

baby TALK

PROFESSIONAL FORUM

2020

**THE
PROFESSIONAL
MAGAZINE FOR
CHILDBIRTH
EDUCATORS,
WELL-BABY
CLINIC SISTERS
AND LACTATION
CONSULTANTS
IN PRIVATE
PRACTICE.**

**THIS MAGAZINE IS RESEARCHED AND SEEN AS
A WONDERFUL TOOL TO IMPROVE CHILDBIRTH
EDUCATION CLASSES AS IT PROVIDES:**

- Teaching tips for classes
- Latest research in the childbirth education, pregnancy, birth and baby fields
- News of the Profession
- Teaching resources

This magazine affords the baby market direct, easy access to the child-birth educators, well-baby clinic sisters and lactation consultants in a highly targeted fashion



Published by Baby Talk Consulting

P.O. Box 15047, Lambton, 1414

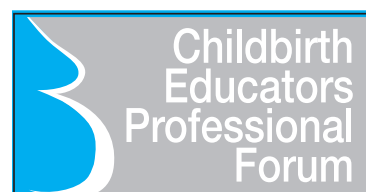
Tel : 083 227 6712

Fax : 086 669 2762

email: Lynne@babytalk.co.za

website: www.babytalk.co.za

www.cbepf.co.za



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- A 44 page magazine full colour + digital magazine on www.cbepf.co.za
- Printed three times a year
– March, July and November
- Print order of 1600
- Target market – Childbirth educators, well-baby clinic sisters and lactation consultants in private practice
- Body 115gsm, cover 200gsm
- **Booking deadlines:**
15th February 2020
3rd June 2020
4th October 2020
- **Material deadlines:**
21st February 2020
13th June 2020
10th October 2020
- **Material requirements:**
PDF file with colour proof.
All PDF files are to be centered and supplied as composite files with a 3mm bleed.
- **Material Specs:**
Magazine Size - A4 Portrait:
Full page advert:
Type: 190 wide x 277mm deep
Trim: 210 wide x 297mm deep
Bleed: 216 wide x 303mm deep
(3mm all round)
Half page advert:
Type: 95 x 277mm – vertical ½ page
Type: 190 x 128mm – horizontal ½ page
Quarter page advert:
Type: 95 x 128mm
Email Address:
High res files to be emailed to marike@fullcircle.co.za + Lynne@babytalk.co.za
- **Rates**
Full page R19 000
Half page R11 200
Double page spread R36 500
Excludes agency commission, excluding Vat
5% discount if you place an advert in three consecutive issues.
- **Reach**
Forum posted and digital magazine emailed to 1 500+ CBE's on a national basis.
The CBE's reach 60 000 pregnant and new moms and dads per year. LSM 7-10.



LYNNE BLUFF

Editor

Cell: 083 227 6712

Lynne@babytalk.co.za

TAMRYN BLUFF

Advertising & Marketing

Cell: 079 498 6578

Tamii@babytalk.co.za

Fax: 086 669 2762

P.O. Box 15047, Lambton 1414

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