

CONDÉ NAST  
HOUSE & GARDEN  
MEDIA KIT  
2020

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CONDÉ NAST  
House & Garden



## *Introduction*

Welcome to the world of Condé Nast House & Garden. As South Africa's premier design, décor and lifestyle magazine, we serve a discerning and aspirational market. Our intention is to provide inspiration, know-how, advice, expert insight and a well-curated edit of interiors, based on quality products and style directions to fuel our reader's passion for living with the best, in the best possible way. Our content is food for your soul and a feast for your eyes.





## Reasons to Advertise with Us

- 1 We produce highly targeted campaigns to reach your desired audience
- 2 We are able to attain high reach, leveraged through partners and content marketing
- 3 Tailor-made content solutions which are aligned with your brand strategy
- 4 Multi-platform solutions/touch points
- 5 Strong, niche and trusted brands

## Print Reader Profile

### AGE

15 – 24 YEARS: 17.3 %  
25 – 34 YEARS: 27.1%  
35 – 49 YEARS: 27.8%  
50+ YEARS: 28%

*53.8% Female 46.2% Male*

### SOCIO-ECONOMIC MEASURE (SEM)

6 – 7: 21.1%  
8 – 10: 53.8%

*Average: R18 789*

### RACE

BLACK: 53%  
COLOURED: 13.8%  
INDIAN/ASIAN: 8.4%  
WHITE: 24.8%

### HOUSEHOLD INCOME

UP TO R4 999: 18.9%  
R5 000 – R9 999: 21.5%  
R10 000 – R19 999: 22.7%  
R20 000+: 28.1%

## Print Statistics

### CIRCULATION

27 462

### READERSHIP

608 000





# CONDÉ NAST HOUSE & GARDEN GOURMET

From stylish entertaining at home to the names to know and trends to try on the international culinary scene, Condé Nast House & Garden Gourmet serves up the best in food lifestyle from the world's hottest kitchens. Condé Nast House & Garden Gourmet appears as a bound-in supplement in the June/July and December issues of Condé Nast House & Garden.







# CONDÉ NAST HOUSE & GARDEN GOURMET

## FULL COLOUR

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	RATE
FULL PAGE	R 30 000.00
DOUBLE-PAGE SPREAD	R 60 000.00
HALF PAGE	R 20 300.00
ADVERTORIAL FULL PAGE*	R 35 300.00

## DOUBLE-PAGE SPREAD

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FIRST SPREAD	R 68 700.00
SECOND SPREAD	R 66 000.00
THIRD SPREAD	R 66 000.00

## CONDÉ NAST HOUSE & GARDEN GOURMET SELECTION

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QUARTER PAGE	R 7 800.00
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CONDÉ NAST HOUSE & GARDEN MEDIA KIT

# CONDÉ NAST HOUSE & GARDEN DESIGN DIRECTORY

The Condé Nast House & Garden Design Directory is an annual publication featuring hundreds of go-to, under-the-radar and tried-and-tested suppliers. It covers stockists and services of everything related to kitchens, bathrooms, flooring, lighting, finishes, fabric, decorative hardware, home-tech and building.

We explain which architect specialises in what and which interior designer will suit your style, so you don't have to do the legwork or guesswork yourself. This is an invaluable little black book of the best of the best in home design countrywide, as chosen by Condé Nast House & Garden editors.



# DESIGN DIRECTORY

## FULL COLOUR

	RATE
FULL PAGE	R 30 300.00
DOUBLE-PAGE SPREAD	R 60 800.00
HALF PAGE	R 20 000.00
ADVERTORIAL FULL PAGE	R 37 200.00

## SPECIAL POSITIONS - FULL COLOUR

FULL PAGE POSITION	RATE
OUTSIDE BACK COVER	R 41 000.00
INSIDE BACK COVER	R 34 400.00
OPPOSITE CONTENTS PAGE	R 34 400.00
FIRST RIGHT-HAND PAGE	R 34 400.00
OPPOSITE MASTHEAD	R 34 400.00
OPPOSITE EDITOR'S LETTER	R 33 400.00

## DOUBLE-PAGE SPREAD

FIRST SPREAD	R 71 200.00		
SECOND SPREAD	R 66 800.00		
THIRD SPREAD	R 66 800.00		
<b>PUBLICATION DATE</b>	<b>BOOKINGS/ CANCELLATIONS</b>	<b>MATERIAL DEADLINE</b>	<b>ON SALE DATE</b>
OCTOBER	14 SEPT	21 SEPT	26 OCT
<b>SIZE</b>	<b>BLEED</b>	<b>TRIM</b>	<b>TYPE</b>
FULL PAGE	255 x 205	000 x 000	235 x 180
HALF PAGE - HORIZONTAL	133 x 205	000 x 000	113 x 180
HALF PAGE - VERTICAL	255 x 105	000 x 000	235 x 85



\* Positioning in the first 30% of the magazine will carry an additional 10% loading fee.  
\* A 50% fee will be levied on cancellation of bookings for prime positions.

**ADVERTISING MATERIAL**  
PDF format saved onto CD, i.e., digital format and an industry recognised colour proof for matching colour on press (laser unsuitable). Material can be received via Quick Cut and Websend.

\* No copy should appear within 4mm of the gutter.  
\* Double-page spread material must be supplied as two single pages.





# CLOSING DATE SCHEDULE

PUBLICATION DATE	BOOKINGS/ CANCELLATIONS	MATERIAL DEADLINE	ON-SALE DATE
JANUARY/FEBRUARY	18-November	20-November	30-December
MARCH	13-January	20-January	24-February
APRIL	10-February	17-February	23-March
MAY	9-March	16-March	20-April
JUNE/JULY + GOURMET	13-April	20-April	25-May
AUGUST	15-June	22-June	27-July
SEPTEMBER	13-July	20-July	24-August
OCTOBER	17-August	24-August	28-September
NOVEMBER	14-September	21-September	28-October
DECEMBER + GOURMET	12-October	19-October	23-November

NEW SIZE	BLEED	TRIM	TYPE
FULL PAGE	286 x 220	276 x 210	256 x 190
TWO-THIRDS PAGE - VERTICAL	286 x 150	276 x 140	256 x 120
HALF PAGE - HORIZONTAL	148 x 220	138 x 210	118 x 190
HALF PAGE - VERTICAL	286 x 115	276 x 105	256 x 85
ONE-THIRD PAGE - HORIZONTAL	102 x 220	92 x 210	72 x 190
ONE-THIRD PAGE - VERTICAL	286 x 80	276 x 70	256 x 50
QUARTER PAGE - HORIZONTAL	79 x 220	69 x 210	57 x 190
QUARTER PAGE - VERTICAL	286 x 63	276 x 53	256 x 43

## ADVERTISING MATERIAL

PDF format saved onto CD, i.e., digital format and an industry recognised colour proof for matching colour on press (laser unsuitable). Material can be received via Quick Cut and Websend.

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\* Double-page spread material must be supplied as two single pages.

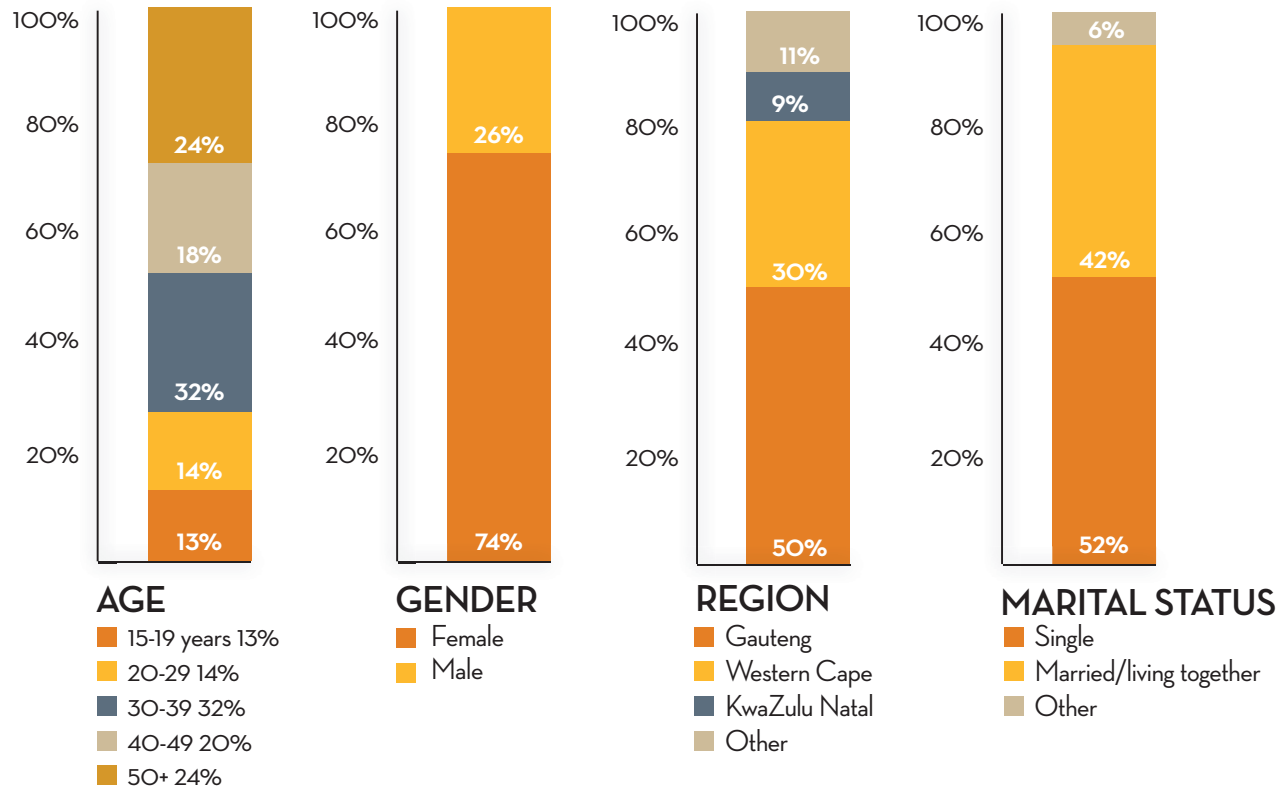


*Digital*





## Digital Reader Profile



Homeowners **61%**

Work Fulltime **76%**

Household Income of R30 000+ **63%**





# DIGITAL STATISTICS

Digital Page Impressions	35 000
Unique Users	27 000
Mobile Users	56%
Time Spent on Site per Visit	02:30 min
Pages Viewed per Visit	2.1
Newsletter Subscribers	*10 213

Source: Narrative, August 2018 Newsletter Subscribers: \*Average





## Social Media Following



Instagram

28 800



Facebook

14 700



Pinterest

262



Twitter

1 214

## SOCIAL MEDIA RATES

### Cost per post



x1 post

R1 300

x2 posts

R2 500



x1 post

R2 400

x2 posts

R4 400

x1 post

R1 000

Insta story

x2 posts

R1 800

Insta story



x1 post

R8 000

x2 posts

R14 000



# DISPLAY ADVERTISING RATES/ BESPOKE CAMPAIGNS

Size (pixels) CPM		
Discription	Size	ZAR
Smaller banner	468x60	R 300
Leaderboard	728x90	R320
Island/MPU	300x250	R350
Half page	300x600	R320
Large banner	970x90	R350
Mobile banner	320x50	R350
Mobile banner	300x250	R320
Overlay	On request	-
Rich media-video & expanding	To spec	R450
Homepage takeover	All ad spots	R3 200 per day
Section takeover	All ad spots	R2 100 per day

## Bespoke campaigns

A customised solution comprises of an interactive microsite, which is developed and hosted on [houseandgarden.co.za](http://houseandgarden.co.za).

## Interactive campaigns

Rate on request

Subject to client brief, activity mechanics, production requirements and editorial approval

## Competitions

Rate on request

## Native

Rate on request

Subject to client brief, activity mechanics, production requirements and editorial approval

## Survey

Rate on request

## Mailers

### Dedicated mailer

Click to client site per subscriber R0.90  
Click to [houseandgarden.co.za](http://houseandgarden.co.za) per subscriber R0.60

### Weekly newsletter inclusion

Click to client site per subscriber R0.50  
Click to [houseandgarden.co.za](http://houseandgarden.co.za) per subscriber R0.30

### Newsletter banner

Cost per subscriber R0.40

## Required specifications

Material deadline: 14 working days before live date

Click-through URL: Max size 1MB, Format gif/jpeg







## CONTACT DETAILS

### CAPE TOWN

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## TERMS & CONDITIONS

- Acceptance of the order will only occur once Condé Nast Independent Magazines has duly considered and approved the order. No contractual obligations shall arise merely as a result of the completion of an order form.
- Condé Nast reserves the right to withhold publication of any advertisement or to cancel any advertisement order that has been accepted, without stating the reasons therefor. In particular, Condé Nast shall be entitled to withhold publication of any advertisement or to cancel any advertisement order that has been accepted if it, in its sole discretion, considers the advertisement to be defamatory, in breach of copyright or any other legal provision, or against public policy.
- No liability is accepted for losses arising from omissions, failure to publish, publication of incorrect copy, typographical errors, poor positioning, or any other mistake or error. In case of such losses, the advertiser is not exempted from its contractual obligations.
- The advertiser is liable for all damages and costs that may arise from any action that may be instituted against Condé Nast Independent Magazines by reason of publication of the advertisement.
- The advertiser is not exempted from any contractual obligation in the event of late or non-receipt of material, and will remain liable for the cost of the advertisement.
- No cancellation of advertisements will be accepted after the fixed closing dates (refer to our closing date schedule).
- The advertiser agrees to furnish, on demand, copy for completion before the closing time and date. In the event of the advertiser not submitting material for issues contracted for by the press dates as set out in the closing date schedule, Condé Nast Independent Magazines shall be entitled to repeat copy provided for a previous issue.
- All material and copy is subject to approval by the publishers.
- Orders for advertisements adjacent to or opposite the editorial can only be accepted subject to availability of such space at the time of going to press.
- Orders specifying special positions or 'right-hand' or 'left-hand' pages cannot be guaranteed.
- Advertisement orders subject to the condition that write-up space be devoted to the advertiser will not be accepted.
- Condé Nast Independent Magazines does not guarantee any results with regards to advertisements inserted in any of the company's magazines and/or supplements.
- If, as and when new rates are announced, contract advertisers will be protected at the rates applicable at the time of receipt of this order form for a period at 45 days after the date of the announcement of the new rate.
- Condé Nast Independent Magazines reserves the right, subject to the paragraph above, to increase the rates at any time.
- All rates advertised or quoted, including rates on the Copy Instruction, are strictly exclusive of VAT unless specifically stated otherwise.
- Accounts will be rendered monthly and are payable within 30 days at the date on the statement. Interest on arrears shall be payable at the rate of 10.5% per annum compounded, or such other prescribed rate as may be promulgated from time to time. In the event of any payment not being made by the advertiser on or before the due date, the full balance outstanding will immediately become due, owing and payable.
- A certificate purported to be signed by a responsible official of Condé Nast Independent Magazines will be prima facie proof of the amount plus interest due by the advertiser at any time.
- In the event of legal action being instituted for recovery of any amounts owing to the advertiser, the advertiser will be liable for all legal costs at the attorney and own-client scale. The parties consent to the jurisdiction of the Magistrate's Court having jurisdiction, notwithstanding that the claim(s) would otherwise exceed the jurisdiction of such court.