



# rooirose MEDIA KIT

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2018

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WEBSITE [www.caxtonmags.co.za](http://www.caxtonmags.co.za)



CAXTONmagazines

# 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.

## 2018 VISION

**rooi rose** will continue to be at the forefront of everything the modern, elegant Afrikaans woman needs to know to live her best life in today's world. We inspire, guide and inform our readers on all aspects that affect her daily life including her family, relationships, work, beauty, fashion, health, food, home, garden – even her pets! No other Afrikaans women's magazine delivers such a substantial selection to their readers every month – all in an unrivalled stylish, glossy package. We will also continue to grow and innovate our digital platforms to give all our readers the best 360° rooi rose-experience they have come to expect from us.



# BRAND AND PLATFORMS

## PRINT

**Monthly Readership:** 596 000  
**Circulation:** 63 818  
(Jul-Sep 2017)



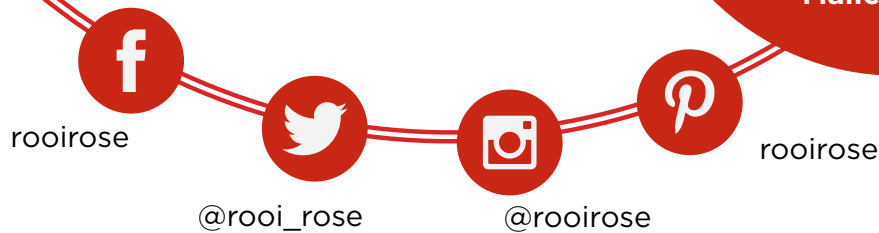
# rooirose

[www.rooirose.co.za](http://www.rooirose.co.za)



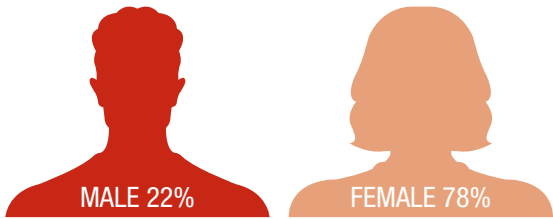
## DIGITAL

**Website:** 103 077 UBS  
**Facebook:** 64 622  
**Twitter:** 17 182  
**Instagram:** 11 138  
**Pinterest:** 2 903  
**Mailer:** 7 330

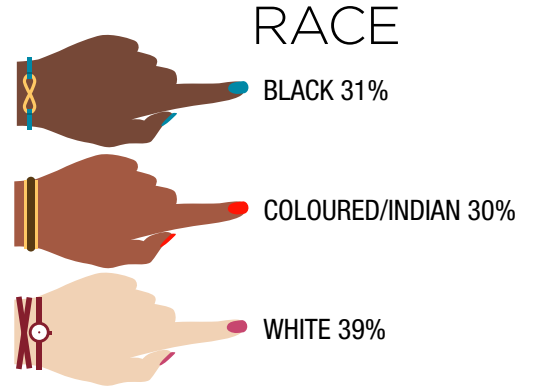


# DEMOGRAPHICS

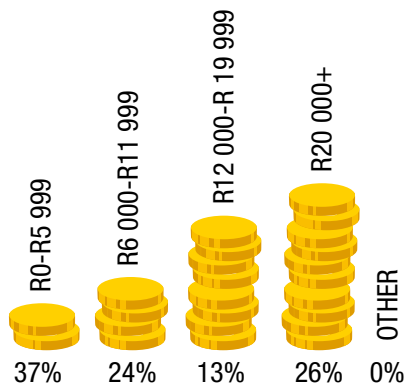
PRINT



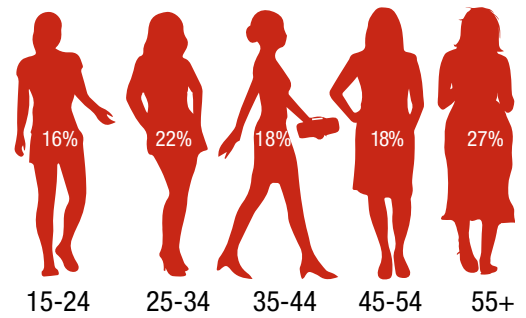
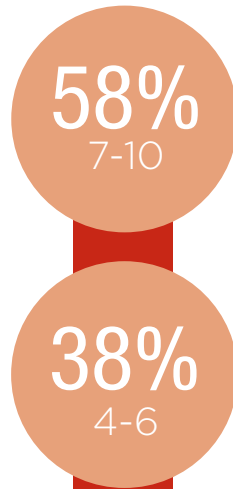
GENDER



LSM



HH INCOME



AGE

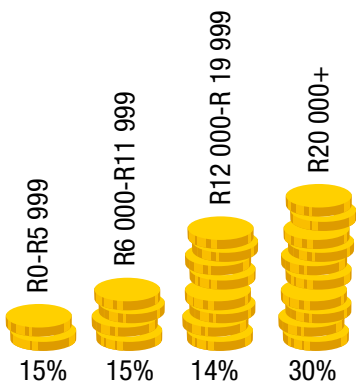
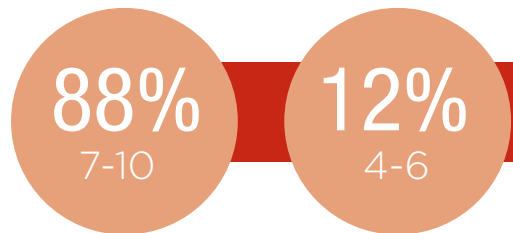
WEBSITE



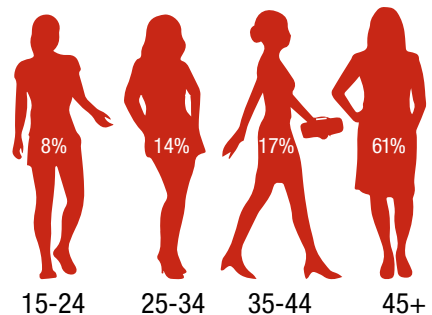
Effective Measure (October 2017)

GENDER

LSM



HH INCOME



Effective Measure (October 2017)

AGE

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# ABOUT THE AUDIENCE

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## ***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

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## ***Food and Travel***

**\*62%** cooking influencers

**78%** are interested in food and entertaining content

**80%** enjoy cooking regularly

**72%** are interested in holiday and travel content

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## ***Health and Wellbeing***

**\*51%** health influencers

**73%** are interested in health and wellbeing content

**68%** enjoy participating in sport

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## ***Home, Décor and Gardening***

**\*56%** home and décor influencers

**79%** are interested in home, décor and gardening content

**59%** regularly decorate their homes

**51%** are interested in home décor activities as a past time

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## ***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.

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# MOOD BOARD

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ADMIRABLE



Who is the ROOI ROSE woman?

She is ADMIRABLE

She puts a lot of effort into creating a beautiful life for herself. She is a modern woman who knows what she wants and has a strong desire to achieve it - whether that's the best in fashion, beauty, health or entertainment! Rooi Rose is her go-to mag that covers everything that important to her in one fell swoop!

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### Afrikaans:

Born Afrikaans, she prefers to speak the Afrikaans language at work, leisure and at home

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### Disposable Income:

She likes eating out, entertaining, going on holidays and indulging in life's pleasures

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### Modern:

She's progressive and modern. She wants to live her best life in today's world

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### Influencer:

She plays a key role amongst friends and is seen as an influencer. She likes to be the first to know

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### Refined:

She is upmarket, elegant, discerning and classy

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### Affluent:

She is affluent and most likely lives in a freestanding house in the suburbs

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### Bold:

She knows who she is. She makes her own decisions and is not scared to change direction

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### Looks Good:

She spends time and money on beauty & looking good. She is, however, not a slave to fashion

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### Embraces Life:

She enjoys the stage of life she is in and is keen to try new things. She has a can-do attitude

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# rooi rose 2018

## PRINT RATE CARD

Rates effective from 1 January 2018

	COST	VAT	TOTAL
<b>Full Colour</b>			
DPS	R 76 000.00	R 10 640.00	R 86 640.00
FP	R 38 000.00	R 5 320.00	R 43 320.00
1/2 DPS	R 56 700.00	R 7 938.00	R 64 638.00
1/2 Hor/Ver	R 28 200.00	R 3 948.00	R 32 148.00
1/3 Hor/Ver	R 26 500.00	R 3 710.00	R 30 210.00
<b>Special Positions</b>			
Inside Front	R 47 300.00	R 6 622.00	R 53 922.00
Inside Back	R 43 600.00	R 6 104.00	R 49 704.00
Outside Back	R 45 300.00	R 6 342.00	R 51 642.00
1st Double Page Spread	R 83 400.00	R 11 676.00	R 95 076.00
2nd Double Page Spread	R 83 400.00	R 11 676.00	R 95 076.00
3rd Double Page Spread	R 83 400.00	R 11 676.00	R 95 076.00
Any Guaranteed Full Page	R 41 500.00	R 5 810.00	R 47 310.00
<b>Advertorial Rates</b>			
Double Page Spread	R 104 200.00	R 14 588.00	R 118 788.00
Full Page Full Colour	R 52 100.00	R 7 294.00	R 59 394.00
Half Page	R 39 000.00	R 5 460.00	R 44 460.00

## DEADLINES

ISSUE DATE	ADVERTORIAL CLOSING DATE	ADVERTISING CLOSING DATE	FINAL ADVERT MATERIAL DATE	DELIVER ALL ADDED VALUE	ON SALE DATE
<b>January 2018</b>	2-Nov	13-Nov	20-Nov	24-Nov	11-Dec
<b>February 2018</b>	23-Nov	6-Dec	13-Dec	19-Dec	15-Jan
<b>March 2018</b>	3-Jan	12-Jan	19-Jan	25-Jan	12-Feb
<b>April 2018</b>	1-Feb	09-Feb	16-Feb	22-Feb	12-Mar
<b>May 2018</b>	8-Mar	16-Mar	22-Mar	29-Mar	16-Apr
<b>June 2018</b>	5-Apr	13-Apr	19-Apr	26-Apr	14-May
<b>July 2018</b>	3-May	11-May	17-May	24-May	11-Jun
<b>August 2018</b>	7-Jun	15-Jun	21-Jun	28-Jun	16-Jul
<b>September 2018</b>	5-Jul	13-Jul	20-Jul	26-Jul	13-Aug
<b>October 2018</b>	2-Aug	10-Aug	17-Aug	23-Aug	10-Sep
<b>November 2018</b>	6-Sep	14-Sep	21-Sep	27-Sep	15-Oct
<b>December 2018</b>	4-Oct	12-Oct	19-Oct	25-Oct	12-Nov

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

**NOTE: ALL RATES NETT OF ANY AGENCY FEES AND/OR COMPLETED MATERIAL DISCOUNTS.**



# CLASSIFIEDS

SIZE FULL COLOUR	PRICE EXCL VAT	PRICE INCL VAT
6x1 - 56mm height x 42mm width	R 1 114.12	R 1 270.10
6x2 - 56mm height x 88mm width	R 2 238.25	R 2 540.20
12x1 - 115mm height x 42mm width	R 2 228.25	R 2 540.20
12x2 - 115mm height x 88mm width	R 4 456.58	R 5 080.50
6x4 - 56mm height x 179mm width	R 4 456.58	R 5 080.50
12x4 - 115mm height x 179mm width	R 8 913.16	R 10 161.00
24x4(HP) - 235mm height x 88mm width	R 8 913.16	R 10 161.00
24x4(FP) - 235mm height x 179mm width	R 17 826.23	R 20 321.90

**ADVERT SIZES:  
300 DPI, CMYK, PDF FORMAT**

# INSERT RATES

LOOSE PRE-PRINTED INSERTS (PER 1000)				BOUND/STITCHED PRE-PRINTED INSERTS (PER 1000)		
PAGES	COST	VAT	TOTAL	COST	VAT	TOTAL
2	R340.00	R47.60	R387.60	R37000	R51.80	R421.80
4	R470.00	R65.80	R535.80	R520.00	R72.80	R592.80
6+8	R 510.00	R 71.40	R 581.40	R600.00	R 84.00	R684.00
10+12	R 570.00	R 79.80	R 649.80	R670.00	R93.80	R763.80
16	R670.00	R 93,80	R 763,80	R750,00	R105,00	R855,00
20	R730.00	R102.20	R 832.20	R820.00	R114.80	R934.80
24	R850.00	R119.00	R 969.00	R940.00	R131.60	R1 071.60
32	R900.00	R126.00	R1 026.00	<b>ALL NON-STANDARD BOUND INSERTS REQUIRE PRE-INSERTION. R480 PER 1000 COPIES</b>		
36	R1 020.00	R142.80	R1 162.80			
40	R1 120.00	R156.80	R1 276.80			
44	R1 240.00	R173.60	R1 413.60			
48	R1 290.00	R180.60	R1 470.60			
52	R1 350.00	R189.00	R1 539.00	<b>LOOSE INSERTS LARGER THAN 32 PAGES REQUIRE BAGGING R950 PER 1000 COPIES</b>		
56	R1 400.00	R196.00	R1 596.00			
60	R1 470.00	R205.80	R1 675.80			
64	R1 520.00	R212.80	R1 732.80			
68	R1 570.00	R219.80	R1 789.80			
72	R1 630.00	R228.20	R1 858.20			
76	R1 690.00	R236.60	R1 926.60			
80	R1 740.00	R243.60	R1 983.60			

**NOTE: ALL RATES NETT OF ANY AGENCY FEES  
AND/OR COMPLETED MATERIAL DISCOUNTS.**

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## DIGITAL RATE CARD

ELEMENT	PLACEMENT	SPECS / GUIDELINES	COST
DIGITORIALS	STANDARD DIGITORIAL	One page. Includes one visual and top or bottom banner when required. Hosted for the campaign duration.	R10 000
	Digitorial hosting fee	Excluding monthly updates.	R3 000
	Digitorial hosting fee	Including monthly updates (design or content updates).	R5 000
	PREMIUM DIGITORIAL	Max 3 pages. Includes one visual per page and top or bottom banner when required. Hosted for the campaign duration.	R12 500
DIGITORIALS	Digitorial hosting fee	Excluding monthly updates.	R3 000
	Digitorial hosting fee	Including monthly updates (design or content updates).	R8 000
COMPETITIONS	1 page with entry form	Prize value must be over R3 500.	R5 000
SOCIAL MEDIA	Facebook	Per post (does not include ad spend) - includes eCard.	R5 000
	Twitter	Per post (does not include ad spend) - includes eCard.	R4 000
	Instagram	Per post (does not include ad spend) - includes eCard.	R3 500
	ENDORSEMENTS	Sharing client's social media posts on Caxton Magazines' social media platforms.	
	Endorsements - Facebook	No ad spend and no metrics. At editorial discretion. Max. 1 post per week per campaign.	R8 500
	Endorsements - Twitter	No ad spend and no metrics. At editorial discretion. Max. 1 post per week per campaign.	R7 500
	SOCIAL MEDIA AD SPEND	Social media ad spend is mandatory on campaigns in order to meet the client's goals.	
	Facebook post ad spend	Min. R3 500 per brand, per campaign. Any campaign period. Not more than 6 posts.	**R4 025
	Twitter ad spend	Min. R5 000 per brand, per campaign. Any campaign period. No limit on tweets.	**R5 750
	Instagram ad spend	Min. R5 000 per brand, per campaign. Any campaign period. Not more than 6 posts.	**R5 750
	Branded Facebook cover	Cost per day. Design included.	R 5 500
VIDEO	Commercial content video execution	<p>Video production includes:</p> <ul style="list-style-type: none"> <li>• producer</li> <li>• storyboard artist</li> <li>• scriptwriter</li> <li>• treatment</li> <li>• stylist (food/fashion)</li> <li>• photographer</li> <li>• videographer</li> <li>• editing</li> <li>• sound - music or ambient sound (excludes final mix)</li> <li>• ingredients (R500 per video)</li> <li>• wardrobe (subject to the shoot)</li> <li>• make-up artist (subject to the shoot)</li> </ul> <p>Excludes: additional venue hire, additional equipment hire, travelling (included provided it's within 30km one way). Any additional stock footage or images will be negotiated.</p>	From R30 000
	Campaign video/Flipagram	Still images with captions and basic animation.	R18 000
	GIF	3-second loop, no sound.	R 8 000

ELEMENT	PLACEMENT	SPECS / GUIDELINES	COST
BANNER TAKEOVERS	Roadblock	728x90, 300x250, 300x600, 320x50	R1 500 per day
	Page takeover	728x90, 300x250, 300x600, 320x50	R1 500 per day
	Sectional sponsorship	728x90, 300x250, 300x600, 320x50	R2 500 per day
	Site takeover	728x90, 300x250, 300x600, 320x50	R3 500 per day
WEB BANNERS	Leaderboard	728x90	R300 CPM
	Half page	300x600	R300 CPM
	MPU/medium rectangle	300x250	R300 CPM
	ROS	728x90, 300x250, 300x600, 320x50	R300 CPM
	Banner package - 10 000 impressions	Includes design of 4 banners created by Caxton Creative Studio.	R 4 000
	Banner package - 20 000 impressions	Includes design of 4 banners created by Caxton Creative Studio.	R 8 000
	Premium targeted banners	Includes design of 4 banners, rate is based on how targeted the audience is. Building and retargeting an audience is available.	POA
MOBILE BANNERS	Mobile banner	320x50	R150 CPM
	MPU/medium rectangle	300x250	R300 CPM
	Mobile adhesive	320x50	R250 CPM
NEWSLETTER	Newsletter mention	1 x Editorial mention on a newsletter. This may only click through to a digital/content article on a Caxton Magazines' website.	R 6 500
	Newsletter banner	1 x Banner on a newsletter, this can click through to a client's page or Caxton Magazines' website.	R 3 000
	Sponsored newsletter	Newsletter sent out to our database. Content consists of all articles and assets created for a campaign. Min. 4 x digital need to exist for this type of newsletter.	R 10 000
DIGITAL EXTENSIONS	Microsite/website development	R950 p/h development fee	*POA
	Navigation tab and special section to house sponsored content and digital	Flat rate for 1 month	R 25 000

\*POA - PRICE ON APPLICATION

\*\* AD SPEND INCLUDES MANAGEMENT FEE OF 15%

ALL DISPLAY RATES ARE CPM (COST PER THOUSAND IMPRESSIONS). RATES SUBJECT TO CHANGE WITH 2018 SUPPLIER INCREASES.  
 COST IS SUBJECT TO CLIENT BRIEF, ACTIVATION MECHANISM, PRODUCTION REQUIREMENTS AND EDITORIAL APPROVAL.  
 ALL RATES ARE NETT OF ANY AGENCY FEES AND EXCLUDE VAT. RATES 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.

#### PRODUCTION COSTS




	P/HOUR
Studio design or content creation	R850
Animation costs	R750
Digital development	R950
Rich media creative is generally supplied material from client/agency	
Additional stock images charged	R500
Additional music track charged	R1 500

#### CAMPAIGN REPORTING

Campaign Reporting: Campaign feedback documents and insights (PowerPoint) are provided for all campaigns developed by Studio to the value of R100 000. Campaign feedback data (Excel) will be supplied for campaigns below R100 000. PR Packages that have a campaign attached to them will only get one report at the end of the campaign. If feedback is required before the end of the full campaign, it will only be data. Clients can purchase full campaign feedback documents (PowerPoint) for R5 000 if required.

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## DIGITAL RATE CARD

	PACKAGE	DESCRIPTION	COST
	<i>Tweet Tweet Buzz</i>	Maximum 4 magazine brands 6 x Tweets per brand (24 Total)  <b>Total posts = 24</b>	R 30 000
	<i>Be Like the Cool Kids</i>	Maximum 6 magazine brands 10 x Tweets per brand (60 Total) 1 x Facebook post per brand (6 Total) 1 x Instagram per brand (6 Total)  <b>Total posts = 72</b>	R 90 000
	<i>Break the Internet</i>	Maximum 10 magazine brands 10 Tweets per brand (100 Total) 1 Facebook post per brand (10 Total) 1 Instagram per brand (10 Total)  <b>Total posts = 120</b>	R 125 000

ADD-ON ITEM	COST TO ADD-ON		DETAILS
Twitter Ad Spend Recommended	POA	Per post	Will be advised at strategy stage if needed.
Facebook Ad Spend Recommended	R 500	Per post	Will be advised at strategy stage if needed.
Instagram Ad Spend Recommended	R 500	Per post	Will be advised at strategy stage if needed.
Digitorials	R 5 000	Per post	One sign-off client to provide press release + brand assets [e.g.: fonts, colours, CI] includes one image + client branded top banner
Editorial Attendance	R 1 000	Per brand	During work hours offsite for client launch, media day, event, activations etc.
Photography	R 12 000	Per day	Includes: 1 x photographer, 1 x art director, 1 x stylist, ingredients and/or props to the max. value of R 1500.
Green Room Events	R 25 000	Min. charge	POA - to discuss with Marketing Team.
Social Listening	R 5 000	Per package	Full campaign listening beyond PR Package analysis (includes: client performance + Caxton performance + other influencer performance) recommended for bigger national client events e.g.: World Food Day, Slipper Day, Valentines Day.

### PR PACKAGE RULES

Subject to availability. Highest bidder for key events. Only 12 packages per year, 1 per month. Any other launches must be discussed before engaging with client. Calendar supplied Q1 for available annual dates. We cannot guarantee an event to trend - it has to be trend worthy and valuable content for our users. Ideally needs to be part of a bigger campaign. Caxton Magazines have full editorial control, no client approval on social media elements. Excludes production, travelling and accommodation costs, ad spend, volume discounts and VAT. Client can request a social listening post-campaign PowerPoint/Excel report at an additional cost of R5 000.

### POST PR PACKAGE FEEDBACK

The post campaign recon will be provided 14 working days after the PR Package has been concluded in an Excel spreadsheet. If a post campaign analysis is required, this will be billed at R5 000 - this includes a full campaign performance overview and feedback in a PowerPoint document.