



Parenting... Your Way!

Mamas & Papas

Media Kit

2019/20



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

AUDIENCE PROFILE

Average Age
25+

LSM
6 - Down
Aspirational

LSM
7-10

Female
Readership
90%



Introducing the
Mamas & Papas
App in **2019**

Frequency
Monthly

Available on:



SOCIAL MEDIA



33 756



3 684



20 800

#mamasnpapasmag | #parentingyourwayjourney



ADVERTISING OPPORTUNITIES

<p>Full page</p> <p>Print 210mm x 275m or Digital 1024 x 768px</p>	<p>Advert with weblink R 12 000.00</p>
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<p>Interactive advert with several links R 13 500.00</p>	<p>Full page</p> <p>Print 210mm x 275m or Digital 1024 x 768px</p>
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<p>Full page</p> <p>Print 210mm x 275m or Digital 1024 x 768px</p>	<p>Multiple page advert with weblink R 15 000.00</p>
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<p>Interactive multiple page advert with several links R 18 500.00</p>	<p>Full page</p> <p>Print 210mm x 275m or Digital 1024 x 768px</p>
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<p>Full page</p> <p>Print 210mm x 275m or Digital 1024 x 768px</p>	<p>Advert with audio R 20 000.00</p>
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<p>Advert with video R 22 500.00</p>	<p>Full page</p> <p>Print 210mm x 275m or Digital 1024 x 768px</p>
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Website banner ad:
R 12 680.00 per month

Daily M&P newsletter banner ad:
R 12 500.00 per month

Promotional mailer:
R 20 000.00 per mailer

Social media drive
Facebook, Instagram & Twitter:
R 15 586.00 per campaign

Competitions
Minimum Prize Giveaway Value: R2 000
Survey form: R15 000

All advertising rates include Agency Commission and exclude VAT.



MATERIAL DEADLINES

Issue Date	Advertisement Booking Deadline	Advertisement Material Approval	Advertisement Material Deadline	On Sale Date
	FRI	MON	FRI	
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.

