



CONDÉ NAST House & Garden

Media Pack 2018

Exclusive to Oberon Media



INTRODUCTION

The design, architecture and interiors authority, **CONDÉ NAST HOUSE & GARDEN** is the last word on living in style.

The Brand

With a title that is recognized on an **international** level, **CONDÉ NAST HOUSE & GARDEN** has featured some of the **most renowned writers and photographers** in the **global** industry, while continuing to champion the world of **tasteful design** and influence **the way we live**.

The Magazine and Beyond

For almost two decades, the editors of **CONDÉ NAST HOUSE & GARDEN** have delivered the **latest in trends**, interviews with **industry shapers** and inspired **interior know-how**. Singularly important in the future of this prestigious brand is **building the digital presence** and taking the magazine's experience **beyond the print editions**. **CONDÉ NAST HOUSE & GARDEN** counts the top **local** and **international industry champions** among its readers, making it more than just an informative read but a **companion and guide** to the future of **art, design** and **architecture**.



CONDÉ NAST House & Garden

READER PROFILE

Condé Nast House & Garden readers are discerning, sophisticated, design savvy and well travelled, with an appreciation for only the very best when it comes to their homes, lifestyle, leisure pursuits and personal style.

42

AVERAGE AGE

74%

METRO/
URBAN AREAS

66%

LSM 8-10

80%

KEEP UP WITH
TECHNOLOGY

76%

OWN THEIR
OWN HOME

77%

FEEL SHOPPING
IS A PLEASURE



DEMOGRAPHICS

Readers	258 000
Circulation	32 595
Average age	42
Average household income	R25 095
Female	60%
Male	40%
Gauteng	35%
KwaZulu-Natal	16%
Western Cape	26%
Black, Coloured and Indian	71%
White	29%
LSM 7 – 10	81%



OF *HOUSE & GARDEN* READERS
DON'T READ OTHER DECOR TITLES*

*HOUSE AND LEISURE, GARDEN AND HOME, ELLE DECORATION, VISI



AMPS JANUARY – DECEMBER 2015, ABC JULY – SEPTEMBER 2017

PRINT RATES

ADVERTISEMENTS – FULL COLOUR

Full Page	R53 200	€3 377.78
Double-Page Spread	R106 400	€6 755.56
Two-Thirds Page	R42 300	€2 685.71
Half Page	R37 800	€2 400
One-Third Page	R35 000	€2 222.22
Quarter Page	R31 800	€2 019.05
Advertorial Full Page	R65 100	€4 133.33

DOUBLE-PAGE SPREAD

First Spread	R124 800	€7 923.81
Second Spread	R117 400	€7 453.97
Third Spread	R117 400	€7 453.97

PRIME POSITIONS – FULL COLOUR

Outside Back Cover	R71 900	€4 565.08
Inside Back Cover	R60 200	€3 822.22
Opp. Contents Page	R60 200	€3 822.22
First Right-Hand Page	R60 200	€3 822.22
Opp. Masthead	R60 200	€3 822.22
Opp. Editor's Letter	R58 700	€3 726.98

* All rates are Nett and exclude VAT * Rates effective January – December 2018 * Cancellation fee will be charged for late cancellations

HALF PAGE

Vertical Masthead	R44 100	€2 800
-------------------	---------	--------

BOUND-IN INSERTS

2 Pages	R760	€48.30	per 1000
4–8 Pages	R1 020	€64.80	per 1000
12–24 Pages	R1 160	€73.70	per 1000

LOOSE INSERTS

2 Pages	R590	€37.50	per 1000
4–12 Pages	R840	€53.30	per 1000
16–24 Pages	R1 030	€65.40	per 1000
28–36 Pages	R1 100	€69.80	per 1000
40–48 Pages	R1 190	€75.60	per 1000

50%
BOUGHT
FURNITURE,
ACCESSORIES
OR APPLIANCES



RUN OF SITE (ROS) DIGITAL ADVERTISING OPPORTUNITIES

ADVERT PLACEMENTS	SIZE	CPM	MONTHLY RATE
Leaderboard	728 x 90	€24.13	R4 500 €285.11
Island/MPU	300 x 250	€22.22	R4 000 €253.97
Half-page	300 x 600	€22.86	R4 500 €285.71
Overlay	To Spec	From	R30 000 €1 904.76
Rich Media	To Spec	From	R6 000 €380.95
Home-page Takeover	All Ad Spots	R1 500	€95.24 (Daily Rate)
Section Takeover	All Ad Spots	R1 000	€63.49 (Daily Rate)
Newsletter Banners	728 x 90	R2 500	€158.73 (Per Send)
Digital Dedicated Mailer	900 x 500	R15 000	€952.38 (Per Send)

BESPOKE CAMPAIGNS CUSTOM

A customized solution comprises of an interactive microsite, which is developed and hosted on House & Garden online.

COMPETITIONS

See competition rate card

INTERACTIVE CAMPAIGNS FROM R50 000 / EU3 174.60

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

BESPOKE CAMPAIGNS CUSTOM

A customized solution comprises of an interactive microsite, which is developed and hosted on House & Garden online.

NATIVE FROM R15 000 / EU952.38

Subject to client brief, activity mechanics, production requirements and editorial

SURVEY FROM R20 000 / EU1 269.84

REQUIRED SPECIFICATIONS

Material deadline: 14 working days before live date • Click through URL: Max size 100kb, Format gif/jpeg

The screenshot shows the House & Garden website layout. At the top, the Condé Nast logo and 'House & Garden' title are visible, along with a 'Follow Us' social media link. Below the header is a navigation bar with links: HOME, DESIGN, INTERIORS, GARDENS, GOURMET, MAGAZINE, VIDEO, and WIN. A search bar is located on the right side of the navigation bar. The main content area features a grid of articles with images and headlines. On the right sidebar, there is a 'On Sale Now' section for 'THE GREAT SA DESIGN ISSUE' and a 'Sign up to your weekly dose of inspiration' section. At the bottom of the page, there is a 'Load More' button and a 'LEADERBOARD' area. Red arrows point to these areas with labels: 'LEADERBOARD' (top navigation bar), 'MPU' (right sidebar), 'HALF PAGE' (right sidebar), and 'LEADERBOARD' (bottom of the page).

BESPOKE

Condé Nast House & Garden is pleased to present Bespoke, a highly tailored marketing offer suited to advertisers seeking a content-driven solution to brand development. As a premium service, Bespoke utilises the creative talent of Condé Nast House & Garden's writers and designers to conceptualise made-to-measure profiles for your brand, producing unbranded editorial features that engage with readers personally through the power of captivating storytelling and design.

ADVERTISEMENT – FULL COLOUR

Full Page

R42 000

€2 666.67

This rate includes production costs and excludes agency commission



CONDÉ NAST
House & Garden
BESPOKE

The new shipment of Chinese
Classical furniture features
shades of turquoise and marine,
plus traditional deep red

EASTERN AFFAIR

Just as winter's moody light sets in, infuse your interior with the new range of colour-charged collectables just unpacked at Norick Interiors

Create an authentic Asian-inspired space that is both moody and integrating with this mix of objects in a combination of cool and warm hues. While the scheme utilises a colour palette reminiscent of the ocean, earthy ochres and oranges add a much-needed dose of warmth, lifting and completing the look. The unexpected colour mix gives these traditional items a contemporary edge.

Wall hangings with koi fish and organic motifs can form an intriguing patterned backdrop, setting the scene for the placement of exotic and mythological elements, such as an ornamental horse or a pair of Chinese Foo Dogs. Similarly, the gorgeous lacquered affect, typical of traditional Chinese design, on many of the new furniture items will bring a sense of luxury to any space. This feature, which is a classic part of many of Norick Interiors' most iconic pieces, is beautifully enhanced when combined with a selection of glazed ceramics. A wide variety of white and cream pots and jars, adorned with delicate details, also work well to pull the look together.

• Norick Interiors w 071 444 3606 • 021 481 0148



ADDRESS BOOK

ADVERT FULL COLOUR

NEW SIZE	BLEED	TRIM	TYPE	RATE
8cm x 1 column	286 x 220	276 x 210	256 x 190	R7 460
8cm x 2 column	148 x 220	138 x 210	118 x 190	R14 930
8cm x 3 column	286 x 115	276 x 105	256 x 85	R22 390
16cm x 1 column	286 x 220	276 x 210	256 x 190	R14 930
6cm x 2 column	148 x 220	138 x 210	118 x 190	R11 190
12cm x 1 column	286 x 115	276 x 105	256 x 85	R11 190
12cm x 2 column	286 x 220	276 x 210	256 x 190	R22 390
24cm x 1 column	148 x 220	138 x 210	118 x 190	R22 390

CLOSING DATE SCHEDULE

PUBLICATION DATE	BOOKINGS/ CANCELLATIONS	MATERIAL DEADLINE	ON SALE DATE
January	06 November	13 November	18 December
February	02 December	09 December	22 January
March	08 January	15 January	19 February
April	05 February	12 February	19 March
May	05 March	12 March	16 April
June	09 April	16 April	21 May
July	07 May	14 May	18 June
August	04 June	11 June	16 July
September	09 July	16 July	20 August
October	06 August	13 August	17 September
November	03 September	10 September	15 October
December	08 October	15 October	19 November

CONDÉ NAST
House & Garden
ADDRESS BOOK

CONDÉ NAST
House & Garden
ADDRESS BOOK EXAMPLES

16cm x 1 column
See the light

8cm x 2 column
LULA
See the light

8cm x 2 column
Cape Town: 021 481 0020
Johannesburg: 011 262 4122
www.lulafabrics.co.za

8cm x 2 column
CaRRoL BoYeS
+27 21 424 8263
www.carrollboyse.co.za

8cm x 2 column
A Compilation of Classics and Contemporaries
Like a song on the radio, this NEW COLLECTION of luxurious mohair blankets evokes a sensory experience of days gone by. The Song on the Radio collection allows for Hinterveld's old favourites and new chart toppers to be brought together in a contemporary collaboration that caters for all genres.
For more information on stockists, please contact: +27 (0)21 953 1280 or email: info@hinterveld.com
Hinterveld
www.hinterveld.com | Made in South Africa

8cm x 2 column
The PLANTATION SHUTTER CO.
TIMBER & SECURITY SHUTTERS
3 YEAR GUARANTEE
100% LOCALLY MANUFACTURED
ST/BA WORKING DAY LEAD TIME
OFFICES: NATAL/PT/DE
www.plantationshutters.co.za

8cm x 2 column
The Original COLONIAL PADDLE FAN™
Sky Fans™
Original Ceiling Fans
Since 1998
Tel: +27 21 686 1237
Fax: +27 21 686 5874
info@skyfans.co.za
skyfans.co.za
We use the finest imported materials to create our superior timber ceiling fans. Each fan is precisely balanced and thoroughly tested to ensure reliable performance. Available in a range of finishes and sizes. Choose The Original Colonial Paddle Fan from Sky Fans to avoid disappointment.

*Sizes may not reflect the exact dimensions

GOURMET PRINT RATES

Condé Nast House & Garden Gourmet offers the same exceptional production, superior writing and exquisite photography that readers have come to expect from Condé Nast House & Garden – only this time the focus is on food. From stylish entertaining at home to the names to know and trends to try on the international culinary scene, Condé Nast House & Garden Gourmet serves up the best in food lifestyle from the world's hottest kitchens.

ADVERTISEMENTS – FULL COLOUR

Full Page	R28 800	€1 828.57
Double-Page Spread	R57 600	€3 657.14
Half Page	R19 600	€1 244.44
Advertorial Full Page	R34 000	€2 158.73

PRIME POSITIONS – FULL COLOUR

Outside Back Cover	R38 800	€2 463.49
Inside Back Cover	R32 600	€2 069.84
Opp. Contents Page	R33 000	€2 095.24
Opp. Editor's Letter	R33 000	€2 095.24

DOUBLE-PAGE SPREAD

First Spread	R66 100	€4 196.83
Second Spread	R63 300	€4 019.05
Third Spread	R63 300	€4 019.05

GOURMET SELECTION

1 x Quarter	R7 500	€476.19
--------------------	--------	---------

* All rates are Nett and exclude VAT * Rates effective January – December 2018 * Cancellation fee will be charged for late cancellations



DESIGN DIRECTORY RATES

As the authority on architecture and interiors, it is a distinct pleasure for Condé Nast House & Garden to bring its readers the annual Condé Nast House & Garden Design Directory. An invaluable companion for anyone who is building, renovating, restoring or decorating, this compendium offers not just the names and details of the best in the business, but offers inspired information about each of their offerings.

ADVERTISEMENTS – FULL COLOUR

Full Page	R29 200	€1 853.97
Double-Page Spread	R58 500	€3 714.29
Half Page	R29 100	€1 847.62
Advertorial Full Page	R35 800	€2 273.02

PRIME POSITIONS – FULL COLOUR

Outside Back Cover	R39 500	€2 507.94
Inside Back Cover	R33 100	€2 101.59
Opp. Contents Page	R33 100	€2 101.59
First Right-Hand Page	R33 100	€2 101.59
Opp. Masthead	R33 100	€2 101.59
Opp. Editor's Letter	R32 200	€2 044.44

DOUBLE-PAGE SPREAD

First Spread	R68 500	€4 349.21
Second Spread	R64 300	€4 082.54
Third Spread	R64 300	€4 082.54

* All rates are Nett and exclude VAT * Rates effective January – December 2018 * Cancellation fee will be charged for late cancellations



93 000
HAVE MADE
HOME
IMPROVEMENTS
IN THE LAST
12 MONTHS

TECHNICAL DATA

CLOSING DATE SCHEDULE

PUBLICATION DATE	BOOKINGS CANCELLATIONS	MATERIAL DEADLINE	ON SALE DATE
January	06 November	13 November	18 December
February	02 December	09 December	22 January
March	08 January	15 January	19 February
April	05 February	12 February	19 March
May	05 March	12 March	16 April
• Gourmet	19 February	26 February	02 April
June	09 April	16 April	21 May
July	07 May	14 May	18 June
August	04 June	11 June	16 July
• Directory	30 April	07 May	11 June
• Gourmet	11 June	18 June	23 July
September	09 July	16 July	20 August
October	06 August	13 August	17 September
November	03 September	10 September	15 October
December	08 October	15 October	19 November
• Gourmet	08 October	15 October	19 November

TECHNICAL DATA

NEW SIZE	BLEED	TRIM	TYPE
Full Page	286 x 220	276 x 210	256 x 190
2/3'S Vertical	286 x 150	276 x 140	256 x 120
1/2 Page Horizontal	148 x 220	138 x 210	118 x 190
1/2 Page Vertical	286 x 115	276 x 105	256 x 85
1/3 Page Horizontal	102 x 220	92 x 210	72 x 190
1/3 Page Vertical	286 x 80	276 x 70	256 x 50
1/4 Page Horizontal	79 x 220	69 x 220	57 x 190
1/4 Page Vertical	286 x 63	276 x 53	256 x 43
Gourmet Selection 1/4	125 x 99.5	120 x 94.5	117 x 91.5

SUBMISSION SPECIFICATIONS

- Live matter and type safety: Allow 10mm for trim and 13mm for bleed
- Gutter: No type should appear within 4mm of gutter.
- DPS material to be supplied as two single pages.
- Copy running across the spine in a DPS advertisement must allow for 8mm space in the spine for text to read.

ALL PRINT READY ARTWORK CAN BE SUPPLIED ON THE FOLLOWING PLATFORMS

- Contact Details Jean Jacobs E-mail production@condenast.co.za Tel 021 480 2300
- Adsend ■ Quickcut
- Dropbox, Hightail or WeTransfer to the previous mentioned email address
- Print ready PDF saved onto CD (an industry standard colour proof for colour matching on press can be supplied)
- Delivery Address CTP Printers, Boompie Str, Parow, 7500 / Att: House&Garden Inserts

CONTACT DETAILS

■ CAPE TOWN OFFICE

Phone 021 480 2300 **Fax** 021 424 6222
2nd Floor, 220 on Loop, 220 Loop Street, Cape Town

Linda Gibson

Commercial Director

Cell 071 687 6156 **E-mail** linda@condenast.co.za

Stacey Calitz

Business Account Manager

Cell 084 517 0577 **E-mail** stacey@condenast.co.za

Nadia Pereira

Business Account Manager

Cell 082 701 1912 **E-mail** nadia@condenast.co.za

Viné Lucas

Digital Creative Executive

Phone 021 480 2351 **E-mail** vine@condenast.co.za

■ JOHANNESBURG OFFICE

Phone 011 807 2531
Cherry Junction, 1 Autumn Road, Rivonia

Nokwanda Mhlambo

Business Account Manager

Cell 082 339 7548 **E-mail** nokwanda.mhlambo@inl.co.za

Lorraine Bradley

Business Account Manager

Cell 082 802 2252 **E-mail** lorraine.bradley@inl.co.za

Jacqui Erasmus

Business Account Manager

Cell 082 338 0546 **E-mail** jacqui.erasmus@inl.co.za

Anne Atkinson

Cell 083 680 4440 **E-mail** anne.atkinson@inl.co.za



TERMS & CONDITIONS

• 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.

• Condé Nast 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 shall be entitled to withhold publication of 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.

• 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.

• 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.

• 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.

• No cancellation of advertisements will be accepted after the fixed closing dates (refer to our closing date schedule).

• 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.

• All material and copy is subject to approval by the publishers.

• 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.

• Orders specifying special positions or 'right-hand' or 'left-hand' pages cannot be guaranteed.

• Advertisement orders subject to the condition that write-up space be devoted to the advertiser will not be accepted.

• Condé Nast Independent Magazines does not guarantee any results with regards to advertisements inserted in any of the company's magazines and/or supplements.

• 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.

• Condé Nast Independent Magazines reserves the right, subject to paragraph 1.3 above, to increase the rates at any time.

• All rates advertised or quoted, including rates on the Copy Instruction, are strictly exclusive of VAT unless specifically stated otherwise.

• Accounts will be rendered monthly and are payable within 30 days at the date on the statement. Interest on 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.

• 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.

• 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.