

baby TALK

PROFESSIONAL FORUM 2024

**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

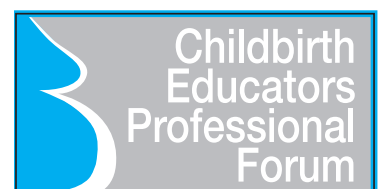
P.O. Box 15047, Lambton, 1414

Tel : 083 227 6712

email: Lynne@babytalk.co.za

website: www.babytalk.co.za

www.cbepf.co.za



baby TALK

PROFESSIONAL FORUM 2024

- A 40+ page magazine full colour
digital magazine on www.cbepf.co.za
+ CBEPF App
- Published three times a year
– March, July and November
- Circulation 2000+
- Target market – Childbirth educators,
healthcare professionals, midwives,
well-baby clinic sisters and lactation
consultants in private practice
- **Booking deadlines:**
15th February 2024
3rd June 2024
4th October 2024
- **Material deadlines:**
21st February 2024
13th June 2024
10th October 2024
- **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 R11 000
Half page R8 000
Double page spread R20 000
Excludes agency commission, excluding Vat
5% discount if you place an advert in three
consecutive issues.
- **Reach**
2000+ healthcare professionals on a national basis.
They reach 60 000 pregnant and new moms and dads per year.



LYNNE BLUFF

Editor

Cell: 083 227 6712

Lynne@babytalk.co.za

TAMRYN BLUFF

Advertising & Marketing

Cell: 079 498 6578

Tamii@babytalk.co.za

P.O. Box 15047, Lambton 1414

www.babytalk.co.za

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