

TRUSTED ADVICE FROM PREGNANCY TO PRESCHOOL

Living AND Loving

HAPPY BABY, HAPPY YOU!

A STEP-BY-STEP GUIDE TO RAISING A CALM, CONTENTED CHILD

FOETAL MOVEMENT
WHAT THOSE LITTLE FLUTTERS MEAN

FIRST FOODS
IS YOUR LITTLE ONE READY FOR SOLIDS?

New mom
DILEMMAS SOLVED

FROM PLAY DATES TO DISCIPLINE

SCREEN-FREE PLAY WHAT'S THE BIG DEAL ANYWAY?



SEPTEMBER 2018 R30.50 (INCL. VAT)
OTHER COUNTRIES R26.52 (EXCL. TAX)



WIN!
BEAUTY SPOILS AND BABY GOODIES WORTH R30 000

OLWETHU LESHABANE
ON BIRTH CHOICES AND RAISING BOYS

C-SECTION YOUR WAY
MAKE IT PERSONAL

PLUS
EXPERT TIPS ON HEALING AFTER BIRTH

Living AND Loving Media Kit

2019



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ABOUT THE BRAND



Living and Loving has been trusted by generations of South African moms for its credible information and insights on the many aspects of pregnancy and parenting. It offers sound, up-to-date features to help today's savvy moms prepare for the demands of pregnancy and labour, and provides informative support from experts on raising a healthy baby through each stage of their early development.

Living and Loving is every mom's best friend, covering topics from fertility and foetal milestones to postpartum health and essential baby and toddler care, including tips on eating, sleeping and behaviour. It also offers essential shopping advice, fun kids' activities to try out and healthy recipe ideas to entice fussy little eaters.

Living and Loving engages and interacts with its audience across a range of platforms, offering parents practical guidance, support and reassurance during this special life stage.

BRAND INSIGHTS



PRINT

Living AND Loving

Readership: 401 000
Circulation: 7 875

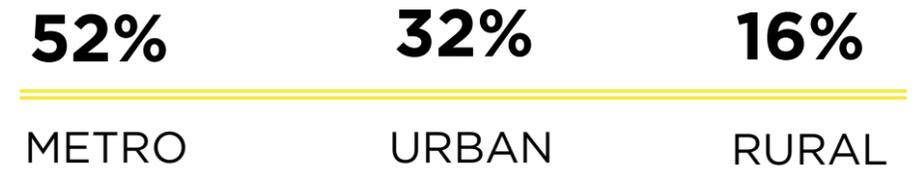


Sources: PAMS 2017
ABC (Q2)Apr - June 2019 (MEDIA MANAGER 2019)

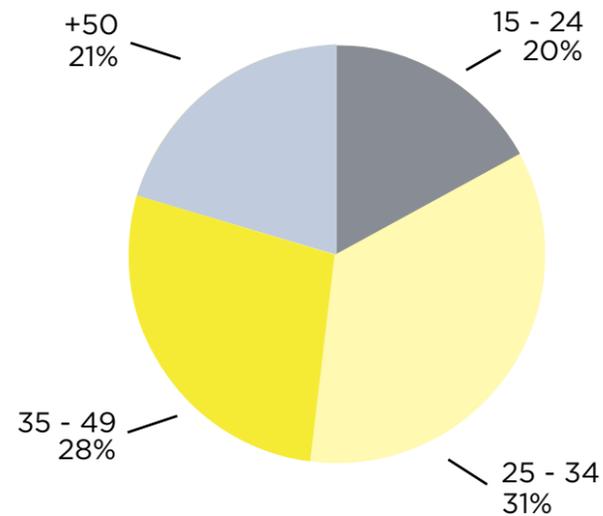
GENDER: READERSHIP SPLIT INTO FEMALE & MALE



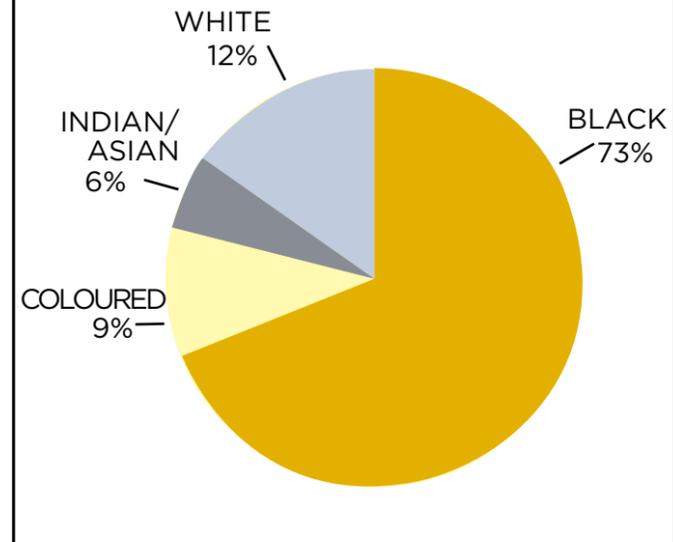
REGIONAL BREAKDOWN: COMMUNITY SIZE



AGE GROUP:



RACE:



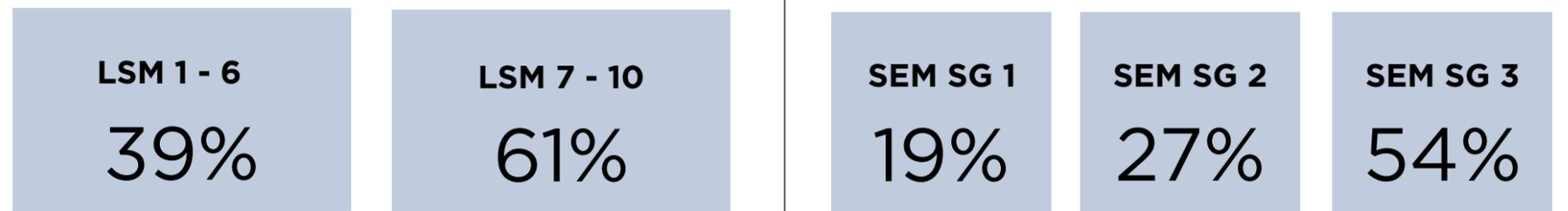
PROVINCIAL BREAKDOWN:

	Living and Loving
Gauteng	31%
KZN	25%
Eastern Cape	6%
Western Cape	15%
Limpopo	4%
Mpumalanga	10%
North West	4%
Free State	4%
Northern Cape	1%

HH INCOME, LSM & SEM

HOUSEHOLD INCOME: R15 650 (Average: R10 887)

PERSONAL INCOME: R 5 932 (Average: R5 341)



ONLINE

Living AND Loving

Unique Browsers: 86 484



Sources: Narrative November 2018

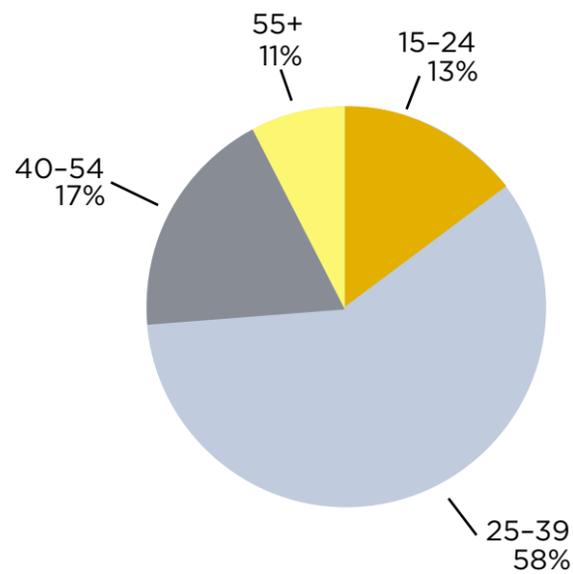
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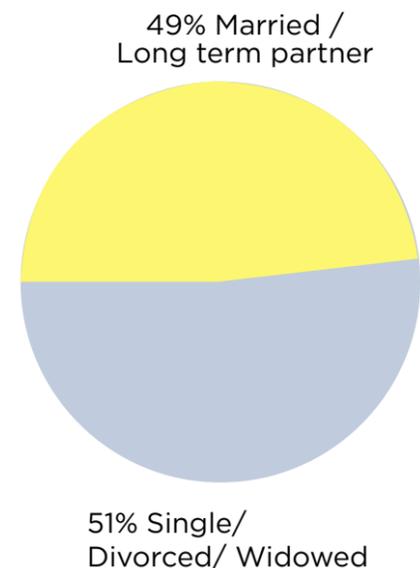
REGIONAL BREAKDOWN: COMMUNITY SIZE



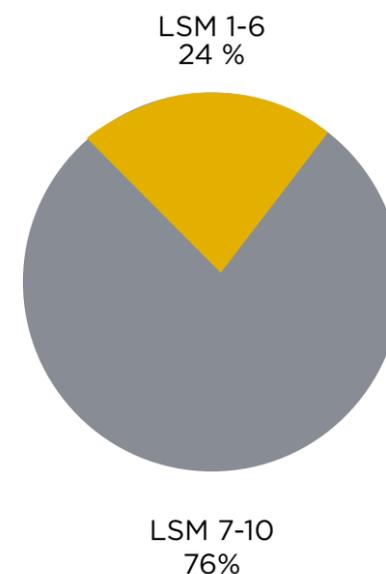
AGE GROUP:



MARITAL STATUS:



LSM:



HH INCOME & SEM

HOUSEHOLD INCOME



ABOUT THE AUDIENCE



Pregnancy and Birth

53% had a C-section birth.

58% were in their 20's when they had their first baby.

Fashion and Beauty

87% like to dress well.

75% visit the hair salon regularly.

70% keep up with the latest trends, fashions and styles.

Babies

***79%** parenting influencers

95% are interested in good parenting practices

63% are interested in recipes for babies and tots

Online

85% have a Facebook account.

56% shop online.

76% use Facebook to get parenting and family life information.

Health

***71%** health influencers

65% are interested in health information for children.

51% are interested in articles about health and diet.

*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.

SNAP SHOT

Babyfan

Who is the LIVING AND LOVING woman?

She is the ultimate BABYFAN

Her baby is her entire world and she is 100% besotted with her little bundle of joy! Although she loves her tot more than anything, she is new at parenting, so she looks for advice, support and guidance to make it through this exciting and challenging time of her life because she only wants the best introduction to the world for her little one.

Baby Comes First:

She spends her disposable income on her baby and his/ her needs come first

Advice Hungry:

Being a new mom, she craves expert info, guidance, and reassurance that she can trust

Baby Weight Blues:

She is struggling to shift her baby weight and is conscious of being more active

Yearns for Balance:

She would love to spend more time with her baby and thinks of working from home

Full-time Worker:

She has no idea how she will cope with a new baby and a full-time job

Au Naturale:

Her beauty regime is quick and easy, preferring a more natural, simple and practical look

Nurturing:

She is dedicated to giving her baby the best possible care, food and developmental stimulation

Simple Chef:

She enjoys cooking simple, healthy and wholesome meals

Sources: Pulse Opinion Solutions 2018



AU
NATURALE

If you obey
all the rules,
you miss
all the fun!

Katherine Hepburn

RATES & DEADLINES

Rates

ADVERT PLACEMENT	COST
Full Colour	
Double Page Spread	R45 900
Full Page	R23 000
½ Double Page Spread	R34 400
½ horizontal/vertical	R17 400
⅓ horizontal/vertical	R16 100
Special Positions	
Inside Front Cover	R28 900
Inside Back Cover	R26 600
Outside Back Cover	R27 600
1 st Double Page Spread	R50 900
2 nd Double Page Spread	R50 900
3 rd Double Page Spread	R50 900
Any Guaranteed Full Page	R25 300
Advertorial Rates	
Double Page Spread	R63 400
Full Page Full Colour	R31 700
Half Page	R26 300

All costs exclude VAT.

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



“Until one becomes a **mother**, no one can ever tell you **what it will feel like to love someone else so deeply and profoundly** that you will **rejoice** when they **rejoice**, **ache** when they **ache**, feel what they **feel-even without ever speaking a word.**”

Jennifer Quinn

Deadlines

ISSUE DATE 2019	ADVERTORIAL CLOSING DATE	ADVERTISING CLOSING DATE	FINAL ADVERT MATERIAL DATE	DELIVER ALL ADDED VALUE	ON SALE DATE
January	01 Nov	15 Nov	22 Nov	29 Nov	17 Dec
February	29 Nov	05 Dec	12 Dec	19 Dec	21 Jan
March	10 Jan	17 Jan	24 Jan	31 Jan	18 Feb
April	31 Jan	14 Feb	21 Feb	28 Feb	18 Mar
May	28 Feb	14 Mar	22 Mar	28 Mar	15 Apr
June	04 Apr	18 Apr	25 Apr	02 May	20 May
July	09 May	23 May	30 May	06 Jun	24 Jun
August	06 Jun	20 Jun	27 Jun	04 Jul	22 Jul
September	04 Jul	18 Jul	25 Jul	01 Aug	19 Aug
October	08 Aug	22 Aug	29 Aug	05 Sept	23 Sept
November	05 Sept	19 Sept	26 Sept	03 Oct	21 Oct
December	03 Oct	17 Oct	24 Oct	31 Oct	18 Nov

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

If there's one thing I did right in this world, it's you!

babybumpapp.com



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	R7 720
12 rows x 2 columns	120mm height x 90mm width	R3 860
12 rows x 1 column	120mm height x 45mm width	R1 930
6 rows x 2 columns	60mm height x 90mm width	R1 930
6 rows x 1 column	60mm height x 45mm width	R 970

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	R5 000	Post, copy and video posted onto the selected brand's Facebook page.
Twitter Standard Tweet	R1 000	Post, copy and eCard posted onto the selected brand's Twitter feed.
Instagram Single Image	R2 000	Post, copy and one image posted onto the selected brand's Instagram page.
Facebook Poll	R4 500	A focus poll posted onto the selected brand's Facebook wall.
Instagram Multiple Image	R3 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	R750 per frame	A promotional post posted onto the selected brand's story.
Facebook Share	R6 500	Endorsement of existing client Facebook post by sharing client post onto selected brand's Facebook page.

ELEMENTS	2019 RATE	DESCRIPTION
Twitter Retweet	R2 500	Endorsement of existing client Tweet post by re-tweeting client tweet onto selected brand's Twitter feed.
Facebook Ad Spend	min. R1 500. per post	Spend allocated to Facebook posts to reach a wider, more targeted audience.
Instagram Ad Spend	min. R1 000. per post	Spend allocated to Instagram posts to reach a wider, more targeted audience.
Facebook Video Ad Spend	min. R2 000 per video	Spend allocated to Facebook posts to reach a wider, more targeted audience.
VIDEO		
Commercial Video	From R18 000	Video produced by Caxton Studio. Price is dependent on the brief.
Flipagram	From R15 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	R7 000	40 000 impressions which will be served across one magazine site.
Premium Banner Package	R15 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	R15 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.



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.

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