



# EXPECTANT mothers guide

INCORPORATING THE

# EXPECTANT father's guide

# RATE CARD

2020

2020 issue to be published in November 2019

NOW IN ITS 25<sup>TH</sup> YEAR

**PREGNANCY AND EARLY PARENTING GUIDE  
TO FACILITIES IN SOUTH AFRICA**

**PUBLISHER:**

Baby Talk Consulting cc

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## ADVERTISING RATES

Bookings are allocated on a first-come, first-serve basis and are dependent on space availability. The Guide offers a broad spectrum of advertising options and it is important, therefore, that bookings are received timeously.

## MAIN BODY - RATES

Double page spread .....	R87 300
Full page .....	R51 300
Half page .....	R32 750
Quarter page .....	R17 120

*Includes agency commission. Excludes VAT*

## CLASSIFIED AD RATES

Quarter page .....	R8 000
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*Excludes agency commission. Excludes VAT*

## PACKAGE DEALS

1. If you take a full page, you will receive a 50% discount on a side banner on the website for 3 months.
2. If you take a DPS you will receive a free side banner on the website for 3 months.

## CONTENT

Concise informative articles written by professionals to correspond with directory information and provide to-the-point tips for care during pregnancy and babyhood.

## MATERIAL REQUIREMENTS

1. Completed booking form
2. High res PDF file; with 5mm bleed included; a composite CMYK file (no RGB or Spot Colours); centered on page; crop marks 5mm outside of work area; images 300dpi. It is important that the text is within 8mm of the trim.
3. All material supplied can be accompanied by a colour accurate proof otherwise we cannot guarantee the colour or layout accuracy.
4. A high res PDF can be emailed to marike@fullcircle.co.za + Lynne@babytalk.co.za

## MATERIAL SPECS: A5 PORTRAIT

A5 Full Page Portrait		Half page horizontal
Type: 132mm wide x 194mm deep		Type: 132mm x 89mm
Trim: 148mm wide x 210mm deep		Trim: 148mm x 105mm
Bleed: 158mm wide x 220mm deep		Bleed: 158mm x 115mm
Half page vertical	Quarter page	Quarter page Classified
Type: 52mm x 194mm	Type: 54mm x 89mm	Type: 54mm x 81mm
Trim: 68mm x 210mm	Trim: 70mm x 105mm	Trim: 60mm x 87mm
Bleed: 78mm x 220mm	Bleed: 80mm x 115mm	Bleed: 70mm x 97mm

Double Page Spread  
To be sent as 2 single pages

Bleed: 5mm all round

## FORMAT

A5 portrait

## TECHNICALS

Scheduled print ..... November 2019

## PRINT RUN

60 000 + Digital magazine on [www.expectantmothersguide.co.za](http://www.expectantmothersguide.co.za) and downloadable app from the App Store and Google Play

## TARGET READERSHIP

LSM 7 - 10

## PAYMENT

Within 30 days of invoice

## DEADLINE

Booking : 16th August 2019  
Material : 13th September 2019

## DISTRIBUTION

- Childbirth educators
- Medical aids with maternity programs
- Specialist baby retailers
- Retailers and bookstores serviced by RNA Distribution