requested from a Caxton representative

**All non-standard bound inserts require pre-insertion R510 per 1 000 copies**

**Loose inserts larger than 32 pages require bagging R1 010 per 1 000 copies**

**Tip-ons, gatefolds, product sampling, bagging and any other non-standard inserts — price provided on application**

## Classifieds rates

ROWS & COLUMNS	SIZE	COST
24 rows x 4 columns	224mm height x 168mm width	R18 180
12 rows x 4 columns	112mm height x 168mm width	R9 100
12 rows x 2 columns	112mm height x 84mm width	R4 550
12 rows x 1 column	112mm height x 42mm width	R2 280
6 rows x 2 columns	56mm height x 84mm width	R2 280
6 rows x 1 column	56mm height x 42mm width	R1 140

All costs exclude VAT





# —DIGITAL RATES—

ELEMENTS	2019 RATE	DESCRIPTION
<b>WEBSITE</b>		
Supplied Digital	R6 000	Content fully supplied by client and edited by the magazine's Digital Editor.
Standard/ Lifestyle Digital	R12 500	Lifestyle content created by Caxton Magazines.
Recipe Digital	R15 000	Recipe and relevant food content created by Caxton Magazines.
Survey Digital	R21 000	Client survey digitally developed and managed by Caxton Magazines.
Tabbed Digital	R25 000	Branded client promotional page on site with sectioned tabs.
Quiz Digital	R16 500	Personality type quiz developed and created by Caxton Magazines promoting client product range.
Competition Form	R 3 500	Competition page hosted on the "win" section of the brand website/digital.
Special Section on Nav Tab	R30 000	Branded client section hosted on the nav tab of a Caxton Magazine website.
<b>NEWSLETTER</b>		
Newsletter Mention	R3 000	An editorial mention natively placed as content within the main body of the newsletter that clicks through to a digital.
Newsletter Banner	R1 200	An ad banner placed at the bottom of the newsletter after the main body of the newsletter that clicks through to a client's site.
Sponsored Newsletter	R15 000	A specially produced client branded newsletter.
<b>SOCIAL MEDIA</b>		
Facebook Standard Post	R4 000	Post, copy and eCard posted onto the selected brand's Facebook page.
Facebook Video Post	R 5 000	Post, copy and video posted onto the selected brand's Facebook page.
Twitter Standard Tweet	R 1 000	Post, copy and eCard posted onto the selected brand's Twitter feed.
Instagram Single Image	R 2 000	Post, copy and one image posted onto the selected brand's Instagram page.
Facebook Poll	R 4 500	A focus poll posted onto the selected brand's Facebook wall.
Instagram Multiple Image	R 3 500	Post, copy and images posted onto the selected brand's Instagram page.
Facebook Live	R18 000	A live format video posted onto the selected brand's Facebook page.
Instagram Stories	R 750 per frame	A promotional post posted onto the selected brand's story.
Facebook Share	R 6 500	Endorsement of existing client Facebook post by sharing client post onto selected brand's Facebook page.

ELEMENTS	2019 RATE	DESCRIPTION
Twitter Retweet	R 2 500	Endorsement of existing client Tweet post by re-tweeting client tweet onto selected brand's Twitter feed.
Facebook Ad Spend	min. R 1 500. per post	Spend allocated to Facebook posts to reach a wider, more targeted audience.
Instagram Ad Spend	min. R 1 000. per post	Spend allocated to Instagram posts to reach a wider, more targeted audience.
Facebook Video Ad Spend	min. R 2 000 per video	Spend allocated to Facebook posts to reach a wider, more targeted audience.
<b>VIDEO</b>		
Commercial Video	From R 18 000	Video produced by Caxton Studio. Price is dependent on the brief.
Flipagram	From R 15 000	A 15 - 30 second video created from still image. Price is dependent on the brief.
Animated Video/ GIF/ Stop Animation	From R10 000	Animated media used to bring still objects to life on screen by moving the object in increments. Price is dependent on the brief.
<b>BANNER</b>		
Banner Package	R 7 000	40 000 impressions which will be served across one magazine site.
Premium Banner Package	R 15 000	60 000 impressions which will be served across the magazine network.

All rates exclude VAT.

Rate card is for 2019 (updated 01/12/2018)

## PR Package

PR Packages	Cost	Description
Tweet Tweet Package	R22 500	Maximum of 3 magazine brands. 6 x Tweets per brand (18 Tweets in total).
Tweet Tweet Top Up Package	R6 600	Maximum of 1 magazine brand. 6 x Tweets (6 Tweets in total).
Be Like The Cool Kids	R105 000	Maximum of 6 magazine brands. 10 x Tweets per brand (60 Tweets in total). 1 x Facebook per brand (6 Facebook posts in total). 1 x Instagram per brand (6 Instagram images posted in total).
Be Like the Cool Kids Top Up Package	R 15 400	Maximum of 1 magazine brand. 10 x Tweets per brand (10 Tweets in total) 1 x Facebook per brand (1 Facebook post in total) 1 x Instagram per brand (1 Instagram image posted in total)

Rate card is for 2019 (updated 01/12/2018)

ADD-ON ITEM	COST TO ADD-ON		DETAILS
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.
Digitorial	R 5 000	Per post	One sign-off client to provide press release and brand assests.
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 photographer, 1 x art director, 1 x stylist, ingredients and/or props to the max. value of R 1500.
Green Room Events	POA	Min. charge	POA - to discuss with Marketing Team.
Social Listening	R 5 000	Per package	Full campaign listening beyond PR Package analysis. Recommended for bigger national client events

All costs exclude VAT.

## PR Package Rules

### 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 have valuable content for our users. Ideally it 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.



rooirose

# GENERAL CONDITIONS

- 1.** Advertisements are only accepted for publication under the following conditions:
  - a.** The right to withhold any advertisement from publication and to cancel such an advertising order.
  - b.** No liability is accepted for failure to publish, or for publication dates other than those stipulated by the advertiser, or for any typographical or any other errors of any kind, including the loss or damage in consequence of any of the above.
  - c.** Omissions of any scheduled insertions by the advertiser shall be considered a breach of the conditions of the order.
  - d.** Telephonic instructions must always be confirmed in writing.
- 2.** Although every effort will be made to accommodate the advertiser, the acceptance of any advertisement does not guarantee insertion on any specified date or dates at all.
- 3.** The proprietors reserve the right to edit or revise or reject any advertisement deemed by them to be untruthful or objectionable in subject matter or wording, or unsuitable for any other reason, even after acceptance for publication.
- 4.** The proprietors reserve the right to suspend an issue on any day and to increase or decrease the usual number of editions without notice.
- 5.** Space is sold to advertisers for the purpose of making announcements concerning their own business and may not be used for attacking or making invidious comparisons with other advertisers, firms, institutions or persons.
- 6.** All approved accounts must be paid 30 days after the date of insertion, or payment must be made in cash with the advertising order.
- 7.** Advertising orders are not accepted subject to editorial space being given.
- 8.** T.C. (Till Cancelled) orders and guaranteed or special positions, require one month's notice.
- 9.** Orders are accepted for a period not exceeding 12 months from the date of the first insertions, and should the contract amount not be reached within that period, an adjustment of the rate, according to the volume of advertising published, will be made. This also applies when the contract is cancelled prior to completion.
- 10.** If an order for a given amount of advertising is increased during its terms to cover a large contract volume, all of which falls in the original period of 12 months, no reduction in rates shall be rebated for the advertising which has already appeared. The lower rate shall apply to advertising appearing after the date of the increase.
- 11.** On the announcement of new tariff rates, contract advertisers will be protected at their contract rates for 45 days after the effective date of the new rate, or until expiry of the contract, whichever is earlier. The balance of the order will be subject to the new rate.
- 12.** Acceptance of copy:
  - a.** If the material is received too late for publication, the space reserved may be charged for.
  - b.** The right is reserved to refuse material or copy considered objectionable or unsuitable.
- 13.** If proofs are required, copy must be in the printer's hands at least 3 working days before publication deadline.
- 14.** No cancellations will be accepted after the booking deadline.