

ELLE
SOUTH AFRICA

MEDIA KIT 2018

**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.



**THE WORLD'S
#1 SELLING FASHION
MAGAZINE**

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

OUR AUDIENCE

320K

READERS IN SOUTH AFRICA

22 422

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

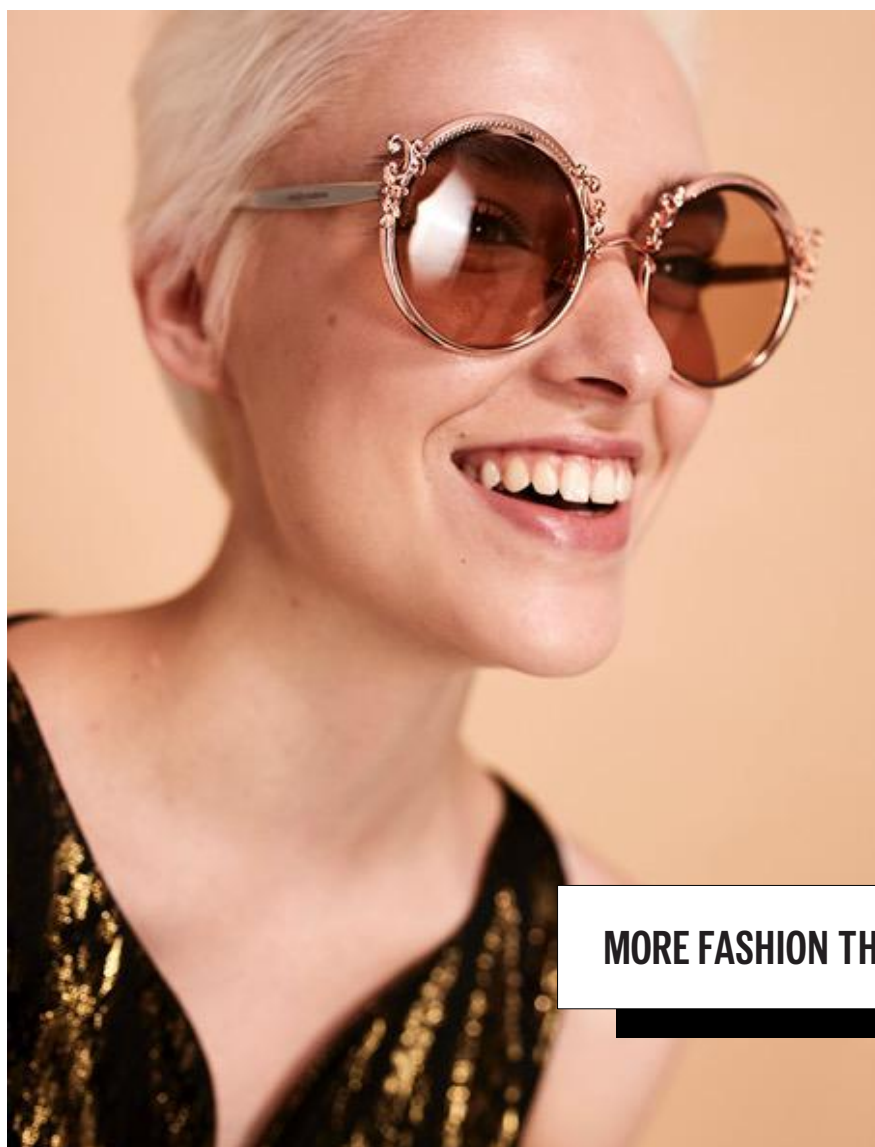
R11K PERSONAL INCOME

ABC — JULY-SEPT 2017 AMPS 2016

WWW.ELLE.CO.ZA

ELLE

OUR AUDIENCE



293K

AD IMPRESSIONS PER MONTH

75%

ELLE REFLECTS THE CHANGING DEMOGRAPHICS OF SOUTH AFRICAN BLACK READERS

43%

LIVE IN THE MOST ECONOMICALLY ACTIVE PROVINCE, GAUTENG

MORE FASHION THAN ANY OTHER MONTHLY

NEARLY HALF FALL INTO LSM 9-10

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

ELLE INTERNATIONAL

46

INTERNATIONAL
TITLES

88

COUNTRIES

21

MILLION READERS

6.6

MILLION COPIES SOLD

ABC — JULY-SEPT 2017 *AMP 2016 MB

WWW.ELLE.CO.ZA

ELLE

OUR AUDIENCE

ONLINE REACH

97 475

PAGE VIEWS

58 741

UNIQUE USERS

10 847

NEWSLETTER SUBSCRIBERS



43,1K



122,4K



75,9K

ELLE

MATERIAL SPECIFICATIONS AND RATES

NEW BOOK SIZES

275mm (h) x 210mm (w)	275mm (h) x 420mm (w)
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SINGLE-PAGE ADVERTISEMENT

Type: 260mm(h) x 190mm(w)

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

DOUBLE-PAGE SPREAD ADVERTISEMENT

Type: 260mm (h) x 400mm (w)

Bleed: 285mm (h) x 430mm (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, 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	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.

RATES

COVERS		SPECIAL POSITIONS		INSIDE POSITIONS		ADVERTORIALS	
IFC DPS	R108 225	1ST DPS	R103 690	FP	R45 150	FP	R53 100
IBC	R58 100	2ND DPS	R99 150	DPS	R90 075	DPS	R100 080
OBC	R61 530	OPP Contents/Ed's Note Publisher's Note	R54 450	½ PG	R27 330	ADVERTORIAL RATE INCLUDES HALF DAY PHOTOGRAPHY, ONE MODEL, HAIR AND MAKE-UP, STUDIO AND PRODUCTION/DESIGN.	

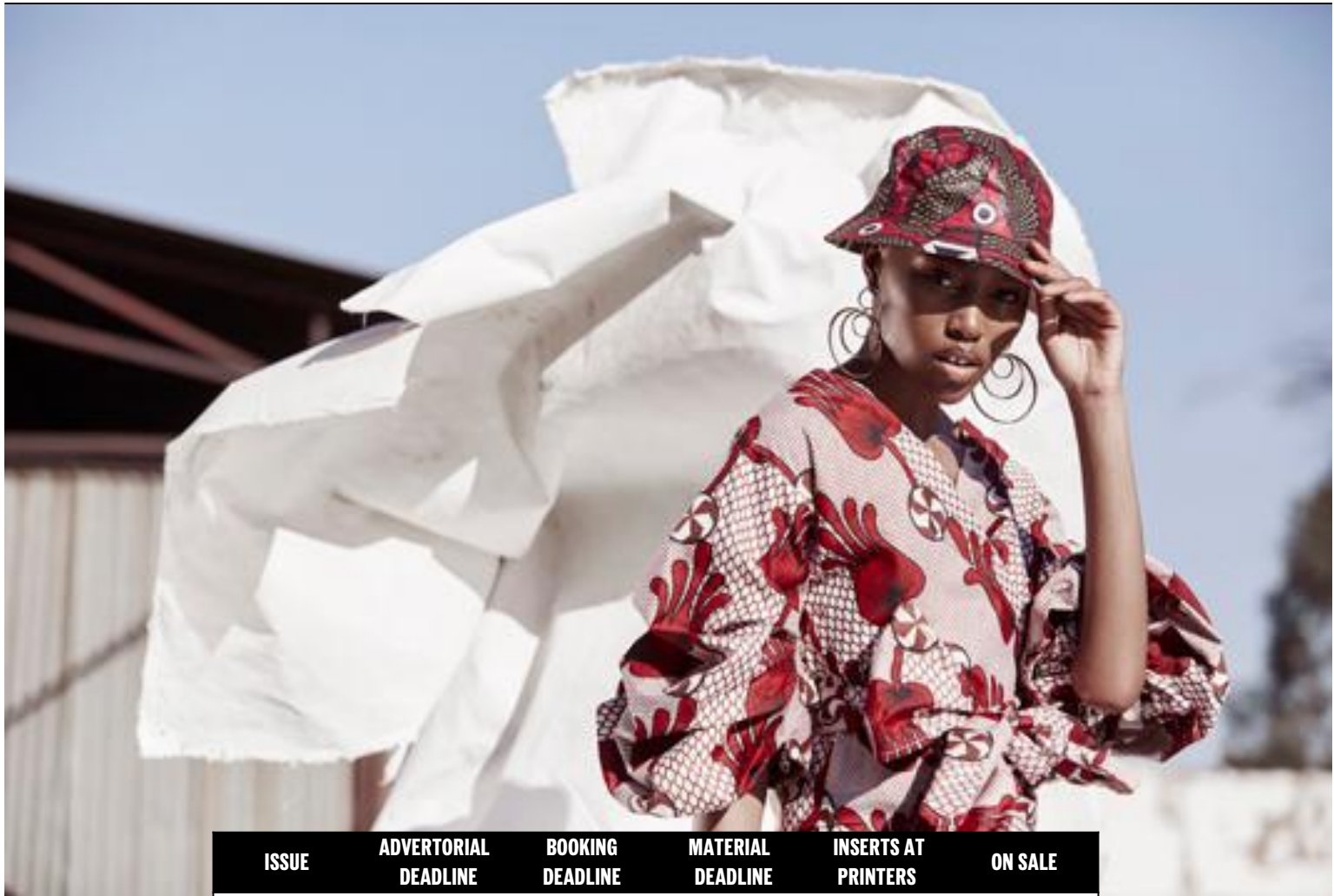
INSERTS	1PAGE	2-4 PAGES	5-10 PAGES	11-22 PAGES	23+ PAGES
LOOSE INSERTS (PER 000)	R578	R683	R788	R 893	R998
BOUND INSERTS (PER 000)	R735	R840	R945	R1050	R1260

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

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

ELLE

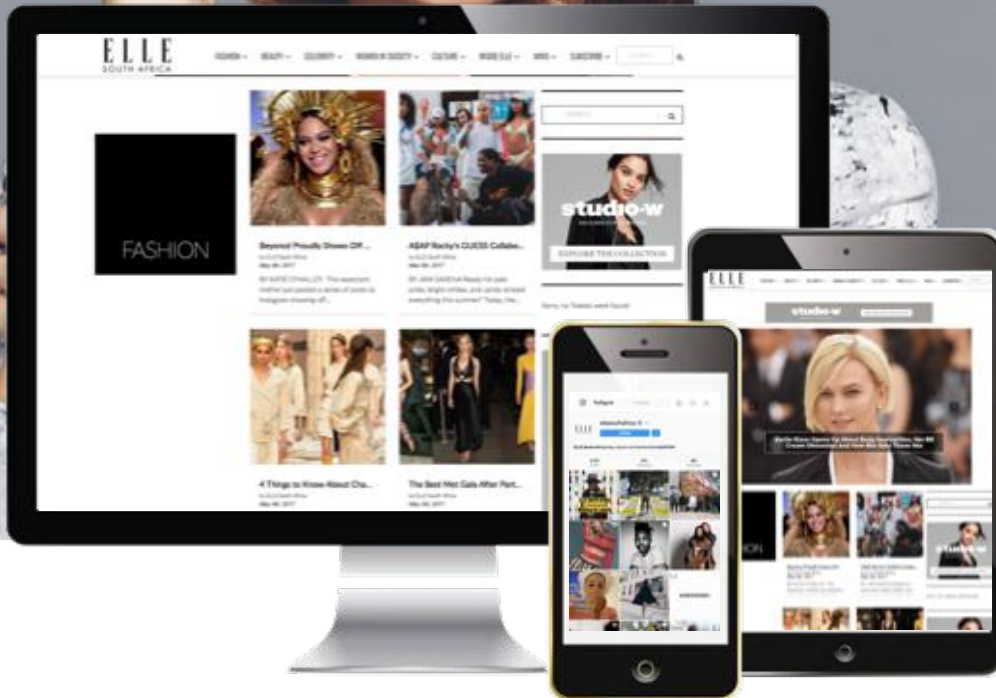
PRINT SCHEDULE



ISSUE	ADVERTORIAL DEADLINE	BOOKING DEADLINE	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 19	16/11/18	23/11/18	30/11/18	07/12/18	31/12/18
Feb 19	28/11/18	05/12/18	12/12/18	19/12/18	28/01/19
March 19	18/01/18	25/01/19	01/02/19	08/02/19	25/02/19

ELLE

DIGITAL RATE CARD



SOCIAL MEDIA (PER POST)

FACEBOOK	R500
TWITTER	R500
INSTAGRAM	R2 000
PINTEREST	R500
SNAPCHAT (10 SECONDS)	R500

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

(INCLUDES ALL BANNERS AND ONE SLIDER FOR ONE-WEEK EXCLUSIVITY)

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)	

ELLE.CO.ZA DIGITORIALS

1 IMAGE (1 000 PIXELS WIDE)	R12 000
IMAGES AND VIDEO EMBEDDED	R10 000

(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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OUR AUDIENCE GROWS DAILY. PLEASE REQUEST DAILY STATISTICS.

ELLE

TERMS AND CONDITIONS (PRINT)

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, 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.

ELLE

TERMS AND CONDITIONS (DIGITAL)

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.

ELLE

TERMS AND CONDITIONS (EVENTS)

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.

ELLE

CONTACT US



Key Accounts Manager (Cpt):

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