

2017 Rate Card

Since 2003 **Mum's Mail** has been an indispensable resource for parents, grandparents, teachers, business owners and other interested readers. We reach over 100 000 people in Durban, Pietermaritzburg and surrounding areas every month.

- Uniquely targeted distribution to affluent households (LSM 7 – 10) via crèches, pre-schools, primary schools and medical centres. This ensures that your business reaches the right market, on time, every time.
- **Mum's Mail** has an exceptional shelf life, which is due to its practical, A5 format – it's the ideal size to pop into your handbag or cubby hole. It really is Life's Little Toolbox!
- **Mum's Mail** FREE magazine features impressively at the top end of the scale for publications with large print runs and we have a fast growing and vibrant online presence.
 - 35 000 Durban magazines distributed monthly from Ballito, to Warner Beach, to Waterfall.
 - 30 000 Pietermaritzburg magazines distributed monthly from Cato Ridge to Nottingham Road.
 - Over 45 000 Digital followers via Email Newsletters, Facebook, twitter and our website.

Advertising with **Mum's Mail** really works, choose your package from the following rates and complete our online booking form, or call us, to get started!

"I was surprised at the positive response I received from my ad in the December issue when it hit the streets. My first 100 enquires came from **Mum's Mail** - first word that comes to mind, AMAZING x" – **Ange, Coastal Conferences**

"I owe the success of my business to 3 things: professionalism, hard work and mostly **Mum's Mail**. Thank you for having created such a wonderful and successful advertising platform." – **Dean, Reptile Party Time**

"I cannot thank you enough for what the **Mum's Mail** team has done for me and my small school. Your magazine enabled me to accomplish my dream." – **Karen, Baby Bunnies Daycare**

"Your help in marketing my business brought a real major boost clientele wise, and it was through your professionalism that I keep on coming back to advertise with the magazine." – **Phiwe, The Great Camp**

Contact Us

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www.facebook.com/mumsmail



www.twitter.com/MumsMail

Durban Magazine Advertising Rates

35 000 Copies	Size (Width mm x Height mm)	Price per Month exc VAT 3 Months	Price per Month exc VAT 6 Months	Price per Month exc VAT 9 Months	Price per Month exc VAT 12 Months
Classifieds	29 x 60	R 364.26	R 346.05	R 327.84	R 309.63
One Sixteenth	29 x 45	R 448.21	R 425.80	R 403.39	R 380.99
One Eighth	59.5 x 45	R 896.42	R 851.60	R 806.79	R 761.96
Three Sixteenths	90 x 45	R 1344.64	R 1277.41	R 1210.17	R 1142.95
Quarter (portrait)	59.5 x 91	R 1792.84	R 1703.20	R 1613.55	R 1523.91
Quarter (landscape)	121 x 45	R 1792.84	R 1703.20	R 1613.55	R 1523.91
Half (portrait)	59.5 x 184	R 3585.69	R 3406.41	R 3227.12	R 3047.84
Half (landscape)	121 x 91	R 3585.69	R 3406.41	R 3227.12	R 3047.84
Three Quarter	121 x 135	R 5378.52	R 5109.60	R 4840.68	R 4571.75
Full	121 x 184	R 7171.38	R 6812.81	R 6454.24	R 6095.67
Quarter Back*	59.5 x 91	R 2241.05	R 2129.00	R 2016.95	R 1904.89
Half Back*	121 x 91	R 4482.11	R 4258.01	R 4033.90	R 3809.80
Full Back*	121 x 184	R 8964.22	R 8516.01	R 8067.80	R 7619.59
Advertorial*	270 words	R 1792.84	R 1703.20	R 1613.55	R 1523.91

Pietermaritzburg/Midlands Magazine Advertising Rates

30 000 Copies	Size (Width mm x Height mm)	Price per Month exc VAT 3 Months	Price per Month exc VAT 6 Months	Price per Month exc VAT 9 Months	Price per Month exc VAT 12 Months
Classifieds	29 x 60	R 327.83	R 311.44	R 295.05	R 278.65
One Sixteenth	29 x 45	R 403.39	R 383.22	R 363.05	R 342.88
One Eighth	59.5 x 45	R 806.79	R 766.44	R 726.10	R 685.77
Three Sixteenths	90 x 45	R 1210.17	R 1149.67	R 1089.16	R 1028.65
Quarter (portrait)	59.5 x 91	R 1613.55	R 1532.88	R 1452.20	R 1371.52
Quarter (landscape)	121 x 45	R 1613.55	R 1532.88	R 1452.20	R 1371.52
Half (portrait)	59.5 x 184	R 3227.12	R 3065.76	R 2904.41	R 2743.05
Half (landscape)	121 x 91	R 3227.12	R 3065.76	R 2904.41	R 2743.05
Three Quarter	121 x 135	R 4840.67	R 4598.64	R 4356.61	R 4114.57
Full	121 x 184	R 6454.24	R 6131.53	R 5808.81	R 5486.10
Quarter Back*	59.5 x 91	R 2016.95	R 1916.10	R 1815.25	R 1714.40
Half Back*	121 x 91	R 4033.90	R 3832.21	R 3630.51	R 3428.81
Full Back*	121 x 184	R 8067.80	R 7664.40	R 7261.01	R 6857.63
Advertorial*	270 words	R 1613.55	R 1532.88	R 1452.20	R 1371.52

Special Offers for Advertising in Both Magazines

3 Month Contracts:

- 5% off the 3 month rate

9 Month Contracts:

- 15% off the 3 month rate

6 Month Contracts:

- 10% off the 3 month rate

12 Month Contracts:

- 20% off the 3 month rate

*Subject to availability. All magazine advertising prices above exclude VAT and are billed monthly, price is per month and excludes agency commission (if applicable). Please note that all advert contracts are run in consecutive months. Rate increase annually on 1 January.

Special Offers for Upfront Payments

Receive a FREE circle advert on the directory page of the Mum's Mail website for upfront payments, for the duration of your contract, valued at R300 exc VAT per month.

Freebies for Full Page Bookings

3 or 6 Month Contracts:

- 1 x 270 word magazine advertorial
- 1 x email newsletter banner
- 1 x non-exclusive email newsletter ad

9 or 12 Month Contracts:

- 2 x 270 word magazine advertorials
- 2 x newsletter banners
- 2 x non-exclusive email newsletter ads
- 2 x exclusive email newsletter ads

Freebies for Half Page Bookings

3 or 6 Month Contracts:

- 1 x 270 word magazine advertorial
- 1 x email newsletter banner ad

9 or 12 Month Contracts:

- 2 x 270 word magazine advertorials
- 2 x email newsletter banner ads

"Thank you Mum's Mail for the wonderful response we receive via our advert in your mag"
 – Sharen Bisram,
 Prestige Baby & Kidz
 Academy Umhlanga
 20th May 2016

Digital Advertising

Option 1 – Lead Article Email Newsletter:

Sent to our database of subscribers on a Thursday and featuring your business in the "letter section" (an article of approximately 270 words) and a 340 x 340 pixel advert linked to your website/e-mail address/Facebook page at R1500 exc VAT.

Option 2 – Standard Article Email Newsletter:

Sent to our database of subscribers on a Thursday consisting of a 340 x 340 pixel advert with a link to your website/e-mail address/Facebook page and a circle icon at the bottom of the newsletter linked to an article on our website (approximately 270 words) at R1000 exc VAT.

Option 3 – Email Newsletter Banner:

Sent to our database of subscribers on a Thursday consisting of a 340 x 170 pixel advert with a link to your website/e-mail address/Facebook page.

- 1 Thursday – R300 exc VAT
- 2 Thursdays – R570 exc VAT
- 3 Thursdays – R810 exc VAT
- 4 Thursdays – R1020 exc VAT

Option 4 – Social Media Package:

Reach our Facebook and Twitter followers with a Post advertising your business or event at R300 exc VAT. This can be given an additional paid boost using Facebook and Twitter's boosting options depending on your budget (these charges are Facebook and Twitter's which we pass onto you, we recommend between R50 – R250).

Option 5 - Website Advertising:

All website advertising prices above exclude VAT and are billed upfront, covering the entire contracted period, rates exclude agency commission (if applicable).

- Display Circles (Colour Display Ad with click through to your email/website/Facebook page)
 Homepage - R300 exc VAT per Month, all other pages - R200 exc VAT per Month
- Maxi Directory Listing (enhanced listing on our directory) R1200 exc VAT per Year
- Standard Directory Listing - FREE with your magazine advert

All website Display ads and directory listings will feature for FREE on our great **Mums Mail App**, as will the digital version of the printed magazine.

"What an awesome magazine!!! I get excited each month when my daughter brings the magazine home!!!"
 – Lee-Ann D Strachan,
 Facebook Review
 30th May 2016

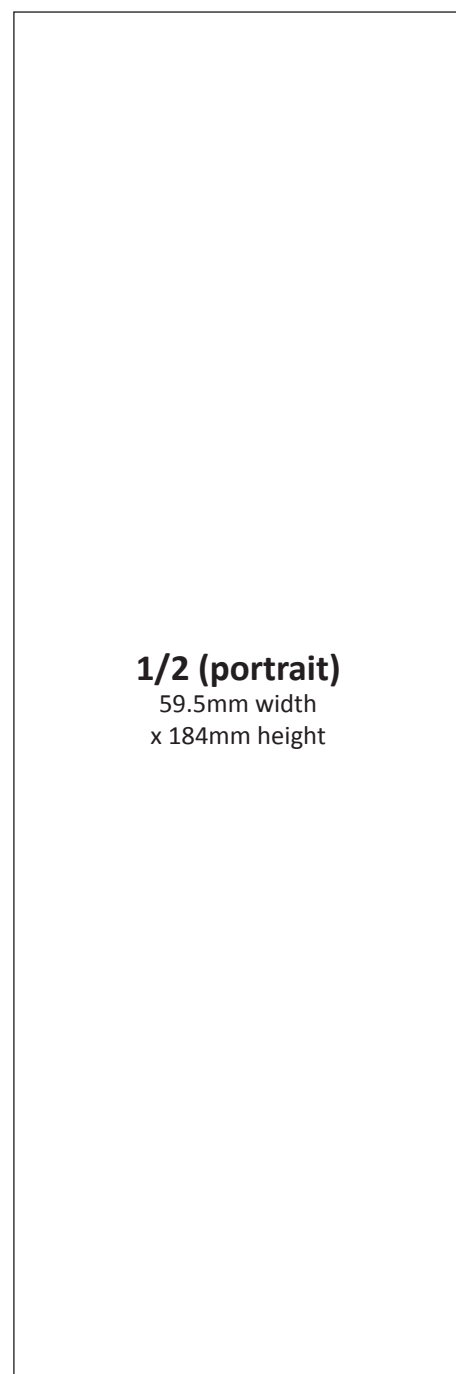
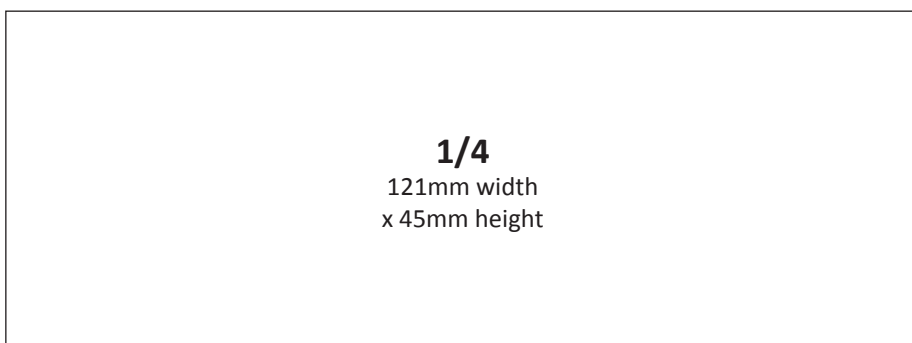
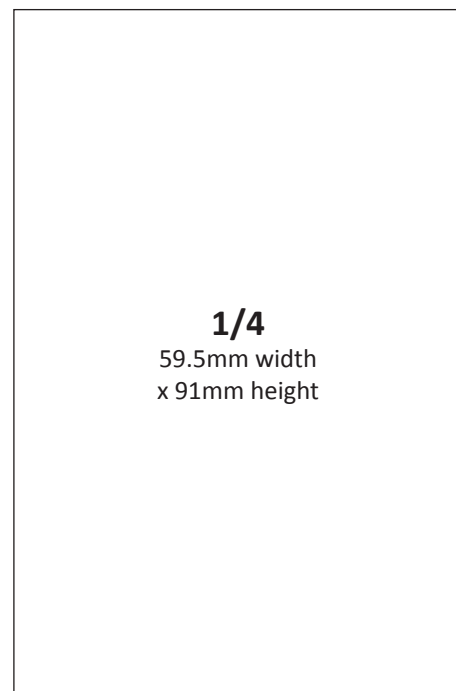
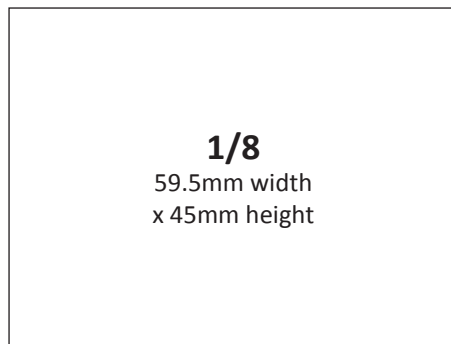
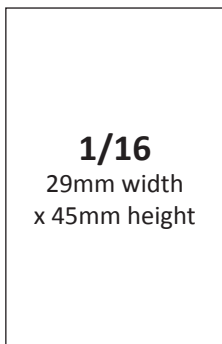


www.facebook.com/mumsmail



www.twitter.com/MumsMail

Advert Sizes



Full page 121mm width x 184mm height

Note: If supplying completed advert artwork please send as a high resolution CMYK pdf without bleed and set to the correct size.