



EXPECTANT mother's guide

INCORPORATING THE

EXPECTANT father's guide

RATE CARD

2021

2021 issue to be published in November 2020

NOW IN ITS 26TH 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	R91 600
Full page	R53 800
Half page	R34 400
Quarter page	R18 000

Includes agency commission. Excludes VAT

CLASSIFIED AD RATES

Quarter page	R8 400
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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

Type: 132mm wide x 194mm deep
Trim: 148mm wide x 210mm deep
Bleed: 158mm wide x 220mm deep

Half page horizontal

Type: 132mm x 89mm
Trim: 148mm x 105mm
Bleed: 158mm x 115mm

Half page vertical

Type: 52mm x 194mm
Trim: 68mm x 210mm
Bleed: 78mm x 220mm

Quarter page

Type: 54mm x 89mm
Trim: 70mm x 105mm
Bleed: 80mm x 115mm

Quarter page Classified

Type: 54mm x 81mm
Trim: 60mm x 87mm
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 2020

PRINT RUN

60 000 + Digital magazine on 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 2020
Material : 13th September 2020

DISTRIBUTION

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