

ELLE DECORATION

THE WORLD'S LEADING HOMES MAGAZINE



**WELCOME TO ELLE DECORATION SOUTH AFRICA:
THIS IS WHO WE ARE, AND WHAT WE CAN DO TOGETHER**

RATE CARD 2017



A GLOBAL POWER BRAND.

As the only African representative amongst 26 international titles, ELLE Decoration South Africa holds claim to being the world's best-selling homes title. Stylish, directional, informative and aspirational, ELLE Decoration South Africa provides its readers with decor content that draws inspiration from international trends and influences as well as local talent and design.

ELLE Decoration is the sophisticated choice for discerning South African home-owners.



131 000 READERSHIP

71%

OF ELLE DECORATION READERS ARE FEMALE AND ALMOST HALF ARE SINGLE, WITH **93%** BEING RESPONSIBLE FOR HOUSEHOLD PURCHASES

ELLE DECORATION IS A **MODERN FUSION OF INTERNATIONAL STYLE WITH LOCAL FLAVOUR**

67%

OF ELLE DECORATION READERS FALL INTO THE PRESTIGIOUS UPPER-MIDDLE CLASS SECTOR

91% OF ELLE DECORATION READERS RELY ON GADGETS TO IMPROVE THEIR STANDARD OF LIVING



LUXURY IS A MATTER OF STYLE RATHER THAN MONEY

54% LIVE IN THE MOST
ECONOMICALLY ACTIVE PROVINCE
– GAUTENG

THE ELLE DECORATION READER IS
AN OPINION SHAPER, AMBITIOUS
AND DECISIVE

80% BLACK READERS –
REFLECTS THE CHANGING
DEMOGRAPHICS OF SOUTH AFRICA





ELLE DECORATION READERS LOVE TO SHARE THEIR FAVOURITE MAGAZINE

UPMARKET READERSHIP – HIGH REACH INTO THE ASPIRATIONAL LSM 6-8 MARKET (47%), WITH AN IMPRESSIVE 40% FALLING INTO THE LSM 9-10 GROUP

STYLISH, DIRECTIONAL, INFORMATIVE,
ASPIRATIONAL

ELLE DECORATION ONLINE CHAMPIONS
LOCAL DECOR OFFERING

SOCIAL: PARTICIPATING AND SHARING LIKE
NEVER BEFORE

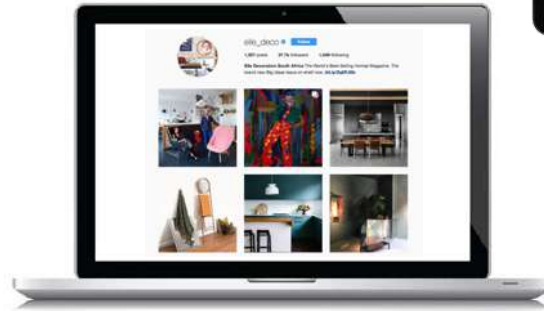
ABC - JULY-SEPT 2016 *AMP 2015 MB





PAGE IMPRESSIONS
30 487

UNIQUE USERS – **15 646**



25,1K



40,6K



38,8K

INTERNATIONAL AUDIENCE

5 CONTINENTS | 25 COUNTRIES | +2 MILLION READERS

PRE-PRINTED INSERT (LOOSE)

SIZE	RATE PER "000"
1 PAGE	R578
2 - 4 PAGES	R683
5 - 10 PAGES	R788
11 - 22 PAGES	R893
23 + PAGES	R998

RATE EXCLUDES BAGGING COSTS.

All inserts to be delivered directly to the printers:

Lorna Louw: 021 929 6200

CTP PRINTERS

Boompies Street

Parow

Cape Town

021 929 6200

Please send Elle Decoration the bound inserts for a quote subject to increased postage where applicable maximum size of the insert must not exceed 270 x 200mm

PRE-PRINTED INSERT (BOUND)

SIZE	RATE PER "000"
1 PAGE	R779
2 - 4 PAGES	R891
5 - 10 PAGES	R1 002
11 - 22 PAGES	R1 113
23 + PAGES	R1 336

For quotes on gatefolds, perforation, gluing, bagging, sampling, bookmarks and stickers, please contact your account manager. Inserts must be properly packed in a firm cardboard container or box or pallet.

- Individual stacks must be uniformly packed, facing the same direction.
- Inserts must be delivered face-up.
- The container must be clearly marked with the publication name, cover date and number of inserts. The print orders provided are meant as guidelines only and can fluctuate for each issue without prior warning.
- Should our printers be unable to handle an insert due to incorrect packaging or shortages, no liability will be accepted for any losses incurred should the insert be omitted.

FULL PAGE	R33 195
DPS	R63 730
HALF PAGE	R18 985
OPP MASTHEAD	R35 515
OPP ED'S LETTER	R35 515
OPP CONTENTS	R35 515

COVERS

IFC DPS	R73 720
IBC	R34 655
OBC	R38 015

ELLE Decoration can make up material for the client for a nominal production fee (quote on request)

METHODS OF RECEIVING ADS

1. WeTransfer
2. AdSend
3. DropBox
4. My QAdmin

BLEED: 5mm is required on all edges

SCREEN RULING: 153 lpi

OUTPUT RESOLUTION: 2 540dpi

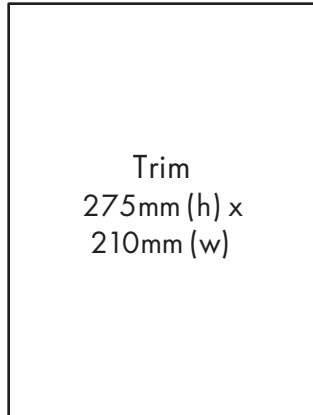
PAGE SIZES: As per material specifications

MIN RESOLUTION AT 100%: 300 dpi

MAX TOTAL INK: 350%

Please note that there is a 100% cancellation fee, and preferred positioning cannot be guaranteed if material is supplied late.

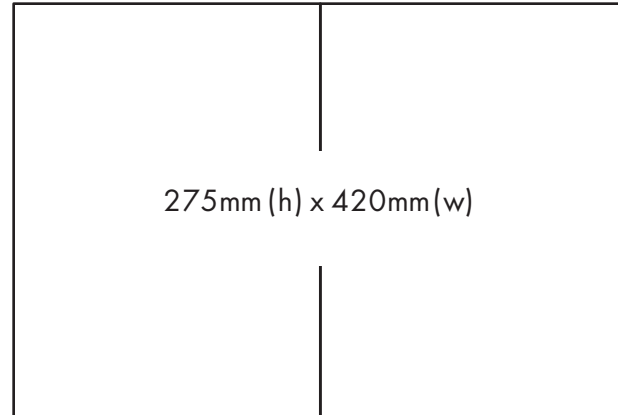
The above rates exclude agency commission and exclude VAT.



Single Page Advertisement

Type: 245mm (h) x 180mm (w)

Bleed: 285mm (h) x 220mm (w)



Double Page Spread Advertisement

Type: 245mm (h) x 360mm (w)

Bleed: 275mm (h) x 430mm (w)

DIGITAL MATERIAL

FORMATS: ELLE DECORATION can accept digital ads in the following formats:

1. PDF – Press optimised PDFs including all elements, eg. high-resolution images (minimum 300 dpi) and all fonts embedded.

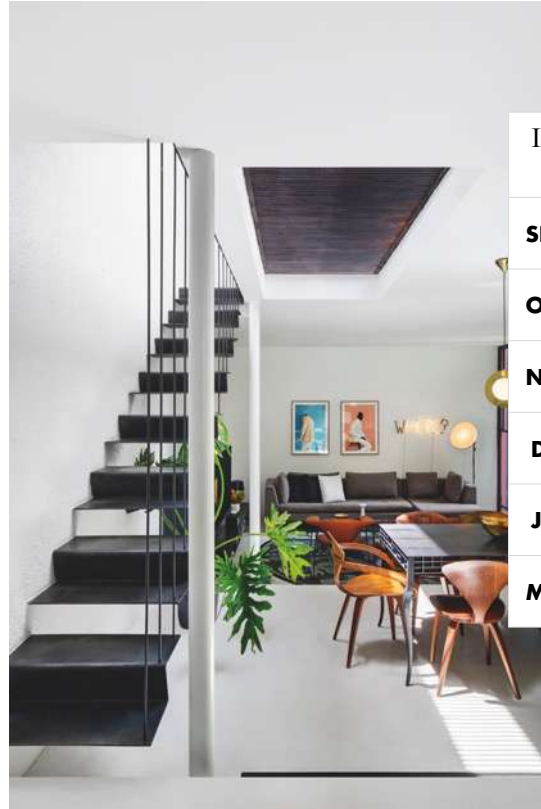
The PDF should be pre-flighted and verified prior to transmission.

FORMAT	TRIM	WITH BLEED	TYPE
FP	275MM X 210MM	281MM X 216MM	263MM X 198MM
DPS	275MM X 420MM	281MM X 426MM	263MM X 408MM
½ PAGE HORIZONTAL	137MM X 210MM	143MM X 216MM	125MM X 198MM
½ PAGE VERTICAL	105MM X 275MM	111MM X 281MM	93MM X 263MM

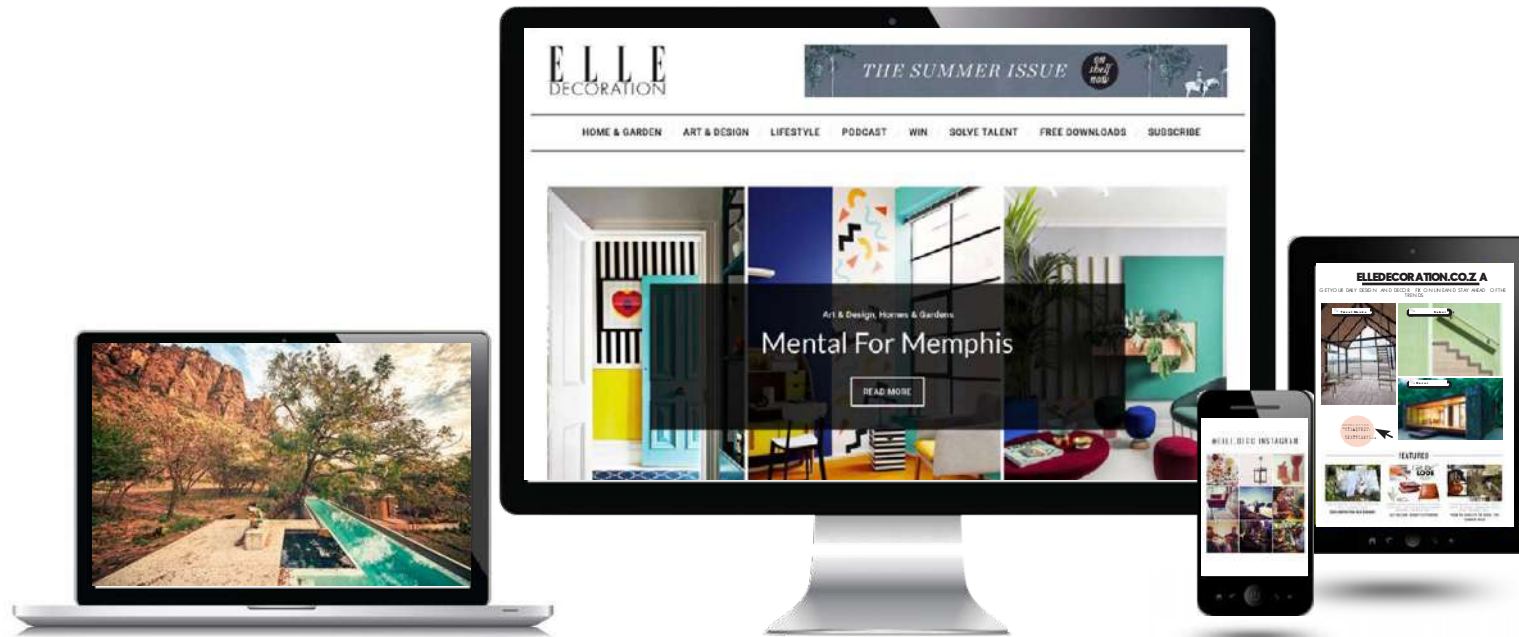
In order to confirm your specs, you would need to take the page trim size and then add the bleed we require (3mm all round). The deduct 6mm from the trim size for the minimum of the text to be set away from the edge of the paper.

PROOFS: A high quality colour proof is essential — colour laser/inkjet print-outs are not sufficient and ELLE Decoration will not be held responsible for variations in the final printed colour.

COLOUR: ELLE Decoration is not responsible for colour discrepancies which may occur when converting images from RGB to CMYK.



ISSUE	ADVERTORIAL DEADLINE	BOOKING DEADLINE	MATERIAL DEADLINE	INSERTS AT PRINTERS	ON-SALE
SEPT 17	17/07/17	24/07/17	31/07/17	11/08/17	28/08/17
OCT 17	14/08/17	21/08/17	28/08/17	08/09/17	25/09/17
NOV 17	18/09/17	25/09/17	02/10/17	13/10/17	30/10/17
DEC 17	16/10/17	23/10/17	30/10/17	10/11/17	27/11/17
JAN/FEB 18	13/11/17	20/11/17	27/11/17	08/12/17	25/12/17
MAR	15/01/17	22/01/17	20/01/17	09/02/17	29/02/18



VIDEO

R1 332

WEEKLY COMPETITIONS

R1 050

MONTHLY COMPETITIONS

R6 000

Half page ad, right column

(one image, 300 pixels wide x 600 pixels high)

R350

Digital

(400 words and one image, 600 pixels wide x 250 pixels high)

R6 500

Leaderboard ad, monthly

(one image, 728 pixels wide x 90 pixels high)

R350

Site takeover

R20 000

Island banner ad, right column

(one image, 300 pixels wide x 250 pixels high)

R350

Social Media (per post)

R500

ADVERTISEMENTS ARE ONLY ACCEPTED FOR PUBLICATION IN NDALO MEDIA TITLES SUBJECT TO THE FOLLOWING CONDITIONS:

- 1) Ndalo Media, the publisher of ELLE DECORATION, reserves the right to withhold or cancel publication of any advertisement order that has been accepted. No liability is accepted by Ndalo Media for losses arising from failure to publish, omission, or for publication on dates other than those stipulated by the advertiser, or for any 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 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 booking cancellation deadlines. A cancellation fee of 100% of the advertising rate will be charged for cancellations received after the print deadlines.
- 5) No changes to advertisements will be accepted once production of the 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) Ndalo Media 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) Advertising space in the magazine may not be used for attacking or making negative comparisons with other advertisers, firms, persons or institutions.
- 8) Ndalo Media reserves the right to edit, revise or reject, even after acceptance for publication, any advertisement the publication finds untruthful, misleading, or unsuitable for any other reason.
- 9) Ndalo Media 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 the magazine.
- 10) Should an advertiser place an advertisement requiring 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 60 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 Ndalo Media with 14 calendar days' notice, unless a rate increase has been stipulated in the contract.
- 12) Accounts will be rendered monthly and payable within 30 days from the statement date. Outstanding amounts will be charged interest at the prime rate stipulated by the publisher's bankers. Should the publisher incur collection costs, these will be for the advertiser's account. Payment to be received from agencies no later than 45 days from the statement date.
- 13) All advertisement material is subject to the approval of the publisher. The publisher cannot be held responsible in any manner whatsoever for liabilities, claims, demands, actions, costs, losses and damages that occur as a result of the publication of an advertisement.
- 14) Advertorials and promotional pages must comply with the magazine's style, design and editorial or procedural rules. The words "Promotion" or "Advertisement" will be placed above or below advertorials. In the case of advertorials, report sponsorships and special sections, etc, the final decisions for design and overall content strategy will be taken by the publisher. However, the client's input will always be taken into account during the approval process. The client remains obliged to pay for all advertising in which the publisher has exercised its right to a final decision.
- 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.

Group Sales & Marketing Director
Events, Sponsorship, Content Publishing,
Print and Digital:

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Cilla.Thompson@ndalomedia.com

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Michelle.Lawrenson@ndalomedia.com

Sales Manager (JHB)

Caroline Martin / 072 235 5725
Caroline.Martin@ndalomedia.com

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Alyson.Brown@ndalomedia.com

Business Development Manager (Jhb)

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Zee.Ally@ndalomedia.com

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Bernice@adplacements.co.za

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Calzadodt@gmail.com

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Hana.Schneeberg@ndalomedia.com

Digital Key Account Manager

Linda Snyman / 072 085 2197
Linda.Snyman@ndalomedia.com

Group Events Sales Manger

Brenda Stanley / 082 557 5303
Brenda.Stanley@ndalomedia.com

ADDRESS

NDALO MEDIA, BRYANSTON CORNER OFFICE PARK,
1ST FLOOR, BLOCKB, 18 EALING CRESCENT,
BRYANSTON, 2191

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