



Parenting... Your Way!

Mamas & Papas

Media Kit

2018/19



Address: Kwenta House, 19 Weaver Street, Fourways, Johannesburg
Phone: 011 467 5859 | Website: www.mamasnppasmag.com

Advertising Rates

Inside Front	R37 532.88
Inside Back	R33 507.70

Outside Back	R35 472.36
Full Page	R29 363.57

INSIDE FRONT

210 X 275mm
Bleed: 216 X 281mm

INSIDE BACK

210 X 275mm
Bleed: 216 X 281mm

OUTSIDE BACK

210 X 275mm
Bleed: 216 X 281mm

FULL PAGE

210 X 275mm
Bleed: 216 X 281mm

Double Page Spread	R57 636.81
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Classifieds	R3 157.45
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DOUBLE PAGE SPREAD

420 X 275mm
Bleed: 426 X 281mm

CLASSIFIEDS

94 X 122mm

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94 X 122mm

Loose Pre-Print Inserts (per 1000)			
Random Placement			
Pages	Cost	VAT	Total
2 – 4	R345.00	R48.30	R393.30
5 – 8	R391.00	R54.74	R445.74
9 – 12	R433.00	R60.62	R493.62
13 – 20	R650.00	R91.00	R741.00
21 – 36	R700.00	R98.00	R798.00
Specific Placement			
Pages	Cost	VAT	Total
2 – 4	R545.00	R76.30	R621.30
5 – 8	R591.00	R82.74	R673.74
9 – 12	R633.00	R88.62	R721.62
13 – 20	R850.00	R119.00	R969.00
21 – 36	R900.00	R126.00	R1026.00

Advertorials	
Double Page Spread	R62 147.09
Full Page Full Colour	R33 382.97
Half Page	R25 614.43

*All over rates include agency commission and exclude VAT.

Additional quotes will be supplied for standard and non-standard bound/stitched for pre-printed inserts.

An additional 20% will be charged for specific regional inserts (i.e. partial runs).

Inserts to be delivered by client to CTP. Clearly mark the name of publication, cover date and quantity of inserts.



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Material Specs

FILES FORMAT: CMYK, PostScript PDF or PDF compatible with adobe Acrobat Pro, 300dpi at 100%, Screen at 150

- All artwork supplied must have registration and trim marks, with a 5mm bleed allocated
- Fonts and high resolution images to be embedded upon creation to the file
- All pdf files must be accompanied with a full colour chromalin proof to ensure colour correction

OPEN FILES: We accept Adobe Illustrator CS6, Adobe InDesign CS6, Adobe Photoshop CS6

- All fonts must be converted to paths and file packaged to ensure all images and elements are linked
- Ensure all elements are CMYK and spot colours to be converted

Production Specs

LOGOS: CMYK Illustrator, or 300dpi CMYK JPEG/TIFF

IMAGES: 300dpi JPEG/TIFF. All images to be supplied clear cut on white background (if applicable)

COPY: Word document, or paste copy into body of email

Note: Production complaints relating to print quality must be submitted within 30 days of relevant cover date to enable us to compile a proper technical report. We cannot comment on poor quality printing if the supplied material is not strictly within our specifications.

Deadlines

Issue Date:	Advertorial	Advertisement	Advertisement	Upload	Delivery All Added Value/ Inserts	Magazine delivered to Caxton	On Sale Date
	Booking Deadline	Booking Deadline	Material Deadline	Printers	NO EXCEPTIONS	Distribution	Magazine
	MON	FRI	FRI	THUR	WED	WED	MON
Dec/Jan' 18	23-Oct	27-Oct	10-Nov	16-Nov	22-Nov	29-Nov	4-Dec
February	20-Nov	24-Nov	8-Dec	14-Dec	10-Jan	17-Jan	22-Jan
March	8-Jan	12-Jan	26-Jan	1-Feb	7-Feb	14-Feb	19-Feb
April	5-Feb	9-Feb	23-Feb	1-Mar	7-Mar	14-Mar	19-Mar
May	5-Mar	9-Mar	23-Mar	29-Mar	4-Apr	11-Apr	16-Apr
June	9-Apr	13-Apr	27-Apr	3-May	9-May	16-May	21-May
July	7-May	11-May	25-May	31-May	6-Jun	13-Jun	18-Jun
August	4-Jun	8-Jun	22-Jun	28-Jun	4-Jul	11-Jul	16-Jul
September	9-Jul	13-Jul	27-Jul	2-Aug	8-Aug	15-Aug	20-Aug
October	6-Aug	10-Aug	24-Aug	30-Aug	5-Sep	12-Sep	17-Sep
November	10-Sep	14-Sep	28-Sep	4-Oct	10-Oct	17-Oct	22-Oct
Dec/Jan' 19	15-Oct	19-Oct	2-Nov	8-Nov	14-Nov	21-Nov	26-Nov

For more information and bookings, please contact:

Sales & Advertising, PR, Events & Marketing
 Tel: 011 467 5859
sales@mamasnppapasmag.com | sales@kwentamedia.com



Digital Stats

Website Jan - Aug 2017
UBS 28,116

Mailer
8,934

Social Media Following


 34,051

 3,051

 16,500

Follow us on Social Media

 [mamasandpapasmagazine](#)

 [mamas_n_papas](#)

 [mamasnpapasmag](#)

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Christmas Guide

OPTION	COST	Month: Dec/Jan
Full Colour		
Inside front cover	R 20 000	
Inside DPS	R 30 000	
OBC	R 20 000	
DPS	R 15 000	
FP	R 10 000	
½ page	R 5 000	
Full Sponsor	R100 000	
Includes: Cover / Opening DPS / OBC		

Breastfeeding Guide

OPTION	COST	Month: August
Full Colour		
Inside front cover	R 20 000	
Inside DPS	R 30 000	
OBC	R 20 000	
DPS	R 15 000	
FP	R 10 000	
½ page	R 5 000	
Full Sponsor	R100 000	
Includes: Cover / Opening DPS / OBC		

*All aboverates include agency commission and exclude VAT.

Dimensions include bleed

Size	Width	Height
Full page	151mm	213mm
Half page (horizontal)	151mm	108mm
Half page (vertical)	77mm	213mm

Note: The first measurement is the width (w) and second the height (h) = (w) x (h)

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Terms & Conditions

1. Kwenta Media, owner and publisher of **Mamas & Papas** magazine, reserves the right to withdraw or cancel publication of any advertisement order that has been accepted. No liability is accepted by Kwenta Media for losses arising from failure to publish, omissions, or publication on dates other than those stipulated by the advertiser, or for typographical errors or mistakes of any kind.
2. Every precaution will be taken to ensure the correct printing and insertion of all advertisements, but no liability will be accepted for any colour-matching or content errors that may occur. The onus is solely on the advertiser to ensure that material is supplied in the correct format. Material will be stored for a maximum of 12 months.
3. Telephonic instructions must always be confirmed in writing.
4. Booking deadlines stipulated are also cancellation deadlines. A cancellation fee of 50% of the advertising rate will be charged for cancellations received after the cancellation deadline.
5. No changes to advertisements will be accepted once production of **Mamas & Papas** magazine has commenced. Furthermore, no extensions will be granted for delivery of material. If material arrives after the stipulated deadline and too late for inclusion in the magazine, the full rate will be charged.
6. **Mamas & Papas** magazine will not accept advertisements subject to editorial coverage being given to the product being advertised or subject to special positions. This does not apply to special or premium contractual positions.
7. **Mamas & Papas** magazine reserves the right to edit, revise or reject, even after acceptance for publication, any advertisement the publication finds to be untruthful, misleading or unsuitable for any other reason.
8. **Mamas & Papas** magazine reserves the right to increase or decrease the number of editions published and quantity of magazines printed on a monthly basis without notice. Furthermore, the publisher does not guarantee any given level of circulation or readership for all forms of advertisements in **Mamas & Papas**.
9. Advertising space in **Mamas & Papas** may not be used for attacking or making negative comparisons with other advertisers, firms, persons, or institutions.
10. Should an advertiser place an advertisement requesting money or stamps to be sent to a box number, the full name and address of the advertiser must be included in the advertisement.
11. When new advertising rates are announced, contract advertisers can maintain their contract rates for 45 calendar days after the announcement of the new rate. Thereafter, the balance of the order will be subject to the new rate. The advertiser may cancel the contract on the day the new or higher rate becomes effective, by providing **Mamas & Papas** with 14 calendar days' notice, unless a rate increase has been stipulated in the contract.
12. Accounts will be rendered monthly and are payable 30 days from the date of the statement. Outstanding amounts will be charged interest at the prime rate stipulated by the publisher's banker. Should the publisher incur collection costs, these will be for the advertiser's account.
13. Payment that is received from agencies later than 45 days from the date of the statement will not qualify for 16.5% agency settlement discount.
14. Advertorials and promotional pages must comply with **Mamas & Papas**' style, design and editorial or procedural rules. The word "Promotion" or "Advertorial" will be placed above advertorials.
15. The publisher reserves the right to reject any creative material that resembles the design, layout and editorial style of the magazine.
16. The placing of an order or contract either in writing or telephonically qualifies as acceptance of the terms and conditions above. Any conditions stipulated in an advertiser's order form are considered void insofar as they conflict with the terms and conditions above.

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