

# Mamas E Papas

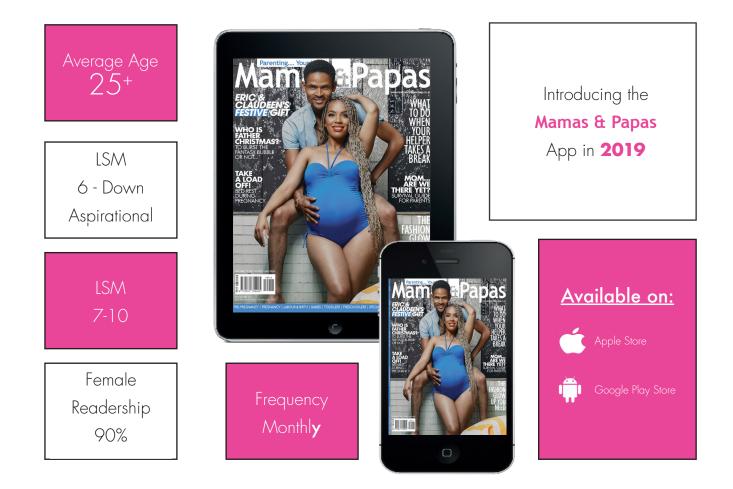
# Media Kit

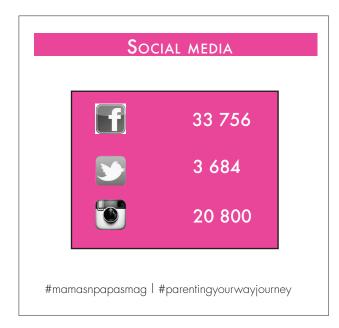
## 2019/20



Address: Kwenta House, 19 Weaver Street, Fourways, Johannesburg Phone: 011 467 5859 | Website: www.mamasnpapasmag.com

### AUDIENCE PROFILE







#### **ADVERTISING OPPORTUNITIES**

Full page Print 210mm x 275m Digital 1024 x 768px

Advert with weblink R 12 000.00

Full page Print 210mm x 275m or Digital

Multiple page advert with weblink R 15 000.00

1024 x 768px

Full page Print 210mm x 275m Digital 1024 x 768px

Advert with audio R 20 000.00

Website banner ad:

Daily M&P newsletter banner ad:

**Promotional mailer:** 

All advertising rates include Agency Commission and exclude VAT.

	Full page
Interactive advert with several links R 13 500.00	Print 210mm x 275m or
	Digital 1024 x 768px

Interactive multiple page advert with several links	Full page Print 210mm x 275m	
R 18 500.00	or Digital 1024 x 768px	



Full page Print

210mm x 275m Digital 1024 x 768px

Social media drive Facebook, Instagram & Twitter:

Competitions R15 000



## MATERIAL DEADLINES

Issue Date	Advertisement Booking Deadline FRI	Advertisement Material Approval MON	Advertisement Material Deadline FRI	On Sale Date
Dec/Jan'20	24 Nov	04 Dec	08 Dec	01 Dec
Feb'20	03 Jan	13 Jan	17 Jan	01 Feb
Mar'20	07 Feb	10 Feb	14 Feb	01 Mar
Apr'20	06 Mar	16 Mar	20 Jun	01 Apr
May'20	03 Apr	13 Apr	17 Apr	01 May
Jun'20	01 May	11 May	15 May	01 Jun
Jul'20	05 Jun	15 Jun	19 Jun	01 Jul
Aug'20	03 Jul	13 Jul	17 Jul	01 Aug
Sep'20	31 Sep	10 Aug	14 Aug	01 Sep
Oct′20	04 Sep	14 Sep	18 Sep	01 Oct
Nov'20	02 Oct	12 Oct	16 Oct	01 Nov



**Material Specification** 

- Files Format: JPG., PNG., 72dpi @100%, maximum size per image 800KB
- All artwork to be supplied in RGB with a 36px margin allocated.
- Fonts and high resolution images to be embedded upon creation to the file.
- Interactive open files: We accept Adobe InDesign CS6

Artwork sent via e-mail to: sales@kwentamedia.com or via MEDIASEND.

#### Terms & Conditions

1. Kwenta Media, publisher of Mamas & Papas magazine, reserves the right to withdraw or cancel the publication of any advertisement order that has been accepted.

2. No liability is accepted by Kwenta Media for losses arising from failure to publish, omissions, or publication on dates other than those stipulated by the advertiser, or for typographical errors or mistakes of any kind.

- 3. Material will be stored for a maximum of 12 months.
- 4. Telephonic instructions must always be confirmed in writing.
- 5. Booking deadlines stipulated are also cancellation deadlines.

6. A cancellation fee of 50% of the advertising rate will be charged for cancellations received after the cancellation

#### deadline.

#### 7. Full Terms and Conditions are available online.

Note: Production complaints relating to digital quality must be submitted within 30 days of relevant cover date to enable us to compile a proper technical report. We cannot comment on poor quality if the supplied material is not strictly within our specifications.

