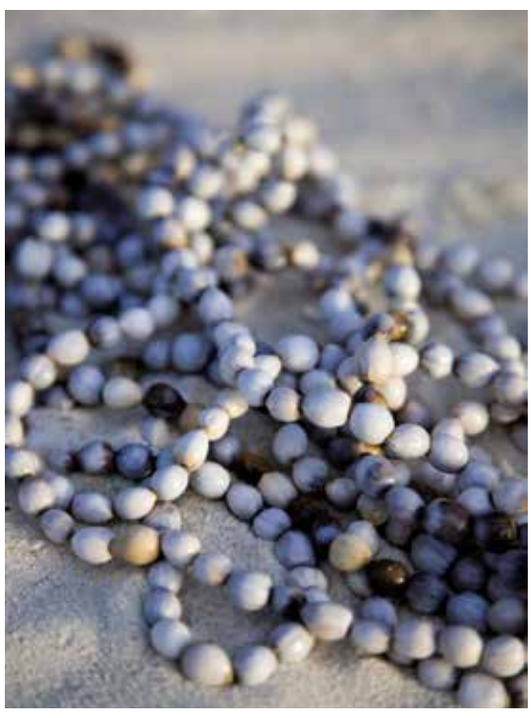
rooi rose
MEDIA KIT



CAXTON magazines

ABOUT THE BRAND

BRAND INSIGHTS

rooi rose is the classic all-in-one glossy magazine for aspirational, stylish Afrikaans women who celebrate their uniqueness. These women know what they want, including the best in fashion and beauty, health, entertaining and décor, all from their favourite brand.

sinvol, stylvol & propvol

BRAND PLATFORMS

Print

Monthly
Readership: 596,000
Circulation: 90,689

Online

Website: 20,522 UBS
Facebook: 46,458
Twitter: 14,540
Instagram: 4,879
Pinterest: 2,464
Mailer: 4,980

TV/Video

We produce quality television and online programming, underpinned by our iconic magazine brands, that showcases key sponsors within a glossy, magazine-style content marketing strategy. A first of its kind.

Events/Special issues

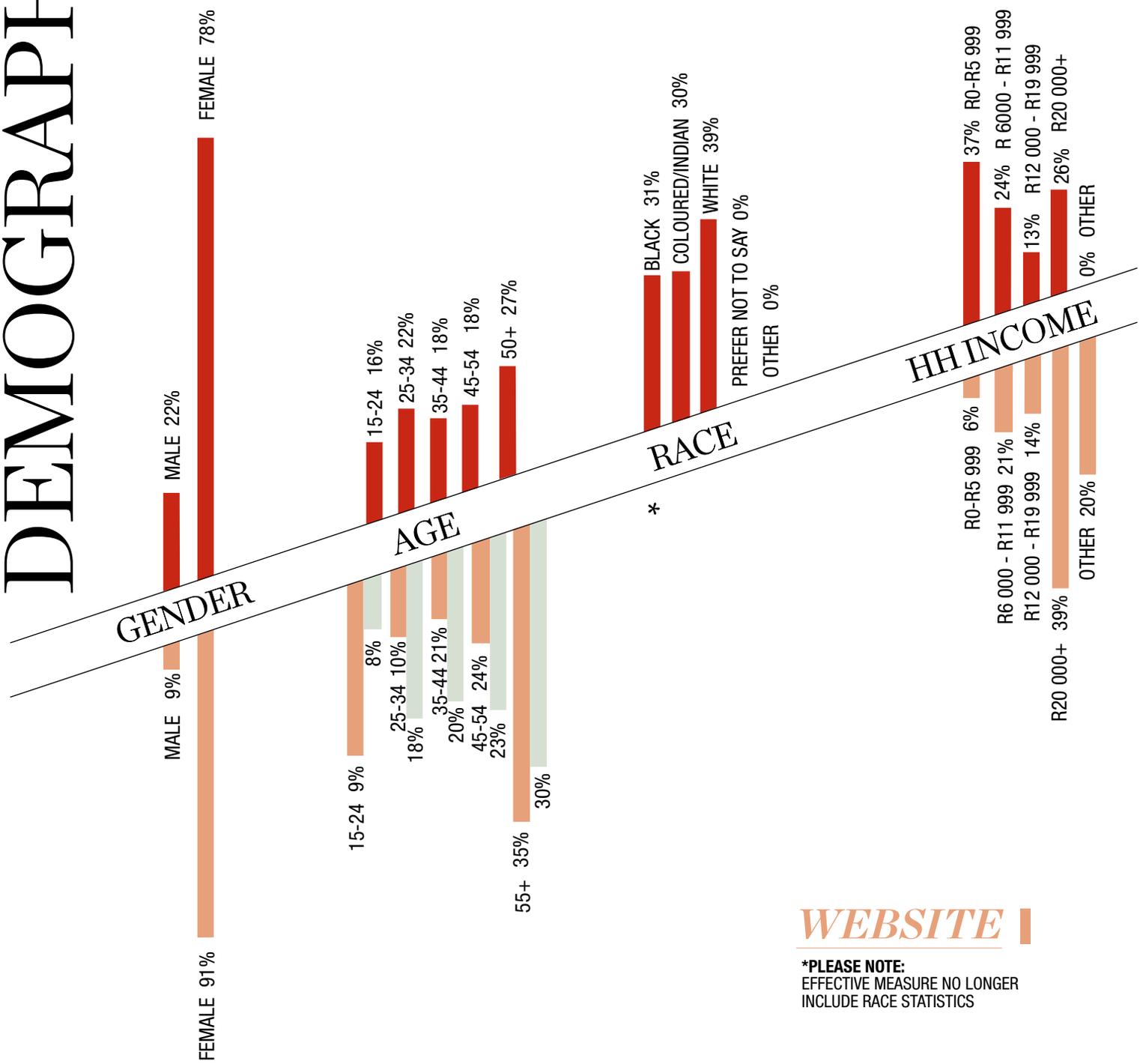
CANSA TEA – EVENT (PRETORIA, CAPE TOWN AND BLOEMFONTEIN)
FASHION & BEAUTY TRENDS ISSUES

ROOI ROSE'S POPULAR MONTHLY MAKEOVERS OFFER GREAT OPPORTUNITIES FOR FASHION AND BEAUTY SPONSORSHIP

Sources: AMPS 2015 AB (Jan 15-Dec 15); ABC (Q1) Jan - Mar 2016, Effective Measure (Mar 2016), Everlytic (Apr 2016), individual social media platforms (Apr 2016)

DEMOGRAPHICS

PRINT



WEBSITE

***PLEASE NOTE:**
EFFECTIVE MEASURE NO LONGER INCLUDE RACE STATISTICS

58%
LSM 7-LSM 10

38%
LSM 4-LSM 6

4%
LSM 1-LSM 3

Google Analytics 2016 Ave. Sessions Demographics SA only

Sources: AMPS 2015 AB (Jan 15-Dec 15), Effective Measure 2016

ABOUT THE AUDIENCE

Fashion and Beauty

***46%** fashion & beauty influencers
88% like to dress well
61% are interested in fashion and beauty content
62% like to keep up with the latest fashion trends and styles

Food and Travel

***62%** cooking influencers
78% are interested in food and entertaining content
80% enjoying cooking regularly
72% are interested in holiday and travel content

Health and Wellbeing

***51%** health influencers
73% are interested in health and wellbeing content
68% enjoy participating in sport

Home, Décor and Gardening

***56%** home and décor influencers
79% are interested in home, décor and gardening content
59% regularly decorate their homes
48% enjoy gardening

Online Usage

87% have a Facebook account
57% shop online for media, music and health and beauty products

**Influencers*

BrandMapp indicates influencer level by asking the following:

- How interested are you in the content category AND what is the likelihood of friends and family to ask your advice about a content category.
- More than 50% of the audience consider themselves to be highly influential to their networks in this content category.

Sources: AMPS 2015 AB (Jan 15-Dec 15), CREAM 2015, BrandMapp 2016

PRINT RATE CARD

rooi rose 2016
PRINT RATE CARD

RATES	COST	VAT	TOTAL
FULL COLOUR			
DPS	R83 900	R11 746	R95 646
FP	R42 000	R5 880	R47 880
1/2 DPS	R62 600	R8 764	R71 364
1/2 Hor/Ver	R31 300	R4 382	R35 682
1/3 Hor/Ver	R29 200	R4 088	R33 288
2/3 Hor/Ver	R35 500	R4 970	R40 470
SPECIAL POSITION			
Inside Front	R52 300	R7 322	R59 622
Inside Back	R48 100	R6 734	R54 834
Outside Back	R50 100	R7 014	R57 114
1st Double-Page Spread	R92 100	R12 894	R104 994
2nd Double-Page Spread	R92 100	R12 894	R104 994
3rd Double-Page Spread	R92 100	R12 894	R104 994
Any Guaranteed Full Page	R45 900	R6 426	R52 326
ADVERTORIAL* RATES			
Double-Page Spread	R96 200	R13 468	R109 668
Full Page Full Colour	R48 100	R6 734	R54 834
Half Page	R36 000	R5 040	R41 040

THE ABOVE RATES INCLUDE AGENCY COMMISSION BUT EXCLUDE VAT. ADVERTORIAL RATES EXCLUDE VAT AND AGENCY COMMISSION.

SMALL AD SIZES
Please contact our classified department on 011-889-0885 for all small colour or black and white ad sizes.

* The advertorial rate covers normal photography, recipe development (if applicable), layout, design and production costs.
* However, it excludes agency commission and the costs of any specialised photography, models, styling, hair and/or make-up artists.

For terms and conditions, refer to Caxton Magazines' general conditions.

rooi rose 2016
DEADLINES

(All deadlines to be understood as 12 NOON on each respective day)

ISSUE DATE	ADVERTORIAL BOOKING & MATERIAL DEADLINE DATE	ADVERTISEMENT BOOKING DEADLINE DATE	ADVERTISEMENT MATERIAL DEADLINE DATE	DELIVER ALL ADDED VALUE/INSERT	ON SALE DATE
JANUARY	29 Oct	09 Nov	16 Nov	20 Nov	07 Dec
FEBRUARY	19 Nov	02 Dec	09 Dec	16 Dec	11 Jan
MARCH	06 Jan	15 Jan	22 Jan	28 Jan	15 Feb
APRIL	04 Feb	12 Feb	19 Feb	25 Feb	14 Mar
MAY	03 Mar	11 Mar	17 Mar	24 Mar	11 Apr
JUNE	31 Mar	08 Apr	14 Apr	21 Apr	09 May
JULY	05 May	13 May	20 May	26 May	13 Jun
AUGUST	02 Jun	10 Jun	17 Jun	23 Jun	11 Jul
SEPTEMBER	07 Jul	15 Jul	22 Jul	28 Jul	15 Aug
OCTOBER	04 Aug	12 Aug	19 Aug	25 Aug	12 Sep
NOVEMBER	01 Sep	09 Sep	16 Sep	22 Sep	10 Oct
DECEMBER	06 Oct	14 Oct	21 Oct	27 Oct	14 Nov

TECHNICAL SPECIFICATIONS

TRIM	295mm deep x 220mm wide
BLEED	305mm deep x 230mm wide
TYPE AREA	275mm deep x 200mm wide
MATERIAL	X1A PDF supplied via Adsend or Quickcut
SCREEN	150#

rooi rose 2016
INSERT RATE CARD

LOOSE PRE-PRINTED INSERTS (PER 1000)				BOUND/STITCHED PRE-PRINTED INSERTS (PER 1000)		
PAGES	COST	VAT	TOTAL	COST	VAT	TOTAL
2	R340	R48	R388	R 400	R56	R456
4	R500	R70	R570	R 550	R77	R627
6+8	R550	R77	R627	R 600	R84	R684
10+12	R600	R84	R684	R 700	R98	R798
16	R700	R98	R798	R 800	R112	R912
20	R800	R112	R912	R 850	R119	R969
24	R900	R126	R1 026	R 950	R133	R1 083
32	R950	R133	R1 083			
36	R1 050	R147	R1 197			
40	R1 150	R161	R1 311			
44	R1 250	R175	R1 425			
48	R1 350	R189	R1 539			
52	R1 400	R196	R1 596			
56	R1 500	R210	R1 710			
60	R1 550	R217	R1 767			
64	R1 500	R210	R1 710			
68	R1 650	R231	R1 881			
72	R1 750	R245	R1 995			
76	R1 800	R252	R2 052			
80	R1 850	R259	R2 109			

ALL NON-STANDARD BOUND INSERTS REQUIRE PRE-INSERTION. R445 PER 1 000 COPIES

LOOSE INSERTS LARGER THAN 32 PAGES REQUIRE BAGGING R865 PER 1 000 COPIES

TIP-ONS, GATEFOLDS, PRODUCT SAMPLES, BAGGING AND ANY OTHER NON-STANDARD INSERTS - PRICE PROVIDED ON APPLICATION

rooi rose 2016
DIGITAL RATE CARD

ELEMENT	PLACEMENT	SIZES	COST
WEB BANNERS	Leaderboard	728 x 90	R350 CPM
	Half page	300 x 600	R350 CPM
	MPU/Island	300 x 250	R350 CPM
	Mobile banner	320x50	R150 CPM
	Road block/Talking banners	All 4 of the above	R650 CPM
	Homepage takeover	CPM rate	R1 000 CPM
		flat rate p/day	R2 000 - R 5000 p/day
	Site skin/wallpaper	CPM rate	R650 CPM
RICH MEDIA (excl design)	Pop up, expanding ads, overlay, Instream	500x500 max	R400 CPM
VIDEO	Sponsored editorial feature		*POA
	Advertorial video execution		*POA
EMAIL MARKETING (INCL DESIGN & DEVELOPMENT)	Newsletter mention	Editorial mention	R2 500 - R5 000
	Newsletter banner	Max size: 40kb	R1 000 - R5 000
	Promo mailer	Branded newsletter	R5 500 - R8 000
	All costs based on subscriber base		
ONLINE CONTENT SYNDICATION	Recipes	Incl image	R1 500
	Feature (500 words) - Décor, Health, Agriculture, Celebrity, Travel	Excl images	R1 500
	Feature - Fashion, Beauty	Min 3 images	R2 500
	Images only (Fashion and Beauty)	Per image cost	R300
	Video		R5 000
NATIVE/ CONTENT MARKETING	Native article	1 article	R5 500
	Native articles	2 articles	R9 000
	Native article series	4 articles (R5 500 p/article)	R16 000
	Native article series incl Search	R3 000 PPC adwords per article + 15% management fee	R29 800
DIGITORIAL	Standard digitorial	One pager - branded top and bottom banners	R12 000
	** Standard digitorial incl Search	R5 000 PPC adwords + 15% management	R17 750
	Competition	One page	R3 500
	Digitorial hosting fee	With or without updates	R5 000/R8 000
	Premium digitorial	Max 3-5 pages. Incl content creation, design and development	R15 000
	** Premium digitorial incl Search	R5 000 PPC adwords + 15% management	R20 750
	Digitorial hosting fee	With or without updates	R7 000/R12 000
SOCIAL MEDIA	** Facebook, Twitter or Instagram	Per post (excl adspend)	R2 900
	Social Media adspend	Cost plus 15% management fee	*POA
	** Facebook app and hosting	Design cost	*POA
	Ecards		R1 500
DIGITAL EXTENSIONS	Microsite/website	R850 p/h development fee	*POA
	Interactive calendar/countdown	R850 p/h development fee	*POA
	Sectional sponsorship		*POA
	SMS/USSD campaign		*POA
	Navigation tab	Cost depends on # of pageviews	R5 500 - R10 500

*POA - PRICE ON APPLICATION ** ADSPEND HIGHLY RECOMMENDED

SET OF 4 DISPLAY BANNERS DESIGN COST: R2000. STUDIO DESIGN OR CONTENT CREATION FEE: R1000 PER HOUR. DIGITAL DEVELOPMENT FEE: R850 PER HOUR. ALL COSTS EXCL CONTENT CREATION EXCEPT SOCIAL MEDIA. ADSPEND CHARGED AT 15% MANAGEMENT FEE.

ALL RATES ARE CPM (COST PER THOUSAND IMPRESSIONS). RATES SUBJECT TO CHANGE WITH 2016 SUPPLIER INCREASES. COST IS SUBJECT TO CLIENT BRIEF, ACTIVATION MECHANISM, PRODUCTION REQUIREMENTS AND EDITORIAL APPROVAL.
ALL PRICES INCLUDE AGENCY COMMISSION. ALL PRICES EXCLUDE VAT, AND ARE SUBJECT TO THE STANDARD TERMS AND CONDITIONS OF CAXTON MAGAZINES. IF CONTENT IS SUPPLIED 'BOOKED AS', NO CHANGES WILL BE MADE EXCEPT AGREED UPON OTHERWISE.

rooi rose 2016
CLASSIFIEDS

SIZE FULL COLOUR	PRICE EXCL VAT	PRICE INCL VAT
6 x 1 60mm height x 61mm width	R1 050.26	R1 197.30
6 x 2 60mm height x 120mm width	R2 100.61	R2 394.70
13 x 1 130mm height x 61mm width	R2 275.61	R2 594.20
13 x 2 130mm height x 120mm width	R4 551.32	R5 188.50
6 x 3 60mm height x 188mm width	R3 150.88	R3 592.00
13 x 3 130mm height x 188mm width	R6 826.93	R7 782.70
26 x 2 240mm height x 120mm width	R9 102.63	R10 377.00
26 x 3 240mm height x 188mm width	R13 128.77	R14 966.80

ADVERT SIZES:
300 DPI, CMYK, PDF FORMAT

Contact Us

NATASHA KOCK
Tel: 011 889 0825 | Fax: 086 513 9743
Email: natashakock@caxton.co.za

NICOLETTE PRESSLIN
Tel: 011 889 0983 | Fax: 086 514 0852
Email: npresslin@caxton.co.za

RENE' MOONSAMY
Tel: 011 889 0890 | Fax: 086 514 0032
Email: renea@caxton.co.za

SHANTAL PILLAY
Tel: 011 293 6104 | Fax: 086 596 0984
shantalp@caxton.co.za

GARY WIUM
Tel: 011 889 0885 | Cell: 072 749 6029
Fax: 086 599 3699
Email: garyw@caxton.co.za

ROWENA SINGH
Tel: 011 889 0814| Cell: 079 568 6025
Fax: 086 513 6469
Email: rowenas@caxton.co.za

CHARMAINE PILLAI
Tel: 011 449 1064 | Fax: 086 518 8055
E-mail:cp@caxton.co.za

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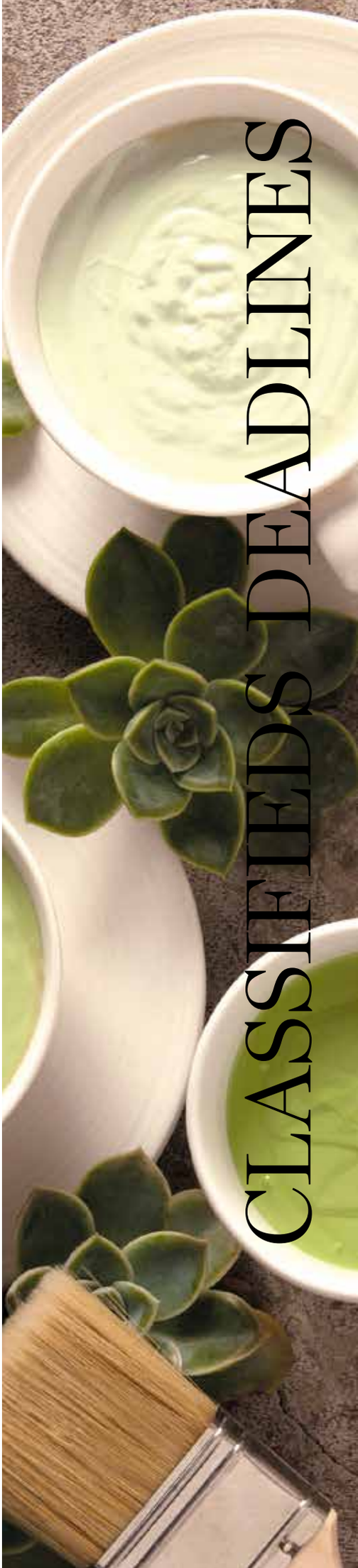
rooi rose 2016
CLASSIFIEDS DEADLINES

MONTH	BOOKING/ MATERIAL	ON SALE DATE
January	16 Nov	07 Dec
February	09 Dec	11 Jan
March	22 Jan	15 Feb
April	19 Feb	14 Mar
May	17 Mar	11 Apr
June	14 Apr	09 May
July	20 May	13 Jun
August	17 Jun	11 Jul
September	22 Jul	15 Aug
October	19 Aug	12 Sep
November	16 Sep	10 Oct
December	21 Oct	14 Nov

For more information, please contact Gary Wium, Classifieds Sales Manager, on 011 889 0885 or garyw@caxton.co.za



CAXTON EVENTS

Caxton Events provides the opportunity to engage with readers on a more intimate level. Whether the event concept is small or majestic, **Caxton Events** puts the stylish **rooi rose** stamp on every event, scouting the hottest venues and most in-demand décor trends to ensure your brand integration makes maximum impact. Events are designed based on client requirements and a tailor-made package is applied to each event, ensuring maximum consumer engagement.

For more information, please contact: Reinhard Lotz, Group Marketing Manager
reinhardl@caxton.co.za

caxtonmags.co.za

CAPE TOWN Uitvlugt, 3 Howard Drive, Pinelands • tel 021 530 8600

DURBAN 1st floor, 8 Richefond Circle, Ridgeside Office Park, Umhlanga Ridge • tel 031 536 8165

JOHANNESBURG 368 Jan Smuts Avenue, Craighall, 2196 • PO Box 1610, Parklands, 2121 • tel 011 889 0600