

rooi rose

FOR BOOKINGS, CONTACT

Zoë Salzwedel

zoes@caxton.co.za

011-889 0665



COMPETITION OPPORTUNITIES 2019/2020

CIRCULATION: 55 034
READERSHIP: 593 000
FREQUENCY: Monthly
FACEBOOK: 73 000
TWITTER: 18 200
INSTAGRAM: 18 000

ROOIROSE.CO.ZA: 125 760 unique browsers (South Africa)
AVERAGE TIME ON SITE: 00:01:10
ROOIROSE.CO.ZA: 307 325 SA page views
NEWSLETTER DATABASE: 10 400+

*Website statistics based on an average from May, June & July 2019 reports.

rooi rose is the classic all-in-one magazine for the affluent stylish Afrikaans woman who know what she wants and lives life to the beat of her own heart. She wants the latest and best in fashion, health and beauty, entertainment and décor and she gets it in her favourite magazine.

* Please note that all values given are VAT INCL.

WEN LUUKSE VELSORGPRODUKTE VAN R50 545

Elke rooi rose-leeser kan elk 'n Nuwe-gehelepaak van luukse velversorgprodukte ter waarde van R4 595 wen



Dit is die nuwe versorgingsreël vir jou vel. NUXE se nuwe versorgingsreël is 'n reël wat jou vel help om te bly soos jy wil. NUXE se nuwe versorgingsreël is 'n reël wat jou vel help om te bly soos jy wil. NUXE se nuwe versorgingsreël is 'n reël wat jou vel help om te bly soos jy wil.

COMPETITIONS

Please contact us
for availability

Each issue of rooi rose features exciting competitions offering our readers the chance to win your products. This page can serve as a wonderful platform to advertisers and sponsors to expose new & existing products to add extra promotion for an above the line advert placed in the magazine. Please note: Doing destination competitions – flights and car hire/shuttle services should be included in prize

The value of the page: R52 500.00
•Requirement: Prize to the value of the space.
•Material: 300 word copy (in WORD format) 4 high-res photos (300 dpi)



SMS & WIN GIVEAWAYS

Please contact us
for availability

- "SMS & WIN" page features products for readers to win
- This full page is not set to a theme
- Different products and different pages sizes and values on page.

1/2 page = R29 400.00
1/3 page = R18 900.00
1/4 page = R15 750.00
1/6 page = R10 500.00
1/9 page = R6 300.00

•Requirement: Prize to the value of space
•Material: 200 word copy (in WORD format) 2 high-res photos (300 dpi)
 Prize value, quantity and description
 Contact details for more info to be included.

GESELS SAAM

Skryf & WEN

Die wenbrief is 'n plek waar jy jou mening kan uitdruk en jou stem kan laat hoor. Dit is 'n plek waar jy jou mening kan uitdruk en jou stem kan laat hoor.

WENBRIEF

Die wenbrief is 'n plek waar jy jou mening kan uitdruk en jou stem kan laat hoor. Dit is 'n plek waar jy jou mening kan uitdruk en jou stem kan laat hoor.

ANDEKTYE

Die anderkye is 'n plek waar jy jou mening kan uitdruk en jou stem kan laat hoor. Dit is 'n plek waar jy jou mening kan uitdruk en jou stem kan laat hoor.

SKRYF & WEN

Die skryf & wen is 'n plek waar jy jou mening kan uitdruk en jou stem kan laat hoor. Dit is 'n plek waar jy jou mening kan uitdruk en jou stem kan laat hoor.

LESERS-FORUM

Sluit aan en WEN!

As jy ons ding las, doen ons jou werk vir jou doen, wat jou dinge.

ROOIROSE

Die Rooirose is 'n plek waar jy jou mening kan uitdruk en jou stem kan laat hoor. Dit is 'n plek waar jy jou mening kan uitdruk en jou stem kan laat hoor.

ROOIROSE

Die Rooirose is 'n plek waar jy jou mening kan uitdruk en jou stem kan laat hoor. Dit is 'n plek waar jy jou mening kan uitdruk en jou stem kan laat hoor.

GEE RUIMTE

ROOIROSE

Die Rooirose is 'n plek waar jy jou mening kan uitdruk en jou stem kan laat hoor. Dit is 'n plek waar jy jou mening kan uitdruk en jou stem kan laat hoor.

ROOIROSE

Die Rooirose is 'n plek waar jy jou mening kan uitdruk en jou stem kan laat hoor. Dit is 'n plek waar jy jou mening kan uitdruk en jou stem kan laat hoor.

ROOIROSE

Die Rooirose is 'n plek waar jy jou mening kan uitdruk en jou stem kan laat hoor. Dit is 'n plek waar jy jou mening kan uitdruk en jou stem kan laat hoor.

WINNING LETTER

Please contact us for availability

Rooi rose encourages readers to write to us with their views & opinions. Each month a winning letter is chosen and the winner receives a fantastic product hamper. Give-away can be booked for 6 month period or 12 month period.

- Requirement:** Prize to the value of minimum R5 000.00 per month.
- Material:** 200 word copy (in WORD format) 2 high-res photos (300 dpi) Prize value and description

READER'S PANEL (LESERSFORUM)

Once a month we select 3 members to share their views on some key points in the magazine, each gets a prize valued @ R2 500.00 each (R7 500.00 in total). Can also be booked for a 6 month period or 12 month period.

- Requirement:** Prize to the value of minimum R7 500.00 (3 prizes) per month.
- Material:** 200 word copy (in WORD format) 2 high-res photos (300 dpi) Prize value and description

Contact details for more info to be

WAT DINK JY?

Please contact us for availability

This section is a small insertion that coincides with a specific article. Readers are directed to share their thoughts on www.rooirose.co.za

1 Winner per month
Prizes can be booked for 6 month period or 12 month period.

- Requirement:** Prize to the value of minimum R4 000.00 per month
- Material:** 200 word copy (in WORD format) 1 high-res photo (300 dpi) Prize value and description

LESERS-AANBOD

Kry 20%-afslag op luukse produkte

Die 20%-afslag is 'n plek waar jy jou mening kan uitdruk en jou stem kan laat hoor. Dit is 'n plek waar jy jou mening kan uitdruk en jou stem kan laat hoor.

20%-AFSLAGKOEPOON

Die 20%-afslag is 'n plek waar jy jou mening kan uitdruk en jou stem kan laat hoor. Dit is 'n plek waar jy jou mening kan uitdruk en jou stem kan laat hoor.

ROOIROSE

Die Rooirose is 'n plek waar jy jou mening kan uitdruk en jou stem kan laat hoor. Dit is 'n plek waar jy jou mening kan uitdruk en jou stem kan laat hoor.

READER OFFERS

Please contact us for availability

Exclusive offering from a retailer/brand to readers

Promotion is geared towards:
Driving feet through the door
Encouraging further in-store purchases
Allowing clients to build up a database of new customers from coupon redemption

Exposure:
Full page advertorial layout that promotes the offer

Redemption mechanism:
Cut out coupon OR action required from reader to qualify for the offer
Investment from client
Free product/discount for every reader which is

redeemable at participating outlets/online shop

Examples of offer:
Buy one get one free
If you buy xxx you will received a complimentary xxx
Get 25% discount on any xxx products

Material: 300 word copy (in WORD format) 4 high-res photos (300 dpi)
Offer details to be included
Contact details for more info to be included.

ROOIROSE

ONLINE GIVE-AWAYS

(online only)

Please contact us for availability

Digitioral on www.rooirose.co.za
Give-away live for 1- 2 weeks

- Requirement:** Prize to the value of minimum R3 000.00 per month
- Material:** 200 word copy (in WORD format) 2-4 high-res photos (300 dpi) Prize value, quantity and description

Contact details for more info to be included.

ONLINE GIVE-AWAYS

(online only)

Please contact us for availability

Digitioral on www.rooirose.co.za
Give-away live for 1- 2 weeks

- Requirement:** Prize to the value of minimum R3 000.00 per month
- Material:** 200 word copy (in WORD format) 2-4 high-res photos (300 dpi) Prize value, quantity and description

Contact details for more info to be included.

FOR BOOKINGS, CONTACT

Zoë Salzwedel
zoes@caxton.co.za
011-889 0665