

Media pack  
**GLAMOUR**  
2017



# GLAMOUR

**I**nspiring, warm and fashionable, GLAMOUR reflects the energy, ambitions and style of young South African women in a way that's approachable, but never condescending, fashionable, but always inviting.

The GLAMOUR reader is wide open to possibilities: the dream job, great look, right guy.

And GLAMOUR helps her make all of these a reality, with ideas and guidance for feeling GLAMOURous every day and night!

## **Solutions at every level**

*We touch all aspects of our readers' lives, from print to digital, social events to social media.*



# Reader profiles

- ★ **Average age** 30yrs
- ★ **Female** 89%
- ★ **Single** 73%
- ★ **LSM 7-10** 74%

- ★ **Black** 64%
- ★ **White** 14%
- ★ **Coloured** 17%
- ★ **Indian** 5%

## Areas of the readers (print order)

- ★ Gauteng 39%
- ★ Western Cape 23%
- ★ KwaZulu-Natal 17%
- ★ Other 21%

- ★ Avg household income R23 009



9/10 Female



141 000

Read **5/6** or **6/6** issues



143 000 Read right through an issue



62% of female readers, aged **18-34**: the core fashion and beauty life stage

# Print

Readers 538 000

Circulation 44 379

Subscribers 3 171

Highest in fashion and beauty



# Digital

Page impressions 226 000

Unique users 51 000

Newsletter subscribers 29 000

Users buying the magazine 73%

**2min15s**

Time spent on site

**4.8**

Pages viewed per visit

# Social media following of 436 000



# GLAMOUR engagements

## GLAMOUR live

*Superb opportunities for brand engagement, social media and style.*

GLAMOUR offers renowned and exciting events, including major industry functions, reader workshops and suppers, shopping experiences and bespoke campaigns aligned to our clients' expectations and brand strategies.

### Bespoke campaigns



TRESemmé event



### GLAMOUR WOMEN OF THE YEAR



### GLAMOUR Valentine's event



### GLAMOUR's Most GLAMOURous



# 2017 Calendar

January



Holiday style

February



THE LOVE ISSUE

March



CAREER GUIDE  
TO BECOME  
MONTHLY FEATURE

April



New season  
style & beauty

May



GLAMOUR's Most  
GLAMOURous

June



Denim guide

THE  
BUDGET  
ISSUE



July

Anti-ageing  
special



August



\* WEDDING SPECIAL  
\* NEW SEASON TRENDS

September



GLAMOUR WOMEN  
OF THE YEAR

October



HIGH SUMMER  
STYLE

November



Festive season  
focus

December

# Print rates

Full page	R69 400.00
Double-page spread	R138 800.00
Half page	R51 500.00
Advertorial full page	R63 800.00

*\*Advertorial rate includes production costs and excludes agency commission*

## Prime positions

First spread	R159 700.00
Second and third spread	R156 100.00
Outside back cover	R93 700.00
Opposite contents, editor's letter	R79 700.00
Opposite masthead, GLAMOUR letters and inside back cover	R76 500.00

*\* Positioning in the first 30% of the magazine carries additional 10% loading fee*

## Insert rates

### Bound-in

2 Pages	R910.00 per 1 000
4-8 Pages	R1 220.00 per 1 000
12-24 Pages	R1 410.00 per 1 000

### Loose

2 Pages	R730.00 per 1 000
4-12 Pages	R1 010.00 per 1 000
16-24 Pages	R1 240.00 per 1 000
28-36 Pages	R1 350.00 per 1 000
40-48 Pages	R1 430.00 per 1 000



# GLAMOUR Hair rates

Packed with international and local inspiration, expert information and solutions for women of all races, *GLAMOUR Hair* is the trusted and loved guide to products, services and all things hair.

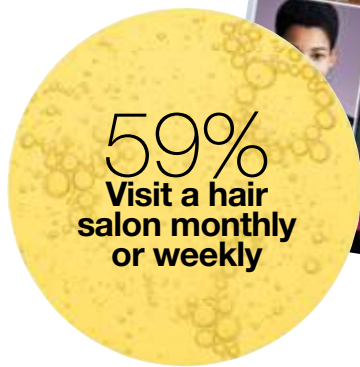
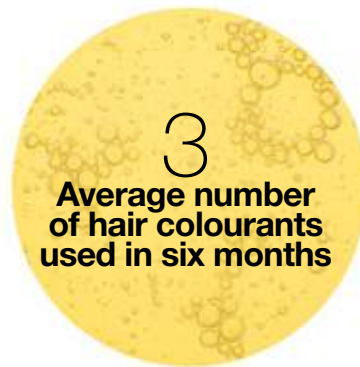
Full page	R42 000.00
Double-page spread	R84 000.00
Advertorial full page	R43 460.00

\*Advertorial rate includes production costs and excludes agency commission

## Prime positions

First spread	R96 250.00
Second and third spread	R92 110.00
Outside back cover	R56 470.00
Opposite contents, editor's letter	R48 010.00
Inside back cover	R47 230.00

\* Positioning in the first 30% of the magazine carries additional 10% loading fee





# Digital rates

Dynamic, exciting, fabulously fashionable and fun, GLAMOUR.co.za is a network of style-conscious readers with a large disposable income and a passion for shopping.

	Size (pixels)	CPM	Monthly rate
Leader board	728x90	R380	R8 500
Banner	728x90	R340	R7 500
Island/MPU	300x250	R350	R8 000
Half page	300x600	R360	R8 500
Button	217x90	-	Reserved for editorial use
Overlay	To spec	From	R35 000
Rich media-video & expanding	To spec	From	R10 000
Home page takeover	All ad spots	Daily rate	R3 000
Section takeover	All ad spots	Daily rate	R2 000
Newsletter banners	728x90	-	R2 500 per send
Digital dedicated mailer	900x500	-	R20 000 per send

## Bespoke campaigns

A custom campaign comprises of an interactive microsite, which is developed and hosted on GLAMOUR online.

### Interactive campaign

From R85 000

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

### Competitions

From R5 000

*Should your prize giveaway not be adequate, a cash component will be negotiated.*

### Native

From R25 000

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

### Survey

From R35 000

## Required specifications

*Material deadline: 14 working days before live date  
Click through URL: Max size 1MB, Format gif/jpeg*

\*Social media costs on request due to ever increasing following. T&Cs apply.



# Closing date schedule

Issue	Bookings/ cancellations	Material deadline	Advertorial deadline	Insert deadline	On sale date
January	31 October	07 November	04 November	25 November	12 December
February	02 December	09 December	25 November	16 December	16 January
March	02 January	09 January	06 January	27 January	13 February
April	06 February	13 February	10 February	02 March	20 March
May	06 March	13 March	09 March	30 March	17 April
GLAMOUR Hair	17 March	28 March	30 March	13 April	02 May
June	10 April	17 April	06 April	27 April	22 May
July	08 May	15 May	11 May	01 June	19 June
August	12 June	19 June	08 June	29 June	24 July
September	10 July	17 July	06 July	27 July	21 August
October	07 August	14 August	10 August	31 August	18 September
GLAMOUR Hair	22 August	29 August	31 August	14 September	03 October
November	04 September	11 September	07 September	28 September	16 October
December	02 October	09 October	05 October	26 October	13 November

## Submission specifications

DPS material must be supplied as two single pages. No type should appear within 4mm of gutter. All print-ready artwork can be supplied on the following platforms:

- Contact** Jean Jacobs, **Tel** 021 480 2300, **Email** production@condenast.co.za
  - Adsend
  - Quickcut
  - Dropbox, Hightail or WeTransfer to the above mentioned email address
  - Print-ready PDF saved onto CD
- An industry standard colour proof for colour matching on press can be supplied

## Insert delivery address

**CTP Printers Cape Town**  
Boompies Street  
Parow Industria  
Att: Lee-Ann Steenkamp

## Technical data

### GLAMOUR

#### Size (mm)

Size (mm)	Bleed	Trim	Type
Full page	254 x 192	248 x 186	228 x 166
Two-thirds vertical	254 x 130	248 x 124	228 x 104
Half-page horizontal	130 x 192	124 x 186	104 x 166
Half-page vertical	254 x 99	248 x 93	228 x 73
One-third horizontal	89 x 192	83 x 186	63 x 166
One-third vertical	254 x 68	248 x 62	228 x 42
Quarter-page horizontal	68 x 192	62 x 186	42 x 166
Quarter-page vertical	254 x 53	248 x 47	248 x 27

### GLAMOUR Hair

#### Size (mm)

Size (mm)	Bleed	Trim	Type
Full page	286 x 220	276 x 210	256 x 190



# Contact details

## Cape Town office

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## Johannesburg office

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\*Amps Jan 2015 - Dec 2015 \*\* ABC Oct-Dec 2016 and Effective Measure 2016



# Terms and 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 thereto. 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 wrong copy, typographical 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 at 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 paragraph 13 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.



Live the life. *Fill it with*  
**GLAMOUR!**