

baby TALK

PROFESSIONAL FORUM 2022

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 childbirth educators, midwives, well-baby clinic sisters and lactation consultants in a highly targeted fashion



Published by Baby Talk Consulting

P.O. Box 15047, Lambton, 1414

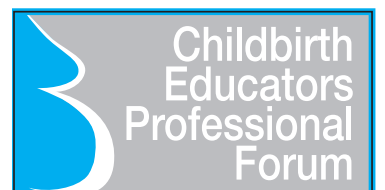
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PROFESSIONAL FORUM 2022

- A 46+ page magazine full colour digital magazine on www.cbepf.co.za + CBEFP App
- Published three times a year – March, July and November
- Circulation 1500+
- Target market – Childbirth educators, healthcare professionals, midwives, well-baby clinic sisters and lactation consultants in private practice
- **Booking deadlines:**
15th February 2022
3rd June 2022
4th October 2022
- **Material deadlines:**
21st February 2022
13th June 2022
10th October 2022
- **Material requirements:**
PDF file.
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 R10 000
Half page R8 000
Double page spread R18 000
Excludes agency commission, excluding Vat
5% discount if you place an advert in three consecutive issues.
- **Reach**
Digital magazine emailed to 1 500+ healthcare professionals on a national basis. They reach 60 000 pregnant and new moms and dads per year. LSM 7-10.



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