

SOUTH AFRICAN
COUNTRY LIFE
 DECEMBER 2018
 THE REAL HEART OF THE COUNTRYSIDE

7 SEASIDE ESCAPES

WIN
 Klein Karoo Safari worth R30 000

Christmas lunch at CREATION

On foot in KRUGER'S WILDERNESS

THE KAROO ANGELS are wired

Fifty shades of LADY GREY

There's more to WUPPERTAL than vellies

Why FRASERBURG is in the Karoo Top 5

Dr Deacon and the BIRDS OF PREY

HOP ONTO ROUTE 38 through the Lowveld

Life's A Beach

Down under in SODWANA

6 special swim spots from KRAALBAAI to SMITSWINKEL

WILD COAST MEANDER

ISSN 10231763
 R38-50 (incl VAT)
 Other countries R33-48 (excl tax)

SOUTH AFRICAN
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Media Kit

2019

SOUTH AFRICAN
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On the Plett Glamping Trail

The Liggiefees of Clanwilliam

A-Z of Peninsula Pitstops

GROOT PHESANTEKRAAL is big on taste

7 PET-FRIENDLY ESCAPES

Eastern Cape Capers

- Passes & ports of the Highlands • Gariep Dam in full bloom
- PLUS WIN A LUXURY SAFARI

PRINCE ALFRED's the king of mountain roads

Glass from the past at Glenelly

UGLY BETTY mixes a mean gin

The great tree-planting party at PLATBOS

verberg We Go

- Take the ale trail • Browse Hermanus bookstores
- Birding bliss on the Swarttrivier road

Slow, slow, quick-quick, slow in SEDGEFIELD

HOW TO CATCH A TIGER

Hot & spicy from the Heartland

Umhlanga's wild side

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ABOUT THE BRAND



COUNTRY LIFE is much more than a magazine. It is South Africa's most trusted source of information and inspiration about country travel and the much-envied country lifestyle. Most of our readers live in the city and whether they actually get to explore the countryside or prefer to armchair travel, they are all well-read, discerning, brand-conscious and adventurous individuals (50:50 male: female) who love the good things in life and, more importantly, can afford them. So if you are a business or brand that wants to engage with South Africa's well-heeled community, then it's time to join the **COUNTRY LIFE** club.



BRAND INSIGHTS



*The SA **COUNTRY LIFE** audience might live in the city, but their heart is in the countryside. The brand provides a welcome escape from the rat race and reminds the audience that life is to be enjoyed.*



PRINT

SOUTH AFRICAN
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Readership: 104 000
Circulation: 24 910

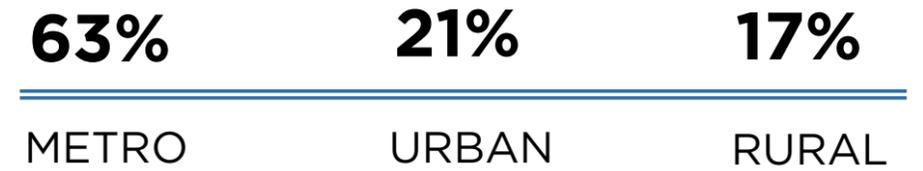


Sources: PAMS 2017
ABC (Q2)Apr - June 2019 (MEDIA MANAGER 2019)

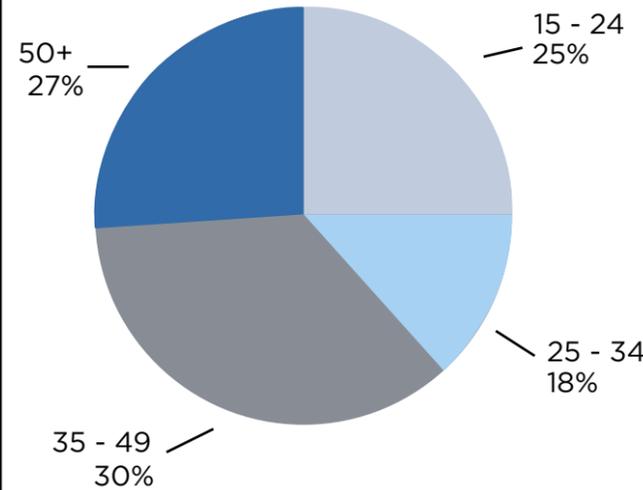
GENDER: READERSHIP SPLIT INTO FEMALE & MALE



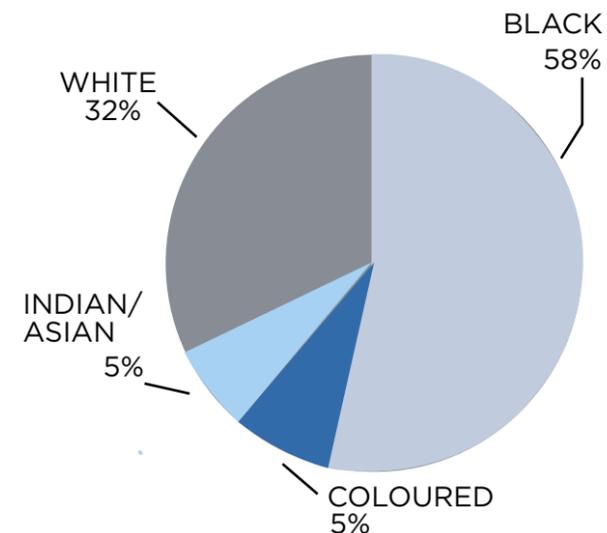
REGIONAL BREAKDOWN: COMMUNITY SIZE



AGE GROUP:



RACE:



PROVINCIAL BREAKDOWN:

	Country Life
Gauteng	37%
KZN	17%
Eastern Cape	10%
Western Cape	17%
Limpopo	2%
Mpumalanga	9%
North West	0%
Free State	7%
Northern Cape	1%

HH INCOME & SEM

HOUSEHOLD INCOME: R 19 834 (Average R10 887)

PERSONAL INCOME: R 9 111 (Average R5 341)

LSM 1 - 6

41%

LSM 7 - 10

59%

SEM SG 1

17%

SEM SG 2

27%

SEM SG 3

56%

ONLINE

SOUTH AFRICAN
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Unique Browsers: 33 125

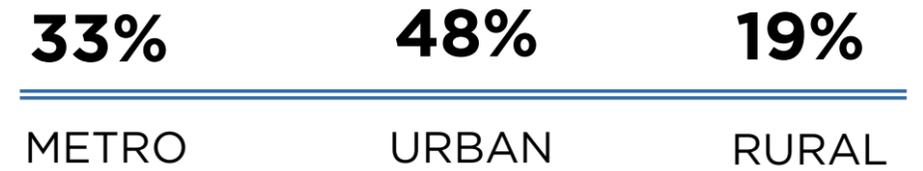


Sources: Narrative November 2018

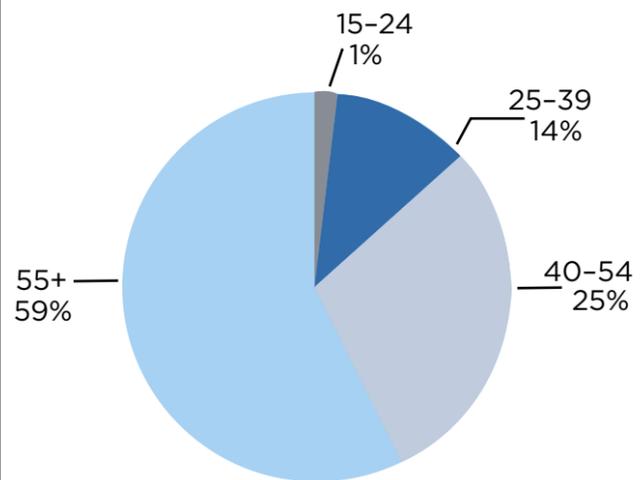
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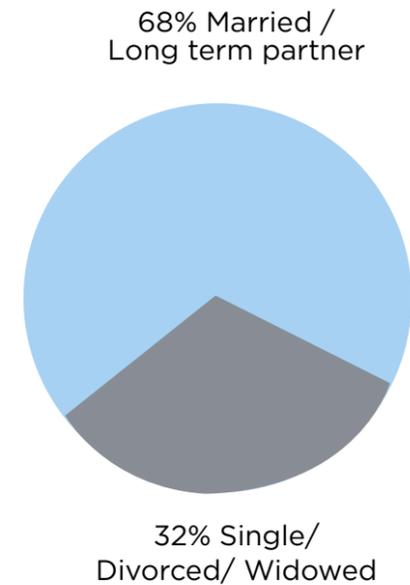
REGIONAL BREAKDOWN: COMMUNITY SIZE



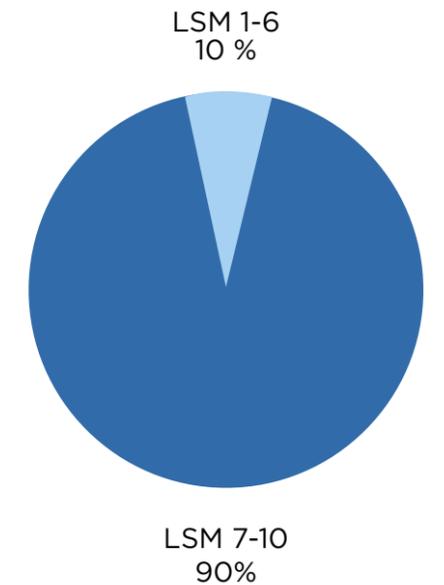
AGE GROUP:



MARITAL STATUS:



LSM:



HH INCOME & SEM

HOUSEHOLD INCOME



ABOUT THE AUDIENCE



*The real
voyage of
discovery
consists not of
seeking new
landscapes,
but in having
new eyes.*

Marcel Proust

TRAVEL

58% have travelled to the beach/coast in the past year

LEISURE

81% spend a lot of time with their family
68% would rather be outdoors than indoors
80% enjoy participating in sport
74% enjoy reading books
71% enjoy gardening

FOOD & ENTERTAINING

85% regularly enjoy braaing
81% are interested in cooking and entertaining content
74% cook for pleasure
***58%** foodie influencers

COUNTRY LIVING

91% are interested in home, décor and gardening content
79% would rather live in South Africa than anywhere else
70% make an effort to buy products that don't pollute the environment
68% decorate their home regularly
***53%** home and décor influencers

ONLINE

78% have a Facebook account
55% access the internet daily
60% shop online

*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

Discoverer

Who is the COUNTRY LIFE individual?

They are DISCOVERERS

They are lovers of the good life and the activities associated with it, but they also like to discover new things along their journey, finding value in getting there as much as being there. Their lives are tied to cityscapes but Country Life gives them a chance to escape the drudgery and rush of city living by showing them the best of the countryside, as well as offering the best advice on where to go and what to do when they do manage a well-deserved break.

Discerning:

They are wealthy, cultured and highly sophisticated individuals who know what they want.

Informed & Educated:

They are educated, well read and informed.

Spiritually Young:

They are young at heart, and choose to live life to its fullest.

City Dweller:

They live in the city, but their heart is in the countryside.

Opinioned:

They have an opinion and will gladly share it with you.

Vicarious:

They enjoy country living by reading about the experiences of the people in the platteland.

Escape to Nature:

They like escaping to the outdoors, whether to be active or to relax.

Recharge Often:

They have the extra time and money to travel often.

Exacting:

They have options and demand excellence in everything.

Results Driven:

They are professionals who have worked hard for their success and now reap the benefits.

Sources: Pulse Opinion Solutions 2018



SPIRITUALLY YOUNG



RATES & DEADLINES

Rates

ADVERT PLACEMENT	COST
Full Colour	
Double Page Spread	R53 900
Full Page	R27 000
½ Double Page Spread	R40 800
½ horizontal/vertical	R20 300
⅓ horizontal/vertical	R18 900
Special Positions	
Inside Front Cover	R34 800
Inside Back Cover	R31 100
Outside Back Cover	R32 400
1 st Double Page Spread	R59 500
2 nd Double Page Spread	R59 500
3 rd Double Page Spread	R59 500
Any Guaranteed Full Page	R29 800
Advertorial Rates	
Double Page Spread	R74 500
Full Page Full Colour	R37 200
Half Page	R27 800



*Fill your life with adventures, not things.
Have stories to tell, not stuff to show...*
Unknown

Deadlines

ISSUE DATE 2019	ADVERTORIAL CLOSING DATE	ADVERTISING CLOSING DATE	FINAL ADVERT MATERIAL DATE	DELIVER ALL ADDED VALUE	ON SALE DATE
January	25 Oct	12 Nov	19 Nov	23 Nov	10 Dec
February	29 Nov	04 Dec	11 Dec	18 Dec	14 Jan
March	27 Dec	14 Jan	21 Jan	24 Jan	11 Feb
April	24 Jan	11 Feb	18 Feb	21 Feb	11 Mar
May	28 Feb	18 Mar	25 Mar	27 Mar	15 Apr
June	28 Mar	15 Apr	18 Apr	24 Apr	13 May
July	02 May	20 May	27 May	30 May	17 Jun
August	30 May	18 Jun	24 Jun	27 Jun	15 Jul
September	27 Jun	15 Jul	22 Jul	25 Jul	12 Aug
October	01 Aug	19 Aug	26 Aug	29 Aug	16 Sept
November	29 Aug	16 Sept	23 Sept	26 Sept	14 Oct
December	26 Sept	14 Oct	21 Oct	24 Oct	11 Nov

All deadlines one working day earlier for bagging or sachets (or similar product) stuck onto a specific page.
All deadlines to be understood as 12 noon on each respective day.

All costs exclude VAT.

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



*If you're not
lost, you're not
much of an
explorer*
John Perry Barlow



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 & stiched 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	240mm height x 180mm width	R23 500
12 rows x 4 columns	120mm height x 180mm width	R11 700
12 rows x 2 columns	120mm height x 90mm width	R6 400
24 rows x1 columns	240mm height x 45mm width	R6 400
12 rows x 1 column	120mm height x 45mm width	R3 450
6 rows x 2 column	60mm height x 90mm width	R3 450
6 rows x 1 column	60mm height x 45mm width	R1 860
3 rows x1 column	30mm height x 45mm width	R 990

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)

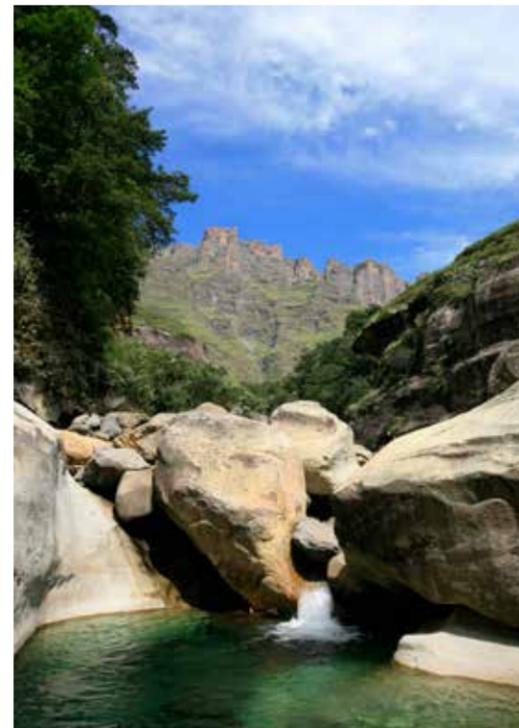
ADD-ON ITEM	COST TO ADD-ON		DETAILS
Facebook Ad Spend Recommended	R 500	Per post	Will be advised at strategy stage if needed.
Instagram Ad Spend Recommended	R 500	Per post	Will be advised at strategy stage if needed.
Digital	R 5 000	Per post	One sign-off client to provide press release and brand assets.
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.