



# mum's m@il

## 2018 Rate Card

Since 2003 **Mum's Mail** has been entertaining our readers and providing an indispensable resource for families with children. **Mum's Mail** was founded in Durban and Pietermaritzburg where we distribute 75,000 magazines monthly. The Johannesburg - East Rand issue builds on our solid foundation and targets high income families through our unique distribution, primarily through top schools.

**3 MONTHLY A5 GLOSSY COLOUR MAGAZINES  
WITH FREE DISTRIBUTION OF 75,000 COPIES**

**35 000 DURBAN • 25 000 PMB & MIDLANDS**

**• 15 000 JHB - EAST RAND**

### Mum's Mail Digital

**Mum's Mail** has a fast growing and vibrant online presence. Monthly we reach **over 300,000** online followers via our email subscribers, Facebook, Instagram, Twitter and our website users.



### Target Market

**Mum's Mail** reaches parents with young children in the high income sector (LSM 7-10) through our unique distribution into the best schools, preschools, medical centres and top end shopping malls.

### Demographics

Whilst **Mum's Mail** is targeted at both moms and dads, over 94% of our readers are female between 20-45 years old and are the key decision makers on family purchases. Other readers include grandparents, teachers, healthcare and childcare professionals.



### Content

**Mum's Mail** is much more than just being child focused, we are a lifestyle magazine with engaging content in our sections:

- **Everyday Life** – Full of interesting topical articles.
- **Delicious Life** – For readers who love food. Featuring restaurants, food products and cooking.
- **Home Life** – Design, décor, garden and every type of home product you could imagine!
- **Healthy Life** – Articles on wellness and healthy living.
- **Beautiful Life** – One mainly for the ladies! Featuring the latest beauty ideas and trends.
- **Educated Life** – Indispensable for parents considering children's learning and development.
- **Kids' Life and Party Life** – Firm favourites with readers, any product or service kids' related!

For advertisers, **Mum's Mail's** sections ensure your adverts are viewed in context and are relevant to readers. The **Mum's Mail** readership is engaged and feels affinity to our brand, **Mum's Mail** is a trusted source of advice and information.

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MumsMail

## Durban Magazine - 35 000 copies (no agency commission added)

| Advert Description         | Size (Width mm x Height mm) | Price per Month exc VAT 3 Month | Price per Month exc VAT 6 Month | Price per Month exc VAT 9 Month | Price per Month exc VAT 12 Month |
|----------------------------|-----------------------------|---------------------------------|---------------------------------|---------------------------------|----------------------------------|
| <b>Classifieds</b>         | 29 x 60                     | R 386.11                        | R 366.81                        | R 347.51                        | R 328.20                         |
| <b>One Sixteenth</b>       | 29 x 45                     | R 475.10                        | R 451.35                        | R 427.60                        | R 403.84                         |
| <b>One Eighth</b>          | 59.5 x 45                   | R 950.21                        | R 902.70                        | R 855.19                        | R 807.68                         |
| <b>Three Sixteenths</b>    | 90 x 45                     | R 1425.32                       | R 1354.05                       | R 1282.78                       | R 1211.52                        |
| <b>Quarter (portrait)</b>  | 59.5 x 91                   | R 1900.41                       | R 1805.39                       | R 1710.37                       | R 1615.34                        |
| <b>Quarter (landscape)</b> | 121 x 45                    | R 1900.41                       | R 1805.39                       | R 1710.37                       | R 1615.34                        |
| <b>Half (portrait)</b>     | 59.5 x 184                  | R 3800.84                       | R 3610.79                       | R 3420.74                       | R 3230.71                        |
| <b>Half (landscape)</b>    | 121 x 91                    | R 3800.84                       | R 3610.79                       | R 3420.74                       | R 3230.71                        |
| <b>Three Quarter</b>       | 121 x 135                   | R 5701.24                       | R 5416.18                       | R 5131.12                       | R 4846.05                        |
| <b>Full</b>                | 137 x 210                   | R 7601.66                       | R 7221.58                       | R 6841.50                       | R 6461.41                        |
| <b>Quarter Back*</b>       | 59.5 x 91                   | R 2375.52                       | R 2256.74                       | R 2137.96                       | R 2019.19                        |
| <b>Half Back*</b>          | 121 x 91                    | R 4751.04                       | R 4513.49                       | R 4275.94                       | R 4038.39                        |
| <b>Full Back*</b>          | 137 x 210                   | R 9502.07                       | R 9026.97                       | R 8551.87                       | R 8076.76                        |
| <b>Advertorial*</b>        | 270 words                   | R 1900.41                       | R 1805.39                       | R 1710.37                       | R 1615.34                        |

**ADVERT DESIGN SERVICE FREE OF CHARGE - DESIGN, PROOF AND 1 CORRECTION**

## PMB Magazine - 25 000 copies (no agency commission added)

| Advert Description         | 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 |
|----------------------------|-----------------------------|----------------------------------|----------------------------------|----------------------------------|-----------------------------------|
| <b>Classifieds</b>         | 29 x 60                     | R 347.50                         | R 330.12                         | R 312.75                         | R 295.37                          |
| <b>One Sixteenth</b>       | 29 x 45                     | R 427.60                         | R 406.22                         | R 384.83                         | R 363.45                          |
| <b>One Eighth</b>          | 59.5 x 45                   | R 855.19                         | R 812.43                         | R 769.67                         | R 726.91                          |
| <b>Three Sixteenths</b>    | 90 x 45                     | R 1282.78                        | R 1218.65                        | R 1154.51                        | R 1090.36                         |
| <b>Quarter (portrait)</b>  | 59.5 x 91                   | R 1710.37                        | R 1624.85                        | R 1539.33                        | R 1453.81                         |
| <b>Quarter (landscape)</b> | 121 x 45                    | R 1710.37                        | R 1624.85                        | R 1539.33                        | R 1453.81                         |
| <b>Half (portrait)</b>     | 59.5 x 184                  | R 3420.74                        | R 3249.71                        | R 3078.68                        | R 2907.63                         |
| <b>Half (landscape)</b>    | 121 x 91                    | R 3420.74                        | R 3249.71                        | R 3078.68                        | R 2907.63                         |
| <b>Three Quarter</b>       | 121 x 135                   | R 5131.11                        | R 4874.56                        | R 4618.01                        | R 4361.44                         |
| <b>Full</b>                | 148 x 210                   | R 6841.50                        | R 6499.42                        | R 6157.34                        | R 5815.27                         |
| <b>Quarter Back*</b>       | 59.5 x 91                   | R 2137.96                        | R 2031.06                        | R 1924.17                        | R 1817.27                         |
| <b>Half Back*</b>          | 121 x 91                    | R 4275.94                        | R 4062.14                        | R 3848.34                        | R 3634.54                         |
| <b>Full Back*</b>          | 148 x 210                   | R 8551.87                        | R 8124.27                        | R 7696.67                        | R 7269.09                         |
| <b>Advertorial*</b>        | 270 words                   | R 1710.37                        | R 1624.85                        | R 1539.33                        | R 1453.81                         |

**ADVERT DESIGN SERVICE FREE OF CHARGE - DESIGN, PROOF AND 1 CORRECTION**

\*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.

If you supply artwork please send high resolution (300dpi) CMYK PDF to correct size without bleed with the exception of full pages which must have 3mm bleed.



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# JHB - East Rand - 15 000 copies (no agency commission added)

| Advert Description      | Size mm (Width x Height) | Price per Month exc VAT 3 MONTHS | Price per Month exc VAT 6 MONTHS | Price per Month exc VAT 12 MONTHS |
|-------------------------|--------------------------|----------------------------------|----------------------------------|-----------------------------------|
| One Eighth              | 59.5 x 45                | R 843.00                         | R 800.00                         | R 759.00                          |
| Quarter (portrait)      | 59.5 x 91                | R 1691.00                        | R 1606.00                        | R 1522.00                         |
| Quarter (landscape)     | 121 x 45                 | R 1691.00                        | R 1606.00                        | R 1522.00                         |
| Half (portrait)         | 59.5 x 184               | R 3169.00                        | R 3011.00                        | R 2852.00                         |
| Half (landscape)        | 121 x 91                 | R 3169.00                        | R 3011.00                        | R 2852.00                         |
| Full                    | 148 x 210                | R 5289.00                        | R 5025.00                        | R 4760.00                         |
| Full Back*              | 148 x 210                | R 6355.00                        | R 6037.00                        | R 5720.00                         |
| Advertorial - 1/2 page  | 270 words                | R 1797.00                        |                                  |                                   |
| Advertorial - full page | 540 words                | R 3175.00                        |                                  |                                   |

**ADVERT DESIGN SERVICE FREE OF CHARGE - DESIGN, PROOF AND 1 CORRECTION**

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## Special Offers for Advertising in Multiple Magazines

- 5% off the contract price for booking in 2 magazines.
- 10% off the contract price for booking in 3 magazines.

## Reader Survey



We did a survey with Survey Monkey to find out what our readers thought of **Mum's Mail** with some striking results:

- 93% of readers who expressed a preference, loved the A5 size format. 'Handy size, easy to pop in hand bag or cubby hole'
- 53% of readers keep the magazine until they receive the next months issue and 30% keep it for more than a week. 'Long shelf life'
- 85% of readers have used a **Mum's Mail** advertiser. 'Effective for advertisers'

## Testimonials from Advertisers and Readers

"I wanted to write and thank you for all your hard work this week co-ordinating the Mum's Mail Mother's Day competition (on Facebook). The reach has been unbelievable!" – Anna Kelly Brand Manager Chateaux Gateaux 12/5/2017

"Congratulations on your first Jo'burg East Rand Mag. I know that before long people all over our country will be waiting anxiously for their Mum's Mail to arrive. You guys are truly fantastic and I think your mag runs circles around every other mag sold, and we don't even pay for it. Well done to everyone involved – you are stars!" Lois Tearle 22/6/2017

"I love your magazine. It's helped me plan 5 birthday parties so far for all 3 of my kiddies with the help of your party section... luckily it has been given out at my sons school this year so yipppeeee for me, just love it." Ayesha Sader 31/5/2017

"And all along I was wondering why so many patients are calling.....awesome! I am impressed! Thank you. Mum's Mail is an integral part in the success of our practices" – Dr Nikhael Tularam, Redefine Dental

"Thank you for helping hundreds of thousands of mums to survive the many challenges that parenting drags you into." - Sandy – Feed the Babies Fund 26/8/2016



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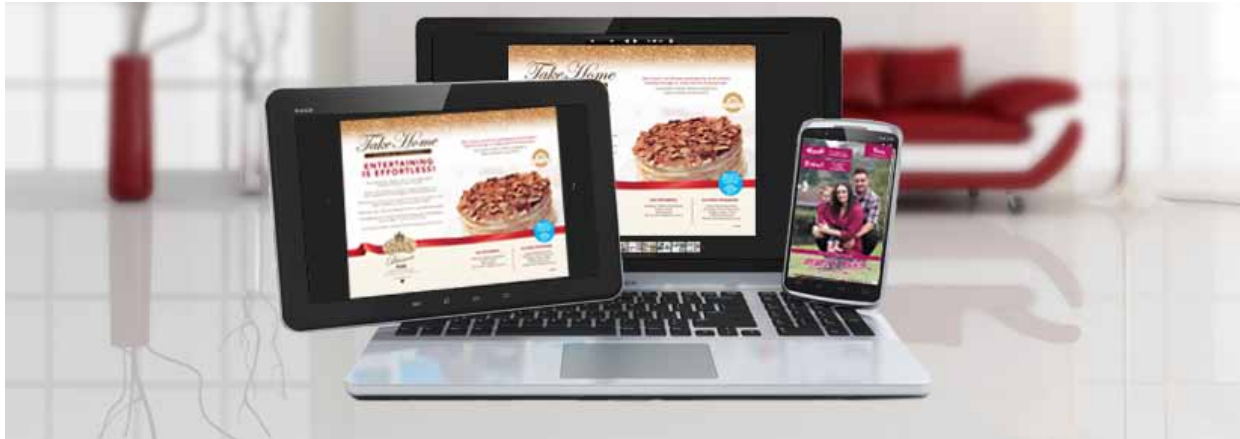


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# Mum's Mail Digital Platforms



Mum's Mail's growing and active digital platforms enable us to offer our advertisers integrated multimedia campaigns that are really effective or just digital advertising if that is preferred.



Our Social Media following is over 30,000 on Facebook, Instagram and Twitter. This is an excellent way of reaching our specific target audience for events, offers and competitions.



Mum's Mail's weekly Email newsletter is an institution and has over 16,000 subscribers. This is the ideal platform for news and latest offers.



Mumsmail.com is a busy and vibrant website, receiving between 7-10,000 visits every month and between 30-40,000 page views. News, competitions, diary dates and the popular Mum's Mail directory keep users coming back and provides a great platform for our advertisers to be found and contacted.

| Social Media                                  |  | <i>All prices exclude VAT.</i> |
|-----------------------------------------------|--|--------------------------------|
| Facebook Post                                 |  | R400 per post                  |
| Plus additional Facebook Boosting charge      |  | Recommend R100 minimum         |
| Website Advertising                           |  |                                |
| Website Banner Ad (cost per 1000 impressions) |  | from R250 CPM                  |
| Directory Listing                             |  | from R100 per month            |
| Email Newsletter                              |  |                                |
| Lead Article                                  |  | R1500 per article              |
| Standard Article                              |  | R1000 per article              |

## Advertising Sales:

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