

Vrouekeur

JOU KEUSE ELKE WEEK

BELASTING
WAT JY MOET WEET

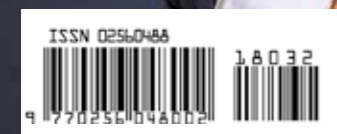
LEWENSTORIE
'Geboorte verander in nagmerrie'

Leah

OOOR BOERE, DIE LIEFDE & DIE LEKKERTE VAN SING

'n AVO 'n DAG laat die DOKTER WAG

VROU in WETENSKAP
Hoekom steeds te min?



10 AUGUSTUS 2018
R20,50 (BTW ingesluit)
Ander lande R17,83 (sonder belasting)

BAK
FRANSE
TERTJIES



Plant PAPAVERS



'n HOUTHUIS
tussen fynbos



Vrouekeur *Media Kit*

2019



WEBSITE www.caxtonmags.co.za

CAPE TOWN 26 Old Mill Road, Ndabeni, Cape Town, 7405 • tel 021 530 8600

DURBAN 115 Escom Rd, New Germany, Durban, 3610 • tel 031 716 4444

JOHANNESBURG 368 Jan Smuts Avenue, Craighall, 2196

• PO Box 1610, Parklands, 2121 • tel 011 889 0600


CAXTONmagazines

ABOUT THE BRAND



Vrouekeur is a well-established weekly Afrikaans magazine that offers its readers an all-in-one read. It has a loyal and constant readership that cannot be confined to a homogenous group. The readership range stretches across age, gender, cultural, ideological and income groups.

What the readers have in common is their demand for substantial, practical and non-sensational content in Afrikaans. The stable and high circulation figures testify to the content being spot on for its target market. Content ranges from articles on, current affairs, relationships, parenting, lifestyle, health and inspirational life stories, to practical fashion, beauty, décor, gardening, art, literature and music.

The food and craft pages rank high on readers' list of preferences and the success of the subsequent and continuous brand extensions confirms this.



BRAND INSIGHTS



Vrouekeur is not regarded as a “*want*” by its readers, but as a “*need*” and finds its way into the shopping trolley like weekly staples such as bread and milk.



PRINT

Vrouekeur

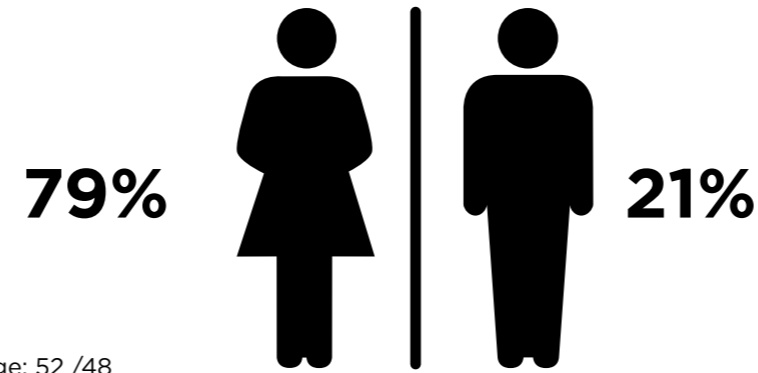
Readership: 326 000

Circulation: 43 554



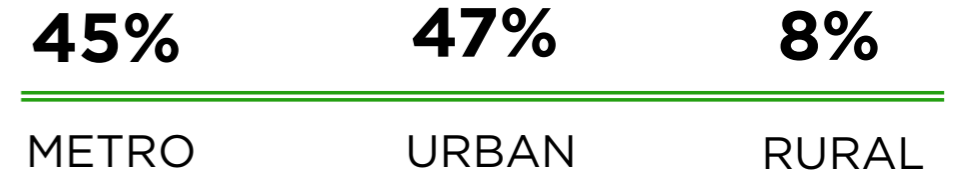
Sources: PAMS 2017
ABC (Q2)Apr - June 2019 (MEDIA MANAGER 2019)

GENDER: READERSHIP SPLIT INTO FEMALE & MALE



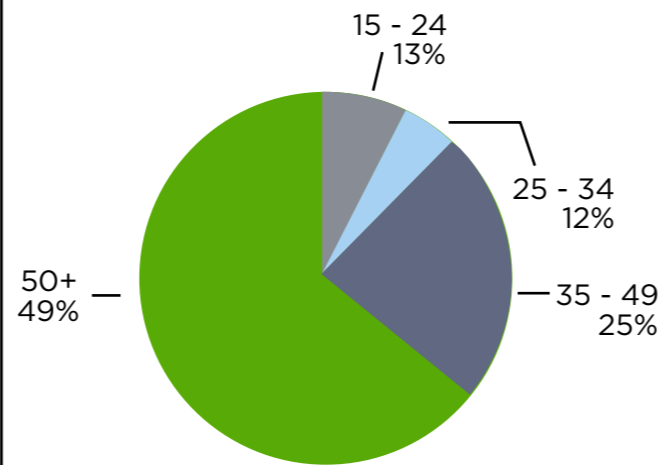
Average: 52 /48

REGIONAL BREAKDOWN: COMMUNITY SIZE

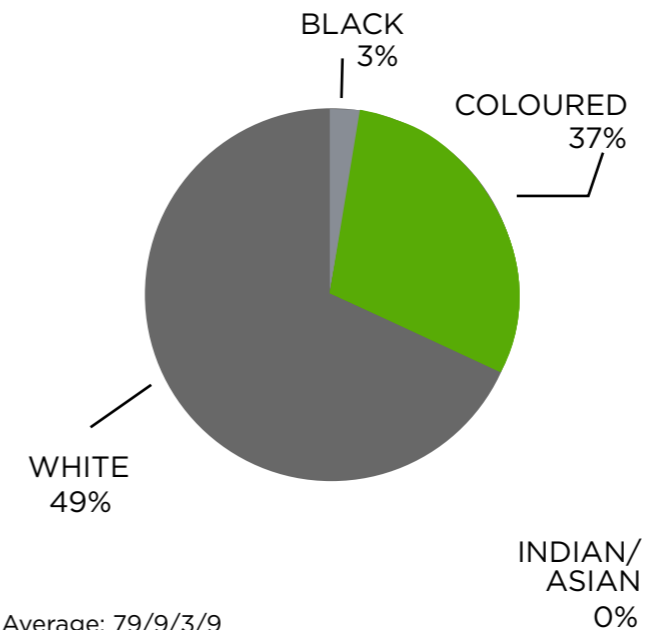


Average: 41/28/31

AGE GROUP:



RACE:



Average: 79/9/3/9

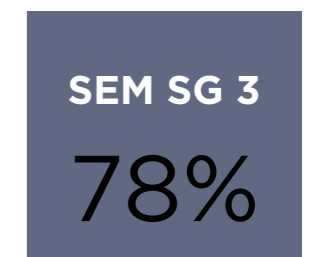
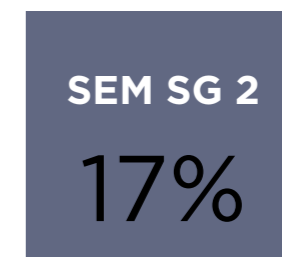
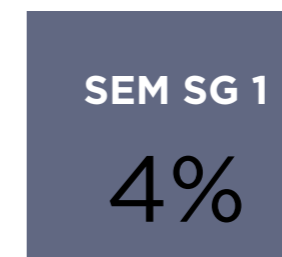
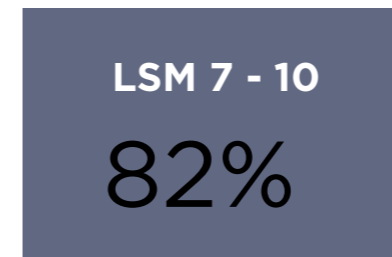
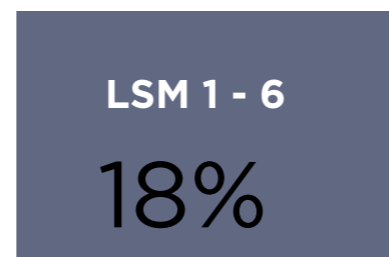
PROVINCIAL BREAKDOWN:

	Vrouekeur
Gauteng	30%
KZN	2%
Eastern Cape	9%
Western Cape	38%
Limpopo	0%
Mpumalanga	1%
North West	5%
Free State	3%
Northern Cape	11%

HH INCOME, LSM & SEM

HOUSEHOLD INCOME: R17 391 (Average: R10 887)

PERSONAL INCOME: R 9 293 (Average: R5 341)



ONLINE

Vrouekeur

Unique Browsers: 76 180

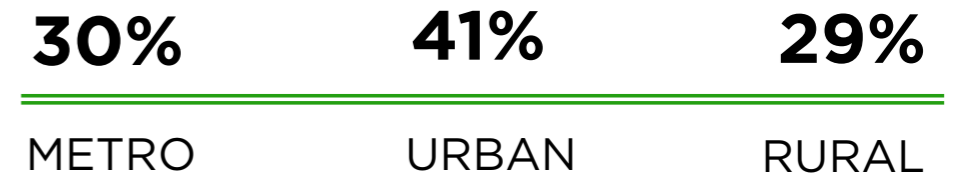


Sources: Narrative November 2018

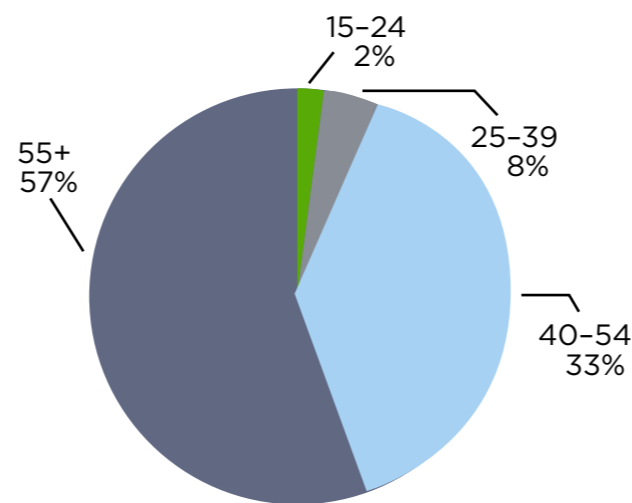
GENDER: READERSHIP SPLIT INTO FEMALE & MALE



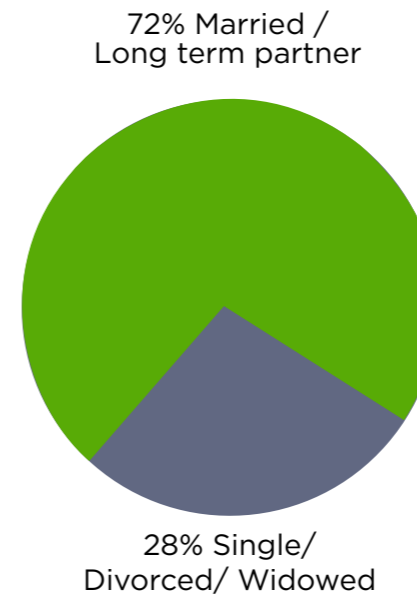
REGIONAL BREAKDOWN: COMMUNITY SIZE



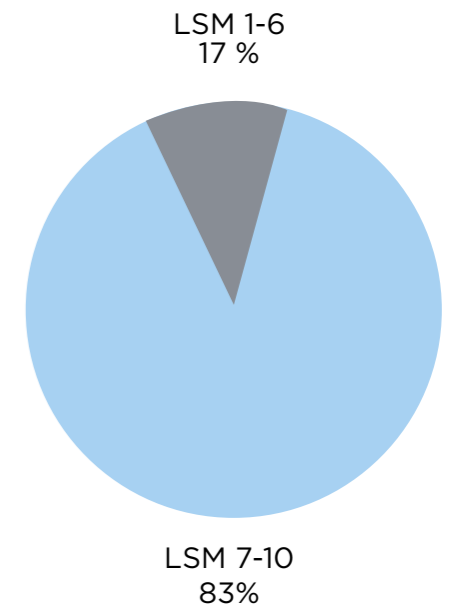
AGE GROUP:



MARITAL STATUS:



LSM:



HH INCOME & SEM

HOUSEHOLD INCOME



ABOUT THE AUDIENCE

'n Oog vir 'n oog, sal bloot die hele wêreld blind maak

Mahatma Gandhi



Food

***58% foodie influencers**

79% cook for pleasure

73% enjoy braaing often

78% are interested in cooking and entertaining content

Parenting and Relationships

88% believe in having regular family meals

84% spend a lot of time with their family

Décor & Gardening

***49% home and décor influencers**

76% are interested in home, décor and gardening content

58% enjoy decorating their home

Health & Wellbeing

***83% interested in living a healthy lifestyle**

70% are interested in health and wellbeing content

65% enjoy participating in sport

Fashion and Beauty

88% like to dress well

71% regularly visit the hair salon

61% are interested in fashion and beauty content

Online

58% use instant messaging

84% are on Facebook

*Influencers

BrandMapp indicates influencer level by asking the following:

- How interested are you in the content category AND what is the likelihood of friends and family asking 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.

RATES & DEADLINES



Rates

ADVERT PLACEMENT	COST
Full Colour	
Double Page Spread	R46 900
Full Page	R23 500
½ Double Page Spread	R35 400
½ horizontal/vertical	R17 500
⅓ horizontal/vertical	R16 500
Special Positions	
Inside Front Cover	R29 600
Inside Back Cover	R27 300
Outside Back Cover	R28 200
1 st Double Page Spread	R52 100
2 nd Double Page Spread	R52 100
3 rd Double Page Spread	R52 100
Any Guaranteed Full Page	R26 100
Advertorial Rates	
Double Page Spread	R65 200
Full Page Full Colour	R32 700
Half Page	R24 400

All costs exclude VAT.
 Rate card is for 2019 (updated 1/12/2018)



Dit maak nie saak hoe geleerd, talentvol, ryk of hoe *cool* jy dink jy is nie – dis hoe jy mense behandel wat als van jou sê. Integriteit is alles

Rob Hills



RATES & DEADLINES

Deadlines

ISSUE NUMBER & DATE 2019	ADVERTORIAL CLOSING DATE	ADVERTISING CLOSING DATE	FINAL ADVERT MATERIAL DATE	DELIVER ALL ADDED VALUE	ON SALE DATE
01 04 Jan	COMBINED WITH THE 11 JANUARY 2019 ISSUE				
02 11 Jan	01 Nov	26 Nov	07 Dec	07 Dec	31 Dec
03 18 Jan	15 Nov	30 Nov	07 Dec	07 Dec	14 Jan
04 25 Jan	22 Nov	21 Dec	07 Jan	07 Jan	21 Jan
05 01 Feb	29 Nov	03 Jan	11 Jan	11 Jan	28 Jan
06 08 Feb	05 Dec	07 Jan	18 Jan	18 Jan	04 Feb
07 15 Feb	12 Dec	14 Jan	25 Jan	25 Jan	11 Feb
08 22 Feb	02 Jan	21 Jan	01 Feb	01 Feb	18 Feb
09 01 Mar	03 Jan	28 Jan	08 Feb	08 Feb	25 Feb
10 08 Mar	10 Jan	04 Feb	15 Feb	15 Feb	04 Mar
11 15 Mar	17 Jan	11 Feb	22 Feb	22 Feb	11 Mar
12 22 Mar	24 Jan	18 Feb	01 Mar	01 Mar	18 Mar
13 29 Mar	31 Jan	25 Feb	08 Mar	08 Mar	25 Mar
14 5 Apr	07 Feb	04 Mar	15 Mar	15 Mar	01 Apr
15 12 Apr	14 Feb	11 Mar	22 Mar	22 Mar	08 Apr
16 19 Apr	COMBINED WITH THE 26 April 2019 ISSUE				
17 26 Apr	21 Feb	18 Mar	29 Mar	29 Mar	15 Apr
18 03 May	07 Mar	01 Apr	12 Apr	12 Apr	29 Apr
19 10 May	14 Mar	08 Apr	18 Apr	19 Apr	06 May
20 17 May	20 Mar	15 Apr	26 Apr	26 Apr	13 May
21 24 May	28 Mar	23 Apr	03 May	03 May	20 May
22 31 May	04 Apr	29 Apr	10 May	10 May	27 May
23 07 Jun	11 Apr	06 May	17 May	17 May	03 Jun
24 14 Jun	18 Apr	13 May	24 May	24 May	10 Jun
25 21 Jun	25 Apr	20 May	31 May	31 May	17 Jun
26 28 Jun	02 May	27 May	07 Jun	07 Jun	24 Jun

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

ISSUE NUMBER & DATE 2019	ADVERTORIAL CLOSING DATE	ADVERTISING CLOSING DATE	FINAL ADVERT MATERIAL DATE	DELIVER ALL ADDED VALUE	ON SALE DATE
27 05 Jul	09 May	03 Jun	14 Jun	14 Jun	01 Jul
28 12 Jul	16 May	10 Jun	21 Jun	21 Jun	08 Jul
29 19 Jul	23 May	18 Jun	28 Jun	28 Jun	15 Jul
30 26 Jul	30 May	24 Jun	05 Jul	05 Jul	22 Jul
31 02 Aug	06 Jun	01 Jul	12 Jul	12 Jul	29 Jul
32 09 Aug	13 Jun	08 Jul	19 Jul	19 Jul	05 Aug
33 16 Aug	20 Jun	15 Jul	26 Jul	26 Jul	12 Aug
34 23 Aug	27 Jun	22 Jul	02 Aug	02 Aug	19 Aug
35 30 Aug	04 Jul	29 Jul	08 Aug	09 Aug	26 Aug
36 06 Sept	11 Jul	05 Aug	16 Aug	16 Aug	02 Sept
37 13 Sept	18 Jul	12 Aug	23 Aug	23 Aug	09 Sept
38 20 Sept	25 Jul	19 Aug	30 Aug	30 Aug	16 Sept
39 27 Sept	01 Aug	26 Aug	06 Sept	06 Sept	23 Sept
40 04 Oct	08 Aug	02 Sept	13 Sept	13 Sept	30 Sept
41 11 Oct	15 Aug	09 Sept	20 Sept	20 Sept	07 Oct
42 18 Oct	22 Aug	16 Sept	27 Sept	27 Sept	14 Oct
43 25 Oct	29 Aug	23 Sept	04 Oct	04 Oct	21 Oct
44 01 Nov	05 Sept	30 Sept	11 Oct	11 Oct	28 Oct
45 08 Nov	12 Sept	07 Oct	18 Oct	18 Oct	04 Nov
46 15 Nov	19 Sept	14 Oct	25 Oct	25 Oct	11 Nov
47 22 Nov	26 Sept	21 Oct	01 Nov	01 Nov	18 Nov
48 29 Nov	03 Oct	28 Oct	08 Nov	08 Nov	25 Nov
49 06 Dec	10 Oct	04 Nov	15 Nov	15 Nov	02 Dec
50 14 Dec	17 Oct	11 Nov	22 Nov	22 Nov	09 Dec
51 21 Dec	COMBINED WITH THE 27 DECEMBER 2019 ISSUE				
52 27 Dec	24 Oct	18 Nov	29 Nov	29 Nov	16 Dec

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

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
12 rows x 4 columns	120mm height x 180mm width	R4 800
12 rows x 2 columns	120mm height x 90mm width	R2 400
12 rows x 1 column	120mm height x 45mm width	R1 200
6 rows x 2 columns	60mm height x 90mm width	R1 200
6 rows x 1 column	60mm height x 45mm width	R 600
3 rows x 1 column	30mm height x 45mm width	R 300

All costs exclude VAT



—DIGITAL RATES—

ELEMENTS	2019 RATE	DESCRIPTION
WEBSITE		
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.
NEWSLETTER		
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.
SOCIAL MEDIA		
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.
VIDEO		
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.
BANNER		
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.
Digitalorial	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.



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.