

# EXPECTANT mothers' guide

INCORPORATING THE

# EXPECTANT fathers' guide

# RATE CARD

**2021**

2021 issue to be published in November 2020

NOW IN ITS 26<sup>TH</sup> YEAR

PREGNANCY AND EARLY PARENTING GUIDE  
TO FACILITIES IN SOUTH AFRICA

PUBLISHER:

Baby Talk Consulting cc  
Reg: cK93/04507/23

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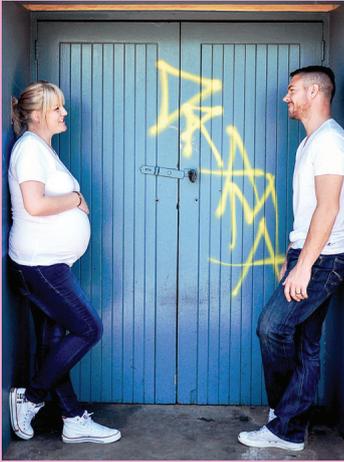
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**ADVERTISING RATES**

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**

<b>A5 Full Page Portrait</b>	<b>Half page horizontal</b>
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

<b>Half page vertical</b>	<b>Quarter page</b>	<b>Quarter page Classified</b>
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 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
  - Specialist baby retailers
  - Medical aids with maternity programs
  - Retailers and bookstores serviced by RNA Distribution