

WIN! 3-NIGHT GETAWAYS WORTH OVER R28 000

YOUR FAMILY

INSPIRING & EASY!

dig in!

- Jan Braai goes veggie
- Winning SA bakes
- 20 zero-waste recipes

YOUR LOOK

- >> Colour-blocking is back
- >> Spring make-up trends
- >> Boosts for thin hair

CAN EMPATHY MAKE YOU SICK?

CBD OIL

What you must know

MAKE A fresh start

- + detox your home
- + curb your spending
- + Teen trouble? Take back the reins



CLASHING PARENTING STYLES
Find the middle ground

YOUR FAMILY *Media Kit*

2020



WEBSITE www.caxtonmags.co.za

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CAXTONmagazines

ABOUT THE BRAND



Your Family knows there's no textbook definition of a mom anymore. She may be a working mom, a stay-at-home mom, married or single. As a heritage brand we've been at her side for four decades as family roles have changed. What hasn't changed is this mom still puts her family and her home first. Your Family aims to address the key interests of this busy, creative, modern woman.



BRAND INSIGHTS



From parenting to tried-and-tested recipes, family health to bright ideas for the home, **YOUR FAMILY** is South Africa's trusted all-in-one **BRAND** for today's multitasking mother



PRINT

YOUR FAMILY

Readership: 394 000

Circulation: 21 076

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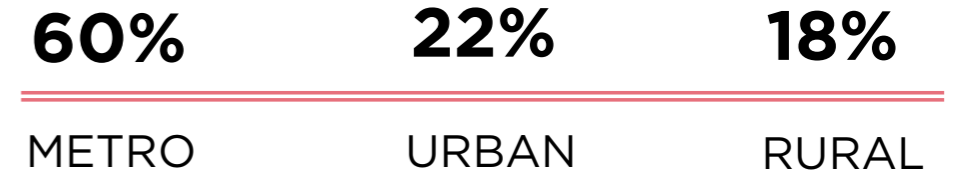
Sources: PAMS 2017
ABC (Q2)Apr - June 2019 (MEDIA MANAGER 2019)

GENDER: READERSHIP SPLIT INTO FEMALE & MALE



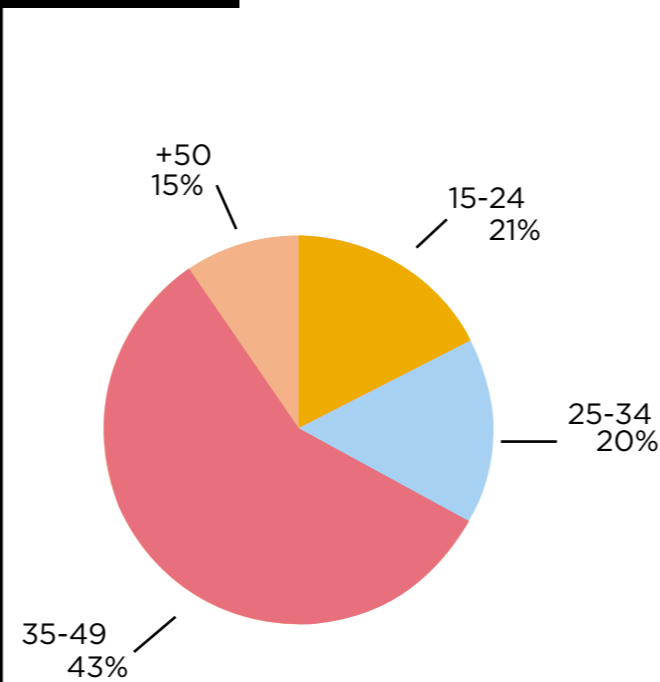
Ave: 52/48

REGIONAL BREAKDOWN: COMMUNITY SIZE

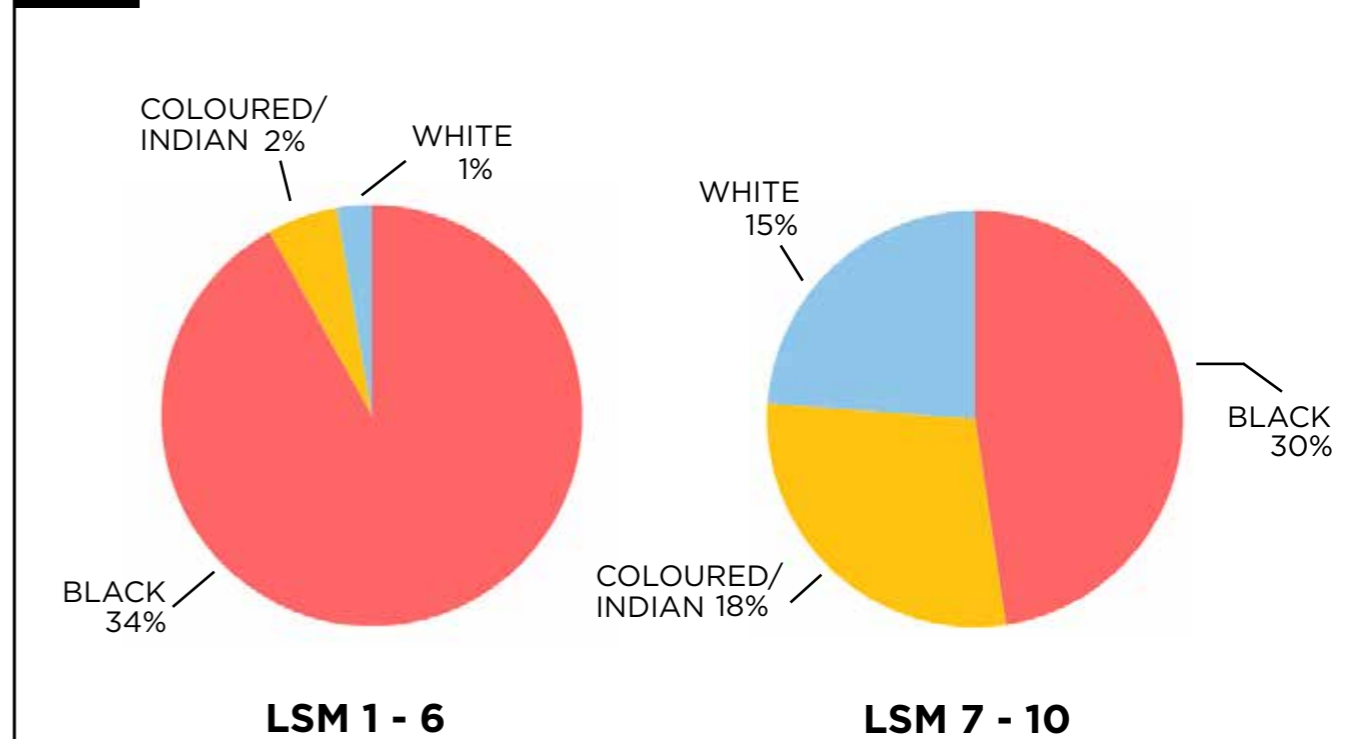


Ave: 41/28/31

AGE GROUP:



RACE:



Ave: 79 /9 /3 / 9

HH INCOME, LSM & SEM

HOUSEHOLD INCOME: R14 226 (Average: R10 887)

PERSONAL INCOME: R5 457 (Average: R5 341)

LSM 1-6

36%

LSM 7-10

64%

SEM SG 1

17%

SEM SG 2

28%

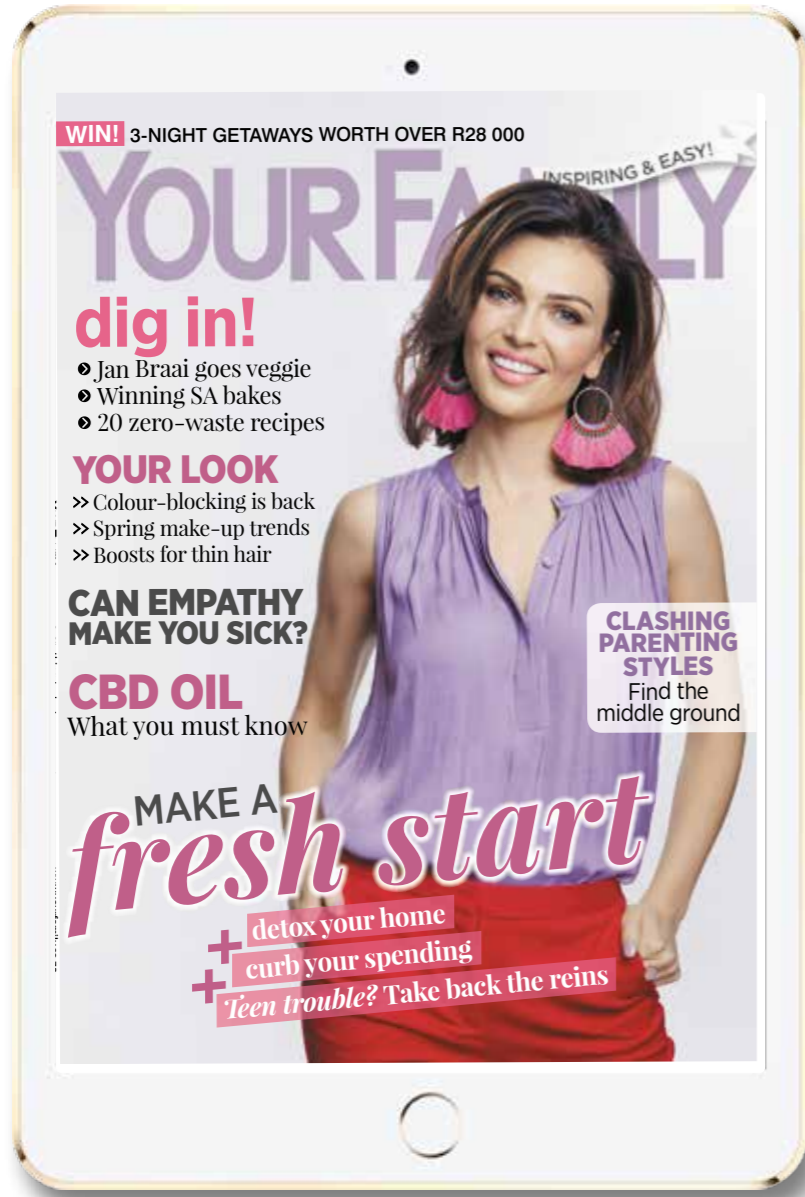
LSM SG 3

56%

ONLINE

YOUR FAMILY

Unique Browsers 45 442



f 62 930

t 43 221

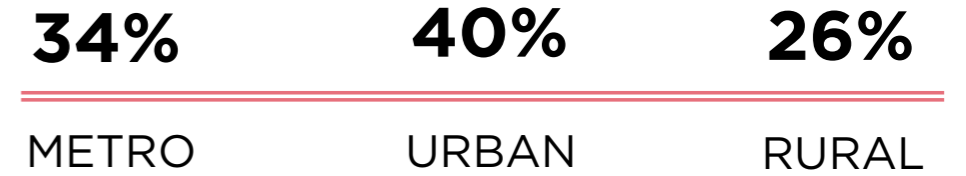
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Sources: DFP, Narrative Dec 2019

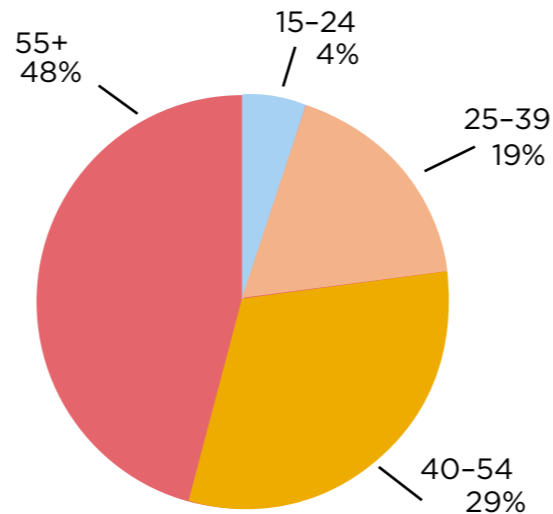
GENDER: READERSHIP SPLIT INTO FEMALE & MALE



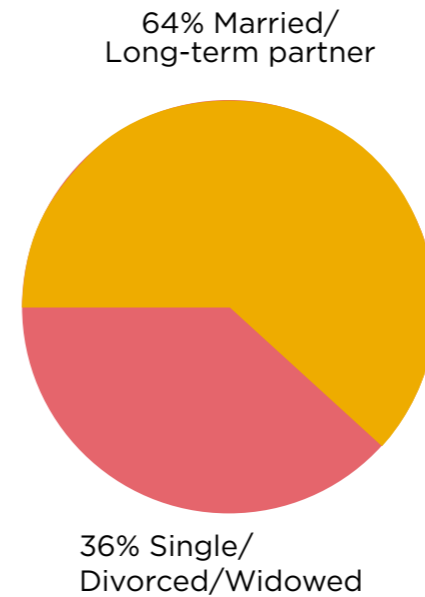
REGIONAL BREAKDOWN: COMMUNITY SIZE



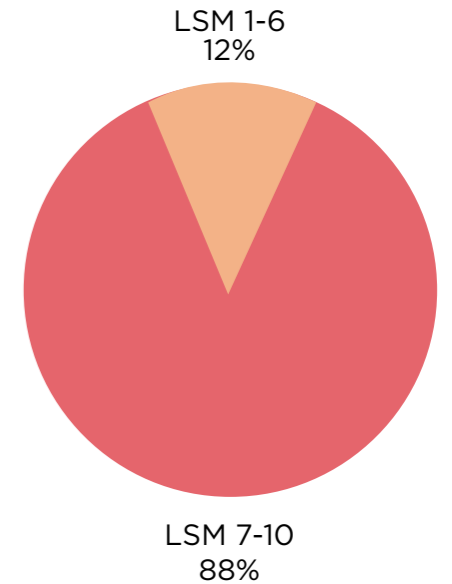
AGE GROUP:



MARITAL STATUS:



LSM:



HH INCOME & SEM

HOUSEHOLD INCOME

R1 - 2 999

5%

R3 000 - R5 999

8%

R6 000 - R11 999

18%

R12 000 - R19 999

19%

R20 000 - R29 999

15%

R30 000 - R49 999

20%

R50 000 - R69 999

8%

R70 000+

7%

ABOUT THE AUDIENCE

You know you're
a mom when you
go to the store
for yourself
& come out with
bags full of things
for your kids



FOOD

81% enjoy braaing
***71%** foodie influencers
76% regularly cook for pleasure
69% enjoy hosting or attending dinner parties
83% are interested in cooking and entertaining content

HEALTH & WELLBEING

74% are interested in health and wellbeing content
***65%** health influencers

ONLINE

76% have a Facebook account
58% shop online for media, music, health and beauty products and home and kitchen products

HOME

78% are interested in home, decor and gardening content
60% enjoy decorating the house
***60%** home and decor influencers
59% enjoy DIY activities

FASHION & BEAUTY

58% interested in fashion & beauty content
64% have bought clothing in the past three months
74% regularly go to the hairdresser
***50%** fashion and beauty influencers

RELATIONSHIPS AND PARENTING

57% are interested in family life and parenting content
***59%** parenting influencers

TRAVEL

71% are interested in holiday and travel content
60% regularly go on holiday to the beach/coast

PETS

78% of households own one or more dogs

*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.

Superwoman

SNAP SHOT

Who is the YOUR FAMILY woman?

She is without a doubt SUPERWOMAN!

She's a full-time working mom who does her absolute best to put her family first. This makes her time-strapped, but she constantly strives to be one of the best parents around – with the best crafts, snack hacks and recipes – with the help of Your Family, of course!

Selfless:

Her family comes first in her life.

Unpaid management:

She is the head of her household with regards to kids and home management.

Pro Parent:

She is a diligent parent who wants the best for her kids. She influences other parents too.

Extrovert:

Socialising is a part of her weekly routine. She finds it important to stay in touch with friends.

Recipe Hunter:

She's constantly looking for new recipes, lunchbox ideas and better food choices.

Working Mom:

She works full-time as it's important for her family to be financially secure.

Original:

She loves being crafty and creating new things instead of simply buying them.

Multitasker:

Time is her greatest challenge, but she makes things work.

Active:

She has a broad range of interests and is hands-on and involved.

Nutrition Nimble:

The health and wellbeing of her family is important to her.

Sources: Pulse Opinion Solutions 2018



OUR
SUPER
WOMEN



RATES & DEADLINES

Rates

ADVERT PLACEMENT	COST
Full Colour	
Double Page Spread	R63 600
Full Page	R31 800
½ Double Page Spread	R47 800
½ horizontal/vertical	R23 800
⅓ horizontal/vertical	R22 400
Special Positions	
Inside Front Cover	R39 900
Inside Back Cover	R36 400
Outside Back Cover	R38 100
1 st Double Page Spread	R69 800
2 nd Double Page Spread	R69 800
3 rd Double Page Spread	R69 800
Any Guaranteed Full Page	R35 100
Advertorial Rates	
Double Page Spread	R87 700
Full Page Full Colour	R43 600
Half Page	R33 000

All costs exclude VAT.

Rate card is for 2020 (updated 1/12/2019)



Behind every successful mother is a tribe of other mothers who have her back!



Deadlines

ISSUE DATE 2020	ADVERTORIAL CLOSING DATE	ADVERTISING CLOSING DATE	FINAL ADVERT MATERIAL DATE	DELIVER ALL ADDED VALUE	ON SALE DATE
January	24 Oct	11 Nov	18 Nov	22 Nov	09 Dec
February	21 Nov	04 Dec	11 Dec	18 Dec	13 Jan
March	02 Jan	20 Jan	27 Jan	31 Jan	17 Feb
April	30 Jan	17 Feb	24 Feb	28 Feb	16 Mar
May	27 Feb	16 Mar	23 Mar	26 Mar	13 Apr
June	02 Apr	20 Apr	24 Apr	30 Apr	18 May
July	30 Apr	18 May	25 May	29 May	15 Jun
August	28 May	15 Jun	22 Jun	26 Jun	13 Jul
September	02 Jul	20 Jul	27 Jul	31 Jul	17 Aug
October	30 Jul	17 Aug	24 Aug	28 Aug	14 Sept
November	27 Aug	14 Sept	21 Sept	25 Sept	12 Oct
December	23 Sept	12 Oct	19 Oct	23 Oct	09 Nov
January	22 Oct	09 Nov	16 Nov	20 Nov	07 Dec

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

A mom's love is unlimited & it never fades...



CLASSIFIEDS & INSERTS RATES

Loose pre-printed inserts (per 1000)

PAGES	COST EXCL. VAT
2	R380
4	R520
6+8	R570
10+12	R630
16	R750
20	R800
24	R940
32	R990
36	R1 130
40	R1 250
44	R1 380
48	R1 440
52	R1 490
56	R1 560
60	R1 630
64	R1 690
68	R1 740
72	R1 810
76	R1 880
80	R1 930

Bound & stitched pre-printed inserts (per 1000)

PAGES	COST EXCL. VAT
2	R420
4	R580
6+8	R670
10+12	R750
16	R830
20	R920
24	R1 050

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, and 40% for 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: 190mm x 260mm
 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 R545 per 1 000 copies

Loose inserts larger than 32 pages require bagging R1 075 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	R7 960
12 rows x 2 columns	120mm height x 90mm width	R3 980
12 rows X 1 column	120mm height x 45mm width	R1 980
6 rows x 2 columns	60mm height x 90mm width	R1 980
6 rows x 1 column	60mm height x 45mm width	R1 000

All costs exclude VAT



RATES & PR PACKAGES

ELEMENTS	2020 RATE	DESCRIPTION
WEBSITE		
Supplied Digital	R6 000	Content fully supplied by client and edited by the magazine's Digital Editor.
Standard/ Digital	R14 000	Lifestyle content created by Caxton Magazines.
Recipe Digital	R17 000	Recipe and relevant food content created by Caxton Magazines.
Survey Digital	R21 000	Client survey digitally developed and managed by Caxton Magazines.
Quiz Digital	R17 000	Personality type quiz developed and created by Caxton Magazines promoting client product range.
Online Mentions	R5 000	An editorial mention natively placed as content within the body of an editorial online article/Digital. Dependant on online editorial content calendar. (Please chat to Digital Media Strategist)
Competition Form	R5 000	Competition page hosted on the "win" section of the brand website/digital.
Special Section on Nav Tab	R35 000	Branded client section hosted on the nav tab of a Caxton Magazine website.
NEWSLETTER		
Newsletter Mention	R3 500	An editorial mention natively placed as content within the main body of the newsletter that clicks through to a digital.
Newsletter Banner	R1 500	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	R5 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.
Facebook Form Post	R5 000	A lead generation form where clients can generate audience information. Questions can be supplied by the client or created by Caxton. NB: Only to be sold with Ad Spend. (Please chat to Digital Media Strategist)
Twitter Standard Tweet	R2 000	Post, copy and eCard posted onto the selected brand's Twitter feed.
Instagram Single Image	R3 000	Post, copy and one image posted onto the selected brand's Instagram page.
Facebook Poll	R4 000	A focus poll posted onto the selected brand's Facebook wall.
Instagram Multiple Image	R4 000	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.

ELEMENTS	2020 RATE	DESCRIPTION
Instagram Stories	R 1000 per frame	A promotional post posted onto the selected brand's story.
Facebook Share	R4 000	Endorsement of existing client Facebook post by sharing client post onto selected brand's Facebook page.
Twitter Retweet	R1 000	Endorsement of existing client Tweet post by re-tweeting client tweet onto selected brand's Twitter feed.
Facebook Ad Spend	min. R2 000 per post	Spend allocated to Facebook posts to reach a wider, more targeted audience.
Instagram Ad Spend	min. R 1 500. 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 20 000	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 R20 000	Animated media used to bring still objects to life on screen by moving the object in increments. Price is dependent on the brief.
BANNERS		
Banner Package	R 5 000	40 000 impressions which will be served across one magazine site.
Premium Banner Package	R 10 000	60 000 impressions which will be served across the magazine network.

Rate card is for 2020 (updated 01/12/2019)

All rates exclude VAT

SMART PARENT

SMART PARENT

Each month, *Your Family* collaborates with the editors of *Living and Loving Online* to offer over 20 pages of the very best parenting advice, news and features in this delightful mini mag - complete with its own glossy cover! From gurgling baby to eye-rolling teen, and every stage in between, Smart Parent brings clever tips, hopeful hacks and sound advice from leading experts to help families navigate the exciting, often daunting, journey that is modern parenting.



WIN! GETAWAYS AND BUBBLY WORTH R26 000!

YOUR FAMILY INSPIRING & EASY!

20 recipes **EAT FOR ENERGY**

- + 1-pan veggie dishes
- + 5 ways with tuna

HOW TO...

- >> meet your partner halfway
- >> make peace with yourself

PARENTING MUST-READS

- BUSTED! Awkward moments with your teen
- Teaching tolerance and inclusivity

READY, STEADY, gift!

Ideas for teacher
Fudge favourites
Quick clay projects

FASHION FIX
The look that'll never let you down

16+ page mini mag

WITH **smart parent** brought to you by living&loving ONLINE

>> BABY & TODDLER >> EARLY CHILDHOOD >> TWEENS & TEENS >> FASHION >> KIDS' HEALTH >> FAMILY DYNAMICS

NOVEMBER 2019 R35.00 (INCL VAT)
Other countries R30.43 (excl tax)
EISSN 03016137

WIN! COOKWARE AND GETAWAYS VALUED AT R65 000!

YOUR FAMILY

INSPIRING & EASY!

FOOD WITH BENEFITS

- ◆ Wholesome eggs
- ◆ There's a tea for that
- ◆ Thinner dinners

YOUR HEALTH

Are antidepressants right for you?
Can you reverse insulin resistance?

BUILDING HARMONY WITH YOUR IN-LAWS

IS YOUR BEAUTY ROUTINE actually ageing you?



16+ page mini mag

NEW INCORPORATING **smart parent** brought to you by living&loving.co.za

>> BABY & TODDLER >> EARLY CHILDHOOD >> TWEENS & TEENS >> FASHION >> KIDS' HEALTH >> FAMILY DYNAMICS

NEW **smart parent**
BROUGHT TO YOU BY living&loving ONLINE

IN THIS ISSUE

- 65 Secrets of a calm baby
- 68 Identify your child's learning style
- 70 'It wasn't me!': Dealing with children's lies
- 72 Parenting news
- 74 Battling with your teen? Two experts offer advice on a range of common problems
- 76 Kids' fashion: Perfect for playschool
- 80 Kids' health: Latest news
- 82 Kids' craft: Fun Valentine's objects to make
- 84 When grandparents take a step back
- 86 Mom's the Word with Kate Sidley

Secrets of a calm baby



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- 65 Establish a sleep routine for your baby
- 67 Auditory health: When silence isn't golden
- 68 Potty training 101
- 70 Kids' health: Latest health news
- 71 Boosting your child's self-esteem
- 72 Raising a gracious loser
- 74 Parenting news
- 76 Kids' fashion: The tropical touch
- 80 Tweens and teens: Trends to expect in education
- 82 Kids' craft: Fun unicorn crafts
- 84 Family dynamics: Managing step-sibling rivalry
- 86 Mom's the Word with Kate Sidley



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 2020 (updated 01/12/2019)

ADD-ON ITEM	COST TO ADD-ON		DETAILS
Facebook Ad Spend Recommended	R500	Per post	Will be advised at strategy stage if needed.
Instagram Ad Spend Recommended	R500	Per post	Will be advised at strategy stage if needed.
Editorial	R5 000	Per post	One sign-off client to provide press release and brand assets
Editorial Attendance	R1 000	Per brand	During work hours offsite for client launch, media day, event, activations etc.
Photography	R12 000	Per day	Includes: 1 x photographer, 1 x art director, 1 x stylist, ingredients and/or props to the max. value of R1500.
Green Room Events	POA	Min charge	POA-to discuss with Marketing Team.
Social Listening	R5 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.



YOUR FAMILY

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.