



# EXPECTANT mothers' guide

INCORPORATING THE

# EXPECTANT fathers' guide

# RATE CARD

**2023**

2023 issue to be published in November 2022

NOW IN ITS 28<sup>TH</sup> YEAR

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

**PUBLISHER:**

Baby Talk Consulting cc

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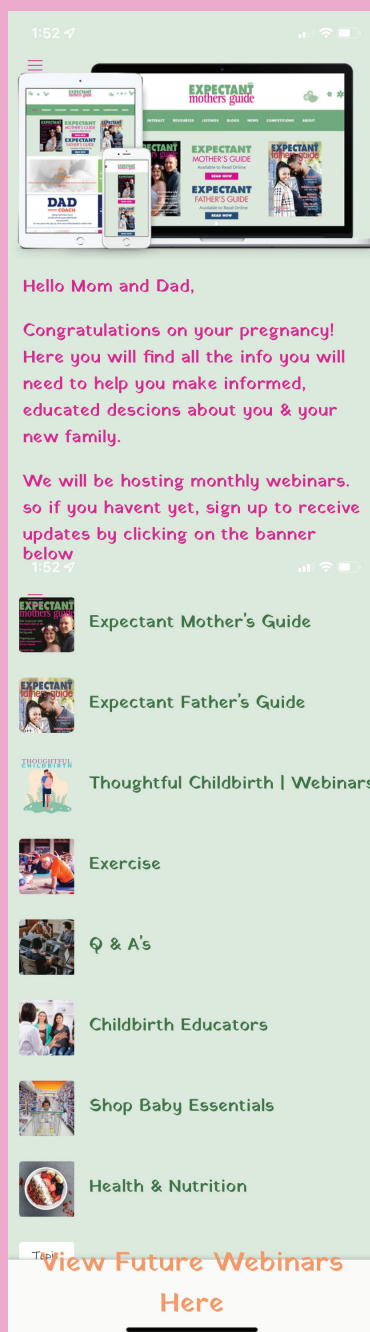
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## ADVERTISING RATES

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 . . . . . R73 000

Full page . . . . . R40 000

Half page . . . . . R25 000

Quarter page . . . . . R12 000

*Excludes agency commission. Excludes VAT*

## CLASSIFIED AD RATES

Quarter page . . . . . R5 000

*Excludes agency commission. Excludes VAT*

## 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 2022

## PRINT RUN

30 000 + Digital magazine on www.expectantmothersguide.co.za and downloadable app from the App Store and Google Play + Expectant Mother's Guide Journey App

## TARGET READERSHIP

LSM 7 - 10

## PAYMENT

Within 30 days of invoice

## DEADLINE

Booking : 15th August 2022

Material : 1st October 2022

## DISTRIBUTION

- Childbirth educators
- Medical aids with maternity programs
- Gynaecologists
- Retailers and bookstores serviced by On The Dot Distribution

