

# GLAMOUR

MEDIA KIT

# 2019



**Inspiring, warm and inviting, GLAMOUR reflects the energy and aspirations of authentic South African women of style and substance.**

The GLAMOUR reader is digitally-wired, fashion and beauty-conscious and curious about travel. She loves the skin that she is in and embraces her body type with confidence. She has her finger on the pulse of breaking news and current affairs, and stays up to date with social issues affecting women today.

She is not only after a chic look and healthy relationship, but also her dream job and the perfect property. She aims to live a holistic lifestyle, with mental health, a nutritious diet and fulfilling fitness routine, on her list of priorities.

GLAMOUR helps her make all of these a reality with ideas and guidance to **Look, Feel, Live** and **Think** GLAMOURous, every day and night.





# REASONS TO **ADVERTISE** WITH US

Highly  
targeted  
campaigns to  
reach your  
desired  
audience

Tailor-made  
content  
solutions  
that are  
aligned  
with your  
brand  
strategy

Engaging,  
high-quality  
content

Multi-  
platform  
solutions/  
touchpoints

High reach,  
leveraged  
through  
partners  
and content  
marketing

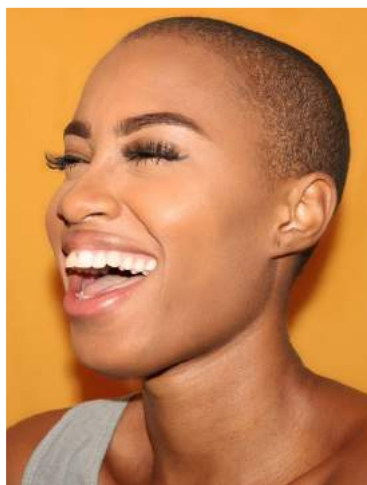
Strong, niche  
and trusted  
brands



A photograph of two women walking away from the camera on a brick-paved outdoor path. The woman on the left is wearing a blue and green patterned, off-the-shoulder, long-sleeved dress and white high-heeled sandals. The woman on the right is wearing a blue and green patterned, long-sleeved jumpsuit or jumpsuit and white high-heeled sandals. They are walking towards a set of stairs with a metal railing on the left and a white bench on the right. The background is filled with lush green trees and foliage. The word "PRINT" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

# PRINT





#LOOK



#FEEL



#LIVE



#THINK

## SOCIO-ECONOMIC MEASURE

- ★ 6-7 **18%**
- ★ 8-10 **57%**

## AGE

- ★ 15 – 24 years **26.7%**
- ★ 25 – 44 years **38.3%**

## GENDER

- ★ Female **74%**
- ★ Male **26%**

## AVERAGE HOUSEHOLD INCOME

- ★ R16 947

## RACE

- ★ Black **59.8%**
- ★ Coloured **16.9%**
- ★ Indian **11.7%**
- ★ White **11.7%**

# PRINT STATISTICS

# PRINT RATES



## CIRCULATION

35 081 ★

## READERSHIP

★ 420 000



Size	ZAR
Full page	R60 200.00
Double-page spread	R120 500.00
Two-thirds page	R50 700.00
Half page	R44 700.00
One-third page	R40 200.00
Quarter page	R35 800.00
Advertorial full page	R66 300.00

## Prime positions - full colour (full page)

Outside back cover	R81 300.00
Opposite contents	R69 200.00
First right-hand page	R69 200.00
Opposite Editor's Letter	R69 200.00
Opposite masthead	R66 400.00
Opposite GLAMOUR letters	R66 400.00
Inside back cover	R66 400.00

## Double-page spread

First spread	R138 700.00
Second spread	R135 500.00
Third spread	R135 500.00

## Insert rates (Per 1 000))

<b>Bound-in</b>	
2-4 Pages	R790.00
<b>Loose</b>	R960.00

\* Positioning in the first 30% of the magazine will carry an additional 10% loading fee.

\* A 50% fee will be levied on cancellation of bookings for prime positions.

\* Discounts awarded for volume commitments that are not fulfilled will be reversed.

Cancellation fee will be charged for late cancellations

All rates are Net and exclude VAT  
Rates effective January - December 2019

# Closing date schedule

Issue	Bookings/ cancellations	Material deadline	On-sale date
February	10 December	17 December	21 January
March	07 January	14 January	18 February
April	04 February	11 February	18 March
May	11 March	18 March	22 April
June	08 April	15 April	20 May
July/August	13 May	20 May	24 June
September	08 July	15 July	19 August
October	05 August	12 August	16 September
November	09 September	16 September	21 October
December	14 October	21 October	25 November

## Technical data

### GLAMOUR

Size (mm)	Bleed	Trim	Type
Full page	254 x 192	248 x 186	228 x 166
Two-thirds page vertical	254 x 130	248 x 124	228 x 104
Half page horizontal	130 x 192	124 x 186	104 x 166
Half page vertical	254 x 99	248 x 93	228 x 73
One-third page horizontal	89 x 192	83 x 186	63 x 166
One-third page vertical	254 x 68	248 x 62	228 x 42
Quarter page horizontal	68 x 192	62 x 186	42 x 166
Quarter page vertical	254 x 53	248 x 47	248 x 27

## Submission specifications

Double-page spread material must be supplied as two single pages.

No type should appear within 4mm of the gutter. All print-ready artwork can be supplied on the following platforms:

1. **Contact** Jean Jacobs  
**Tel** 021 344 0500  
**Email** jean@condenast.co.za
2. Adsend
3. Quickcut
4. Dropbox, Hightail or WeTransfer to the above-mentioned email address
5. Print-ready PDF saved onto CD  
An industry standard colour proof for colour matching on press can be supplied

## Delivery address

Paarl Media Cape  
10 Freedom Way  
Montague Gardens  
Cape Town  
7441



Packed with international and local inspiration, expert advice and solutions for women with hair of all lengths, textures and curl patterns, **GLAMOUR Hair** is the trusted and loved guide to products, services and all things hair.

# HAIR RATES



Size	ZAR
Full page	R36 500.00
Double-page spread	R72 900.00
Advertorial full page	R45 200.00

\*All rates exclude Agency Commission

\* Advertorial rate includes production costs and excludes Agency Commission

## Prime positions - full colour (full page)

Outside back cover	R49 100.00
Opposite contents	R41 700.00
Opposite Editor's Letter	R41 700.00
Inside back cover	R41 000.00

## Double-page spread

First spread	R83 600.00
Second spread	R80 000.00
Third spread	R80 000.00

## Closing date schedule

Issue	Bookings/ cancellations	Material deadline	On-sale date
May	18 March	25 March	29 April

Double-page spread material must be supplied as two single pages.  
No type should appear within 4mm of the gutter.

All rates are Nett and exclude VAT  
Rates effective January – December 2019

Cancellation fee will be charged for late cancellations





D I G I T A L



# DIGITAL STATISTICS

- Digital Page Impressions: **205 000**
- Unique Users: **150 000**
- Mobile Users: **81%**
- Time Spent on Site per Visit: **01:34 min**
- Pages Viewed per Visit: **1.35**
- Newsletter Subscribers: **29 628**







Facebook  
**81 295**



Instagram  
**65 244**



Twitter  
**496 300**



Pinterest  
**4 951**



Youtube  
**589**

# SOCIAL MEDIA RATES

	Boosting cost	Cost to client
<b>f</b>		
1x image	R500	R3 640
	R1 000	R4 160
<b>ig</b>		
1x image	R500	R3 640
	R1 000	R4 160
<b>tw</b>		
1x image	R500	R1 880
	R1 000	R2 400



\*Social media costs on request due to ever increasing following. T&Cs apply.



HOUSEHOLD INCOME  
OF R20 000

59%



HOMEOWNERS

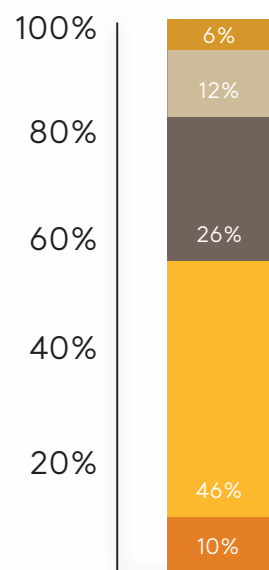
43%



WORK FULLTIME

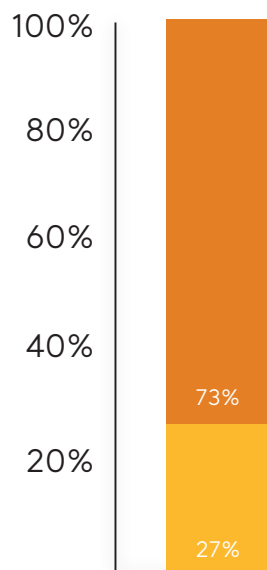
51%

# DIGITAL READER PROFILES



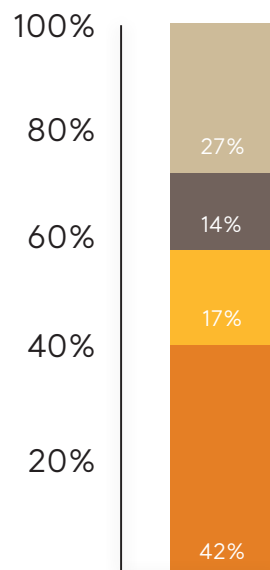
## AGE

- 15-19 years
- 20-29 years
- 30-39 years
- 40-49 years
- 50+ years



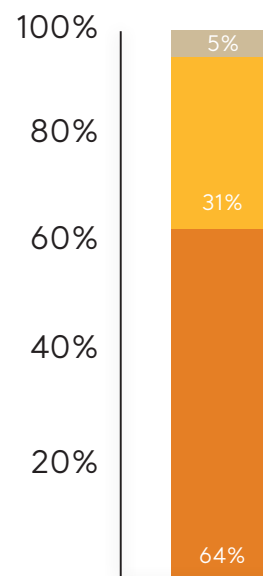
## GENDER

- Female
- Male



## REGION

- Gauteng
- Western Cape
- KwaZulu Natal
- Other



## MARITAL STATUS

- Single
- Married/living together
- Other





Dynamic, exciting, fabulously fashionable and fun, **GLAMOUR.co.za** has a network of style-conscious readers with a large disposable income and a passion for shopping.

	Size (pixels)	CPM
Discription	Size	ZAR
Smaller banner	468x60	R350
Leaderboard	728x90	R350
Island/MPU	300x250	R350
Half page	300x600	R350
Large banner	970x90	R350
Mobile banner	320x50	R350
Mobile banner	300x250	R350
Overlay	On request	-
Rich media-video & expanding	To spec	R450
Homepage takeover	All ad spots	R3 200 per day
Section takeover	All ad spots	R2 100 per day

- Bespoke campaigns

A customised solution comprises of an interactive microsite, which is developed and hosted on **GLAMOUR.co.za**.
- Interactive campaigns

Rate on request

Subject to client brief, activity mechanics, production requirements and editorial approval
- Competitions

Rate on request
- Native

From R16 000

Subject to client brief, activity mechanics, production equirements and editorial approval
- Survey

Rate on request
- Mailers

Dedicated mailer

Click to client site per subscriber R0.90

Click to **GLAMOUR.co.za** per subscriber R0.60
- Weekly newsletter inclusion

Click to client site per subscriber R0.50

Click to **GLAMOUR.co.za** per subscriber R0.30
- Newsletter banner

Cost per subscriber R0.40



DISPLAY

ADVERTISING

RATES/BESPOKE

CAMPAIGNS

GLAMOUR

South Africa

13

# GLAMOUR ENGAGEMENTS

GLAMOUR offers renowned and exciting events, including major industry functions, reader workshops, shopping experiences and bespoke campaigns aligned to your brand strategy.

## GLAMOUR X FRIKA

WOMEN'S DAY  
CELEBRATION

## GLAMOUR MOTHER'S DAY

2018

## GLAMOUR WOMEN OF THE YEAR 2018

## GLAMOUR'S MOST GLAMOUROUS 2018







# CONTACT DETAILS

## Cape Town office

**Tel** 021 344 0500

**Office Address** 10th Floor, Convention Towers,  
Heerengracht Street, Cape Town , 8001

**Charlotte Nutman**

Business Account Manager

Mobile 078 358 6154

Email [charlotte@condenast.co.za](mailto:charlotte@condenast.co.za)

**Stacey Calitz**

Business Account Manager

Mobile 084 517 0577

Email [stacey@condenast.co.za](mailto:stacey@condenast.co.za)

## Johannesburg office

**Tel** 011 807 2531

**Office Address** Knightsbridge Block A,  
33 Sloane Street, Bryanston, Sandton, 2021

**Jacqui Erasmus**

Business Account Manager

Mobile 082 338 0546

Email [jacqui.erasmus@inl.co.za](mailto:jacqui.erasmus@inl.co.za)

**Wendy Robinson**

Business Account Manager

Mobile 082 740 3568

Email [wendy@condenast.co.za](mailto:wendy@condenast.co.za)

**Lorraine Bradley**

Business Account Manager

Mobile 082 802 2252

Email [lorraine.bradley@inl.co.za](mailto:lorraine.bradley@inl.co.za)

**Nokwanda Mhlambo**

Deputy Advertising Sales Director

Mobile 082 339 7548

Email [nokwanda@condenast.co.za](mailto:nokwanda@condenast.co.za)

# TERMS & CONDITIONS

1. Acceptance of the order will only occur once Condé Nast Independent Magazines has duly considered and approved the order. No contractual obligations shall arise merely as a result of the completion of an order form.
2. Condé Nast Independent Magazines reserves the right to withhold publication of any advertisement or to cancel any advertisement order that has been accepted, without stating the reasons thereto. In particular Condé Nast Independent Magazines shall be entitled to withhold publication of any advertisement or to cancel any advertisement order that has been accepted if it, in its sole discretion, considers the advertisement to be defamatory, in breach of copyright or any other legal provision, or against public policy.
3. No liability is accepted for losses arising from omissions, failure to publish, publication of wrong copy, typographical poor positioning, or any other mistake or error. In case of such losses, the advertiser is not exempted from its contractual obligations.
4. The advertiser is liable for all damages and costs that may arise from any action that may be instituted against Condé Nast Independent Magazines by reason of publication of the advertisement.
5. The advertiser is not exempted from any contractual obligation in the event of late or non-receipt of material, and will remain liable for the cost of the advertisement.
6. No cancellation of advertisements will be accepted after the fixed closing dates (refer to our closing date schedule).
7. The advertiser agrees to furnish, on demand, copy for completion before the closing time and date. In the event of the advertiser not submitting material for issues contracted for by the press dates as set out in the closing date schedule, Condé Nast Independent Magazines shall be entitled to repeat copy provided for a previous issue.
8. All material and copy is subject to approval by the publishers.
9. Orders for advertisements adjacent to or opposite the editorial can only be accepted subject to availability of such space at the time of going to press.
10. Orders specifying special positions, or right-hand or left-hand pages, cannot be guaranteed.
11. Advertisement orders subject to the condition that write-up space be devoted to the advertiser will not be accepted.
12. Condé Nast Independent Magazines does not guarantee any results with regards to advertisements inserted in any of the company's magazines and/or supplements.
13. If, as and when new rates are announced, contract advertisers will be protected at the rates applicable at the time of receipt of this order form for a period of 45 days after the date of the announcement of the new rate.
14. Condé Nast Independent Magazines reserves the right, subject to paragraph 13 above, to increase the rates at any time.
15. All rates advertised or quoted, including rates on the Copy Instruction, are strictly exclusive of VAT unless specifically stated otherwise.
16. Accounts will be rendered monthly and are payable within 30 days at the date on the statement. Interest in arrears shall be payable at the rate of 10.5% per annum compounded, or such other prescribed rate as may be promulgated from time to time. In the event of any payment not being made by the advertiser on or before the due date, the full balance outstanding will immediately become due, owing and payable.
17. A certificate purported to be signed by a responsible official of Condé Nast Independent Magazines will be prima facie proof of the amount plus interest due by the advertiser at any time.
18. In the event of legal action being instituted for recovery of any amounts owing to the advertiser, the advertiser will be liable for all legal costs at the attorney and own-client scale. The parties consent to the jurisdiction of the Magistrate's Court having jurisdiction, notwithstanding that the claim(s) would otherwise exceed the jurisdiction of such court.





# GLAMOUR

DIVERSE. AUTHENTIC. BOLD.