

ELLE
SOUTH AFRICA

MEDIA KIT 2017

**Welcome to ELLE
South Africa: this is
who we are, and what
we can do together**

Sexy • Stylish • Spirited

ELLE

THE WOMAN

she is stylish. she is spirited. she is sexy.



SHE HAS HER FINGER ON THE PULSE OF WHAT IS HOT AND HAPPENING,
BUT SHE IS ACUTELY AWARE OF WHAT IS NEEDED TO MAKE A DIFFERENCE, SO SHE CAN RISE,
AND HELP THOSE ALONGSIDE HER TO DO THE SAME. SHE IS YOU, ME, US

SHE IS ELLE WOMAN.

ELLE

PROPERTIES

ELLE BOSS AWARD - AUGUST 2017

Launched in 2015, the ELLE Boss Award was created to empower women, support and encourage female creativity and leadership, but also highlight entrepreneurial spirit.



ELLE

style
REPORTER



ELLE FASHION NOW – MAY 2017

A collaborative digital project celebrating fashion all around the world. ELLE showcases international fashion design talents on the rise, across all 46 international online platforms in online video, edited to become a worldwide fashion show of new talents.



ELLE WOMEN IN MEDIA & ENTERTAINMENT & TECH CONFERENCE - LAUNCH MAY 2018

Brand New Property. In 2018 ELLE will be launching a day-conference around women in media, entertainment & tech, with key speakers, panel discussions and networking. The **May issue** of ELLE will be dedicated to a few of the women present at the conference.

ELLE STYLE & DIGITAL REPORTER – EVENT: JUNE 2018

The ELLE Style Reporter property saw the crowning of three successful winners, Trevor Stuurman, Niquita Bento and Themba Mbuyisa. Winners have an eye for fashion, are social media-savvy and have the ability to narrate what's on the ground through their lens.



ELLE BEAUTY AWARDS – JANUARY 2018

ELLE Beauty Awards is the most beautiful and sought-after showcasing of the best of local and international products – skincare, cosmetics and haircare – tried, tested and rated by beauty editors across the 46 ELLE editions.

ELLE FASHION AWARDS

ELLE South Africa has unparalleled access to local and world-renowned designers, celebrities, models, photographers and stylists. Sexy, stylish and spirited, ELLE was the first to inspire readers to celebrate their individuality and create their own style. Today we bring you the ELLE Fashion Awards, an award ceremony celebrating the most successful key players in the fashion industry.



ELLE

OUR AUDIENCE

302K

READERS IN SOUTH AFRICA

25 417

COPIES DISTRIBUTED

urban. educated. affluent.

She's intelligent,
professional,
driven and stylish...
she's the young,
modern South African
woman.



Occupation: one in
10 ELLE readers fall
into the **prestigious
elite sector**, which
comprises **3% of the
adult SA market.**

R25,8K HOUSEHOLD INCOME

R11K PERSONAL INCOME

ABC — JULY-SEPT 2016*AMP 2015MB

WWW.ELLE.CO.ZA

ELLE

OUR AUDIENCE

MORE FASHION THAN ANY OTHER MONTHLY



270K

AD IMPRESSIONS PER MONTH

75%

ELLE REFLECTS THE CHANGING DEMOGRAPHICS OF SOUTH AFRICAN BLACK READERS

43%

LIVE IN THE MOST ECONOMICALLY ACTIVE PROVINCE, GAUTENG

NEARLY HALF FALL INTO LSM 9-10

40% IS TERTIARY-EDUCATED | **89%** LIVE IN METROS AND CITY AREAS

21

MILLION READERS

6,6

MILLION COPIES SOLD

46

INTERNATIONAL
TITLES

88

COUNTRIES

ABC — JULY-SEPT 2016*AMP 2015MB

WWW.ELLE.CO.ZA

ELLE

OUR AUDIENCE

ONLINE REACH

86 998
PAGE VIEWS

49 997
UNIQUE USERS

9 912
NEWSLETTER SUBSCRIBERS



40,9K



110,3K

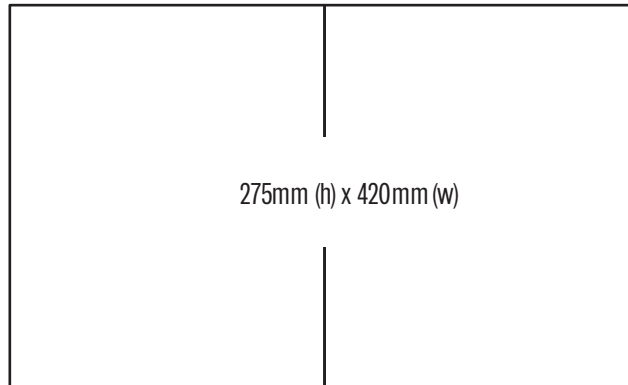
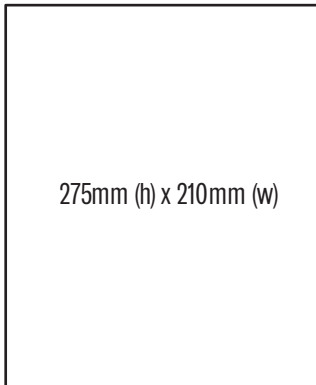


69,6K

ELLE

MATERIAL SPECIFICATIONS AND RATES

NEW BOOK SIZES



SINGLE PAGE ADVERTISEMENT

Type: 263mm(h) x 198mm(w)

Bleed: 281mm(h) x 216mm(w)

DOUBLE PAGE SPREAD ADVERTISEMENT

Type: 263mm (h) x 408mm(w)

Bleed: 281mm (h) x 426mm(w)

IMPORTANT INFORMATION

- The booking deadline for half-page ads is 14 days prior to official booking deadline.
- A cancellation fee of 50% will apply after the booking deadline.
- Material can be sent in one of three ways: via websend or quickcut or on disk.
- Digital material should be sent as a PDF: Press-optimised PSD has to include all elements such as high-resolution images (a minimum of 300 dpi) and have all fonts embedded. The PDF should be pre-flighted and verified prior to transmission.
- Should any material changes be requested, Ndalo Media accepts no responsibility for print errors.
- A colour proof must be provided for all advertisements.

**Inserts to be delivered to: CTP, Boompies St, Parow East, Cape Town, 7501, South Africa*

Please mark all boxes for attention Lorna Louw - ELLE Magazine and the issue these inserts will be running in.

FORMAT	TRIM	WITH BLEED	TYPE
SINGLE PAGE	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 + THEN ADD THE BLEED WE REQUIRE (3MM ALL ROUND) + DEDUCT 6MM FROM THE TRIM SIZE FOR THE MINIMUM OF THE TEXT TO BE SET AWAY FROM THE EDGE OF THE PAPER.

RATES

COVERS		SPECIAL POSITIONS		INSIDE POSITIONS		ADVERTORIALS	
IFC DPS	R108 225	1ST DPS	R103 690	FP	R45 150	FP	R53 110
IBC	R58 100	2ND DPS	R99 150	DPS	R90 075	DPS	R100 080
OBC	R61 530	OPP ED'S PAGE	R54 450	½ PG	R27 330	*INCLUDING PRODUCTION COSTS	

INSERTS	1PAGE	2-4 PAGES	5-10 PAGES	11-22 PAGES	23+ PAGES
LOOSE INSERTS (PER 000)	R578	R683	R788	R 893	R998
BOUND INSERTS (PER000)	R735	R840	R945	R1 050	R1 260

INSERTS MUST BE DELIVERED DIRECTLY TO THE PRINTERS: Lorna Louw/ 021 929 6200

CTP PRINTERS: Boompies Street, Parow East, 7501, Cape Town

ELLE

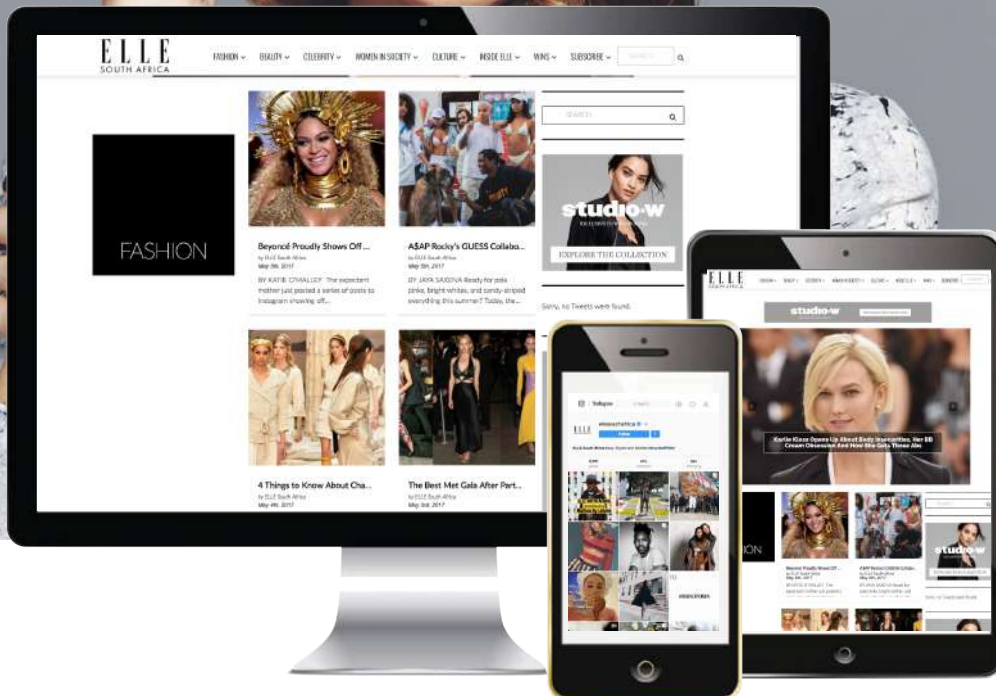
PRINT SCHEDULE



ISSUE	ADVERTORIAL DEADLINE	BOOKING DEADLINE	COMPLETE DEADLINE	COVER INCENTIVE AT CTP	ON-STREET
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 18	13/11/17	20/11/17	27/11/17	08/12/17	25/12/17
FEB 18	27/11/17	04/12/17	11/12/17	19/12/17	22/01/18
MARCH 18	15/01/18	22/01/18	29/01/18	09/02/18	26/02/18

ELLE

DIGITAL RATE CARD



SOCIAL MEDIA (PER POST)

FACEBOOK	R500
TWITTER	R500
INSTAGRAM	R500
PINTEREST	R500
SNAPCHAT (10 SECONDS)	R500

NEWSLETTER SPONSORSHIP

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

ELLE.CO.ZA BANNERS

LEADERBOARD (728 X 90) CPM	R350
ISLAND (300 X 250) CPM	R350
SKYSCRAPER (300 X 600) CPM	R350
HOMEPAGE TAKEOVER	R50 000

(INCLUDES ALL BANNERS AND WALLPAPER FOR ONE WEEK EXCLUSIVITY)

OUR AUDIENCE GROWS DAILY. PLEASE REQUEST DAILY STATISTICS.

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)

WE HAVE SEVERAL DIGITAL CONTENT CASE STUDIES TO SHARE. PLEASE CONTACT US FOR MORE INFORMATION

ELLE TV

TAILOR-MADE VIDEO	PRICE ON REQUEST
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ELLE

TERMS AND CONDITIONS

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

- 1) Ndalo Media, the publisher of ELLE, 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.

ELLE

CONTACT US



Business Development Manager (Jhb)

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Print & Digital

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Digital Key Account Manager

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