

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 2018



A GLOBAL POWER BRAND.

As the only African representative among 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.



156 000 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



INTERNATIONAL AUDIENCE

5 CONTINENTS | 25 COUNTRIES | +2 MILLION READERS



**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 2017 * AMPS 2016





PAGE VIEWS
43 611



29,9K



42,7K



44,3K



UNIQUE USERS
23 144



NEWSLETTER
SUBSCRIBERS
4 911

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, 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/ Contents/Editor's Note	R35 515

COVERS

IFC DPS	R73 720
IBC	R34 655
OBC	R38 015

ADVERTORIALS

FULL PAGE	R42 195
DPS	R72 730

Advertorial rate includes half day photography, one model, hair and make-up, studio and production/design.

METHODS OF RECEIVING ADS

1. WeTransfer
2. AdSend
3. DropBox
4. My Q Admin

BLEED: 5mm is required on all edges

SCREEN RULING: 153 lpi

OUTPUT RESOLUTION: 2 540 dpi

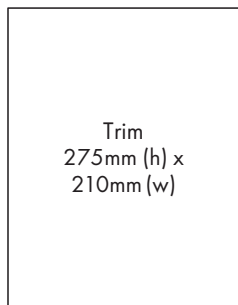
PAGE SIZES: As per material specifications

MIN RESOLUTION AT 100%: 300 dpi

MAX TOTAL INK: 350%

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

The above rates exclude agency commission and exclude VAT.



Single Page Advertisement

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

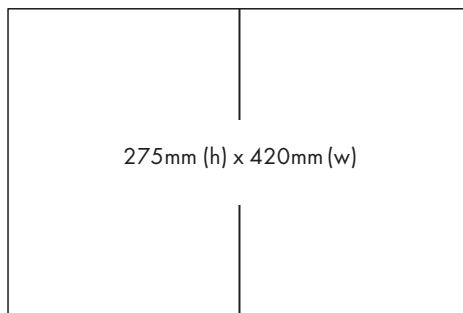
Bleed: 285mm (h) x 220mm (w)

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.



Double Page Spread Advertisement

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

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

FORMAT	TRIM	WITH BLEED	TYPE
SINGLE PAGE	275mm x 210mm	285mm x 220mm	263mm x 198mm
DPS	275mm x 420mm	285mm x 430mm	263mm x 408mm
½ PAGE HORIZONTAL	136mm x 210mm	146mm x 220mm	124mm x 198mm
½ PAGE VERTICAL	275mm x 105mm	285mm x 115mm	263mm x 92mm

In order to confirm your specs, you would need to take the page trim size. Then add the bleed we require (5mm all round). Then 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
March 18	19/01/18	26/01/18	02/02/18	09/02/18	26/02/18
Apr 18	16/02/18	23/02/18	02/03/18	09/03/18	26/03/18
May 18	23/03/18	29/03/18	06/04/18	13/04/18	30/04/18
June 18	20/04/18	26/04/18	04/05/18	11/05/18	28/05/18
July 18	18/05/18	25/05/18	01/06/18	08/06/18	25/06/18
Aug 18	22/06/18	29/06/18	06/07/18	13/07/18	30/07/18
Sept 18	20/07/18	27/07/18	03/08/18	10/08/18	27/08/18
Oct 18	17/08/18	24/08/18	31/08/18	07/09/18	24/09/18
Nov 18	21/09/18	28/09/18	05/10/18	12/10/18	29/10/18
Dec 18	19/10/18	26/10/18	02/11/18	09/11/18	26/11/18
Jan/Feb 19	16/11/18	23/11/18	30/11/18	07/12/18	31/12/18
March 19	18/01/18	25/01/19	01/02/19	08/02/19	25/02/19



ELLE.CO.ZA BANNERS

LEADERBOARD (728 X 90) CPM	R350
MEDIUM RECTANGLE (300 X 250) CPM	R350
HALF PAGE (300 X 600) CPM	R350
SITE TAKEOVER	POA

MOBILE BANNERS

LEADERBOARD (320 x 50) CPM	R380
MEDIUM RECTANGLE (320 x 250) CPM	R400

NEWSLETTER SPONSORSHIP

PER SUBSCRIBER	R1,50
(ISLAND BANNER (300 X 250) + 25 WORDS AND LINK TO DIGITORIAL ON ELLE.CO.ZA)	

DIGITORIALS

1 IMAGE (1 000 PIXELS WIDE)	R7 500
IMAGES AND VIDEO EMBEDDED	R9 500

(EXCLUDES CREATIVE PRODUCTION COSTS IF REQUIRED TO SHOOT)

SOCIAL MEDIA

FACEBOOK

R500

TWITTER

R500

INSTAGRAM

R2 000

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, nor may it constitute defamation, making spurious claims or offers, or contravene existing media law.
- 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.

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

- 1) Ndalo Media, the publisher of www.destinyconnect.com, www.destinyman.com, www.elle.co.za, www.elledecoration.co.za, www.saasawubona.com, www.mentorfeed.com and www.goodschoolsreport.com, reserves the right to withhold or cancel publication of any insertion 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 publication of all advertisements, but no liability will be accepted for any content errors that may occur. The onus is solely on the advertiser to ensure that creative content is supplied in the correct format. Live screenshots will be supplied.
- 3) Telephonic instructions must be confirmed in writing.
- 4) Ndalo Media will not accept advertisements subject to editorial or social media coverage being given to the product being advertised. This does not apply when coverage has been given as part of a greater advertising package.
- 5) Advertising space on the digital platforms may not be used for attacking or making negative comparisons with other advertisers, firms, persons or institutions, nor may it constitute defamation, make spurious claims or offers, or contravene existing media law.
- 6) Ndalo Media reserves the right to edit, revise or reject, even after acceptance for publication, any advertisement the publisher finds untruthful, misleading, or unsuitable for any other reason.
- 7) The publisher does not guarantee any given level of audience engagement for all forms of advertisements on the digital platforms.
- 8) 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.
- 9) 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.
- 10) 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.
- 11) 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.
- 12) Digital and promotional creative must comply with the brand's style, design and editorial or procedural rules. The words "Promotion" or "Sponsored Content" will be placed with all commercial posts. In the case of digital, project/section sponsorships and special content hubs, 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.
- 13) 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.

THESE ARE NDALO MEDIA'S STANDARD TERMS AND CONDITIONS APPLICABLE TO THE SERVICES TO BE PROVIDED BY NDALO MEDIA IN RESPECT OF EVENTS:

- 1) It is agreed that these terms and conditions, together with the booking form, the events schedule, and any annexes thereto, constitute the complete agreement between the publisher and the client regarding the services.
- 2) These terms and conditions shall be deemed to be incorporated, by reference, into the booking form and the events schedule. It is specifically agreed that all the provisions contained in these terms and conditions will apply to the booking form and the events schedule as if specifically set out therein, with such changes as may be required therein.
- 3) The client shall, by signing the booking form, specifically acknowledge and agree that it has read and understood and agrees to be bound by these terms and conditions.
- 4) Ndalo Media will commence providing the services to the client on its receipt of an approved quotation, and the client's payment of 50% deposit of the value of the approved quotation, which will be payable by the client within 14 days of the date of invoice from Ndalo Media.
- 5) Ndalo Media will perform the services in accordance with these terms and conditions generally, and the booking form and events schedule specifically.
- 6) The client will, as part of the booking form, provide Ndalo Media with its detailed, written requirements for the event, to Ndalo Media's reasonable satisfaction, in order for Ndalo Media to prepare a quotation for the provision of the services; and, subject to Ndalo Media's receipt of an approved quotation, prepare an events schedule.
- 7) Ndalo Media shall reasonably endeavour to perform the services timeously in accordance with agreed timelines and requirements set forth in the events schedule, provided that, without limiting any other provision of these terms and conditions, Ndalo Media shall not be responsible for any time delays or budget overruns occurring as a direct result of any failure by the client or a third party to fulfil its obligations in a timely manner.
- 8) Ndalo Media shall have the right, within its reasonable discretion, to cancel or postpone any event without liability in circumstances which Ndalo Media considers will prevent the successful completion of the event or services, including, without limitation, as a result of *force majeure*, poor responses to event invitations, cancellation of the event's key guest speaker or any other event that renders performance of the event impracticable or impossible. Should Ndalo Media cancel the event in such circumstances, Ndalo Media shall refund any money received for ticket sales to the client, less any expenses incurred by Ndalo Media for the event. Notwithstanding the foregoing, Ndalo Media shall not be liable for losses of any kind arising from such cancellation.
- 9) Ndalo Media will submit an invoice for the balance of the approved quotation on the same day that the invoice for the deposit is submitted. This balance invoice will be payable by the client no later than 14 days before the event.
- 10) Ndalo Media will submit an invoice for all additional costs as and when such costs are incurred, which will be payable by the client no later than 14 days before the event.
- 11) Full event terms and conditions will be supplied with the event booking form.



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Key Accounts Manager (CPT)
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ADDRESS:

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