



BONA *Media Kit*



CAXTONmagazines

ABOUT THE BRAND



BRAND *insights*

BONA is the go-to brand for today's black family. The brand promise 'Be Who You Want to Be' says it all. We give our audience the inspiration, advice and confidence they need to be better at everything they touch. From their wardrobes to their finances and health, *BONA* helps the audience take steps (small or big) towards an improved life.

**BONA IS THE
ONLY SOUTH AFRICAN
PUBLICATION AVAILABLE
IN FOUR LANGUAGES:
ENGLISH, isiZULU,
SESO THO AND
isiXHOSA**



BRAND PLATFORMS

PRINT

Monthly
Readership: 3,175,000
Circulation: 76,153



DIGITAL

Website: 80,588 UBS
Facebook: 40,548
Twitter: 14,015
Instagram: 10,001
Mailer: 2,557

TV/VIDEO

We produce quality television and online programming, underpinned by our iconic magazine brands, that showcases key sponsors within a glossy, magazine-style content marketing strategy - a first of its kind.



SPECIAL ISSUES

BONA Man

Sources: AMPS 2015 BA (Jul 14-Jun 15); ABC Jul-Sep, 2015, Effective Measure (Dec 2015), Everlytic (Dec 2015), individual social media platforms (Dec 2015)

DEMOGRAPHICS

PRINT ■

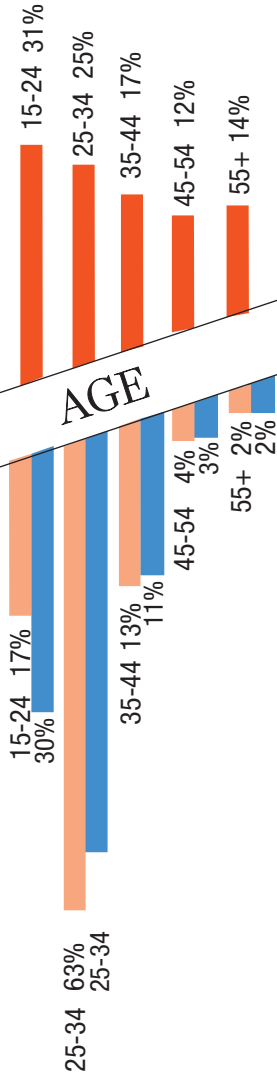
GENDER



34%

LSM 7-LSM 10

AGE



61%

LSM 4-LSM 6

RACE



WEBSITE ■

HH INCOME



5%

LSM 1-LSM 3

ABOUT THE AUDIENCE

FOOD & HOME

***71%** foodie influencers
***69%** home and décor influencers
74% are interested in cooking and entertaining content
74% regularly cook for pleasure
55% are interested in home & décor content



CELEBRITY AND ENTERTAINMENT

84% say music is an essential part of their culture
70% say entertainment is important to them

HEALTH

***72%** health influencers
67% are interested in health and well-being content



FASHION AND BEAUTY

***74%** fashion and beauty influencers
86% like to dress well
72% are interested in fashion and beauty content
70% enjoy keeping up with the latest trends, fashions and styles

ONLINE

84% have a Facebook account
62% download/stream videos/music



FAMILY

***58%** family life and parenting influencers
59% are interested in family life and parenting content
87% believe regular family meals are important
85% spend a lot of time with their family

*INFLUENCERS

BrandMapp indicates influencer level by asking the following:

- How interested are you in the content category AND what is the likelihood of friends and family to ask your advice about a content category.
- More than 50% of the audience consider themselves to be highly influential to their networks in this content category.



BONA

2016

Print rate card

RATES	COST	VAT	TOTAL
FULL COLOUR			
DPS	R92 000	R12 880.00	R104 880.00
FP	R46 000	R6 440.00	R52 440.00
1/2 DPS	R68 500	R9 590.00	R78 090.00
1/2 Hor/Ver	R34 200	R4 788.00	R38 988.00
1/3 Hor/Ver	R31 900	R4 466.00	R36 366.00
2/3 Hor/Ver	R38 900	R5 446.00	R44 346.00
2/3 By 2 Col	R36 400	R5 096.00	R41 496.00
2/3 DPS	R77 300	R10 822.00	R88 122.00
Ch/Board	R36 400	R5 096.00	R41 496.00
SPECIAL POSITION			
Inside front	R56 900.00	R7 966.00	R64 866.00
Inside Back	R52 500.00	R7 350.00	R59 850.00
Outside Back	R54 700.00	R7 658.00	R62 358.00
1st Double-Page Spread	R100 500.00	R14 070.00	R114 570.00
2nd Double-Page Spread	R100 500.00	R14 070.00	R114 570.00
3rd Double-Page Spread	R100 500.00	R14 070.00	R114 570.00
Any Guaranteed Full Page	R50 100.00	R7 014.00	R57 114.00
ADVERTORIAL * RATES			
Double-Page Spread	R104 900.00	R14 686.00	R119 586.00
Full Page Full Colour	R52 500.00	R7 350.00	R59 850.00
Half Page	R39 400.00	R5 516.00	R44 916.00

THE ABOVE RATES INCLUDE AGENCY COMMISSION BUT EXCLUDE VAT.
ADVERTORIAL RATES EXCLUDE VAT AND AGENCY COMMISSION.

SMALL AD SIZES

Please contact our classified department on 011-889-0885 for all small colour or black and white ad sizes.

- * The advertorial rate covers normal photography, recipe development (if applicable), layout, design and production costs.
- * However, it excludes agency commission and the costs of any specialised photography, models, styling, hair and/or make-up artists.

For terms and conditions, refer to Caxton Magazines' general conditions.

BONA 2016

Deadlines

(All deadlines to be understood as 12 NOON on each respective day)

ISSUE DATE	FRACTIONAL ADS & ADVERTORIAL BOOKING DEADLINE DATE	ADVERTISEMENT BOOKING DEADLINE DATE	ADVERTISEMENT MATERIAL DEADLINE DATE	DELIVER ALL ADDED VALUE/INSERT	ON SALE DATE
January	29 Oct	11 Nov	19 Nov	25 Nov	14 Dec
February	19 Nov	02 Dec	09 Dec	15 Dec	11 Jan
March	11 Jan	20 Jan	01 Feb	04 Feb	22 Feb
April	04 Feb	17 Feb	29 Feb	03 Mar	21 Mar
May	03 Mar	09 Mar	29 Mar	31 Mar	18 Apr
June	31 Mar	13 Apr	25 Apr	28 Apr	16 May
July	04 May	18 May	30 May	02 Jun	20 Jun
August	02 Jun	15 Jun	27 Jun	30 Jun	18 Jul
September	07 Jul	20 Jul	01 Aug	04 Aug	22 Aug
October	04 Aug	17 Aug	29 Aug	01 Sep	19 Sep
November	01 Sep	14 Sep	26 Sep	29 Sep	17 Oct
December	06 Oct	19 Oct	31 Oct	03 Nov	21 Nov

TECHNICAL SPECIFICATIONS

TRIM	276mm deep x 210mm wide
BLEED	286mm deep x 220mm wide
TYPE AREA	256mm deep x 190mm wide
MATERIAL	X1A PDF supplied via Adsend or Quickcut
SCREEN	150#



DEADLINES

INSERT RATE CARD



BONA 2016

Inserts rate card

LOOSE PRE-PRINTED INSERTS (PER 1000)				BOUND/STITCHED PRE-PRINTED INSERTS (PER 1000)		
PAGES	COST	VAT	TOTAL	COST	VAT	TOTAL
2	R340	R48	R388	R 400	R56	R456
4	R500	R70	R570	R 550	R77	R627
6+8	R550	R77	R627	R 600	R84	R684
10+12	R600	R84	R684	R 700	R98	R798
16	R700	R98	R798	R 800	R112	R912
20	R800	R112	R912	R 850	R119	R969
24	R900	R126	R1 026	R 950	R133	R1 083
32	R950	R133	R1 083	<p style="text-align: center;">ALL NON-STANDARD BOUND INSERTS REQUIRE PRE-INSERTION. R445 PER 1 000 COPIES</p>		
36	R1 050	R147	R1 197			
40	R1 150	R161	R1 311			
44	R1 250	R175	R1 425			
48	R1 350	R189	R1 539			
52	R1 400	R196	R1 596	<p style="text-align: center;">LOOSE INSERTS LARGER THAN 32 PAGES REQUIRE BAGGING R865 PER 1 000 COPIES</p>		
56	R1 500	R210	R1 710			
60	R1 550	R217	R1 767			
64	R1 500	R210	R1 710			
68	R1 650	R231	R1 881			
72	R1 750	R245	R1 995			
76	R1 800	R252	R2 052			
80	R1 850	R259	R2 109			

TIP-ONS, GATEFOLDS, PRODUCT SAMPLES, BAGGING AND
ANY OTHER NON-STANDARD
INSERTS - PRICE PROVIDED ON APPLICATION

BONA 2016

Digital rate card

ELEMENT	PLACEMENT	SIZES	COST
WEB BANNERS	Leaderboard	728 x 90	R350 CPM
	Half page	300 x 600	R350 CPM
	MPU/Island	300 x 250	R350 CPM
	Mobile banner	320x50	R150 CPM
	Road block/Talking banners	All 4 of the above	R650 CPM
	Homepage takeover	CPM rate	R1 000 CPM
	Site skin/wallpaper	flat rate p/day	R2 000 - R 5000 p/day
		CPM rate	R650 CPM
RICH MEDIA (excl design)	Pop up, expanding ads, overlay, Instream	500x500 max	R400 CPM
VIDEO	Sponsored editorial feature Advertorial video execution		*POA *POA
EMAIL MARKETING (INCL DESIGN & DEVELOPMENT)	Newsletter mention	Editorial mention	R2 500 - R5 000
	Newsletter banner	Max size: 40kb	R1 000 - R5 000
	Promo mailer	Branded newsletter	R5 500 - R8 000
	<i>All costs based on subscriber base</i>		
ONLINE CONTENT SYNDICATION	Recipes	Incl image	R1 500
	Feature (500 words) - Décor, Health, Agriculture, Celebrity, Travel	Excl images	R1 500
	Feature - Fashion, Beauty	Min 3 images	R2 500
	Images only (Fashion and Beauty)	Per image cost	R300
	Video		R5 000
NATIVE/ CONTENT MARKETING	Native article	1 article	R5 500
	Native articles	2 articles	R9 000
	Native article series	4 articles (R5 500 p/article)	R16 000
	Native article series incl Search	R3 000 PPC adwords per article + 15% management fee	R29 800
DIGITORIAL	Standard digitorial	One pager - branded top and bottom banners	R12 000
	** Standard digitorial incl Search	R5 000 PPC adwords + 15% management	R17 750
	Competition	One page	R3 500
	Digitorial hosting fee	With or without updates	R5 000/R8 000
	Premium digitorial	Max 3-5 pages. Incl content creation, design and development	R15 000
	** Premium digitorial incl Search	R5 000 PPC adwords + 15% management	R20 750
	Digitorial hosting fee	With or without updates	R7 000/R12 000
SOCIAL MEDIA	** Facebook, Twitter or Instagram Social Media adspend	Per post (excl adspend)	R2 900
	** Facebook app and hosting	Cost plus 15% management fee	*POA
	Ecards	Design cost	*POA
			R1 500
DIGITAL EXTENSIONS	Microsite/website	R850 p/h development fee	*POA
	Interactive calendar/countdown	R850 p/h development fee	*POA
	Sectional sponsorship		*POA
	SMS/USSD campaign		*POA
	Navigation tab	Cost depends on # of pageviews	R5 500 - R10 500

*POA - PRICE ON APPLICATION

** ADSPEND HIGHLY RECOMMENDED

SET OF 4 DISPLAY BANNERS DESIGN COST: R2000. STUDIO DESIGN OR CONTENT CREATION FEE: R1000 PER HOUR. DIGITAL DEVELOPMENT FEE: R850 PER HOUR.
ALL COSTS EXCL CONTENT CREATION EXCEPT SOCIAL MEDIA. ADSPEND CHARGED AT 15% MANAGEMENT FEE.

ALL RATES ARE CPM (COST PER THOUSAND IMPRESSIONS). RATES SUBJECT TO CHANGE WITH 2016 SUPPLIER INCREASES. COST IS SUBJECT TO CLIENT BRIEF,
ACTIVATION MECHANISM, PRODUCTION REQUIREMENTS AND EDITORIAL APPROVAL.
ALL PRICES INCLUDE AGENCY COMMISSION. ALL PRICES EXCLUDE VAT, AND ARE SUBJECT TO THE STANDARD TERMS AND CONDITIONS OF CAXTON MAGAZINES. IF
CONTENT IS SUPPLIED 'BOOKED AS', NO CHANGES WILL BE MADE EXCEPT AGREED UPON OTHERWISE.

BONA 2016

Classifieds

SIZE FULL COLOUR	PRICE EXCL VAT	PRICE INCL VAT
3 x 1 30mm height x 45mm width	R775.88	R884.50
6 x 1 60mm height x 45mm width	R1 551.75	R1 769.00
6 X 2 60mm height x 92mm width	R3 103.60	R3 538.10
12 X 1 120mm height x 45mm width	R3 103.60	R3 538.10
6 X 4 60mm height x 180mm width	R6 207.11	R7 076.10
12 X 2 120mm height x 92mm width	R6 207.11	R7 076.10
24 X 2 240mm height x 92mm width	R12 414.21	R14 152.20
12 X 4 120mm height x 180mm width	R12 414.21	R14 152.20

ADVERT SIZES:
300 DPI, CMYK, PDF FORMAT

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July	30 May	20 Jun
August	27 Jun	18 Jul
September	01 Aug	22 Aug
October	29 Aug	19 Sep
November	26 Sep	17 Oct
December	31 Oct	21 Nov

FOR MORE
INFORMATION, PLEASE
CONTACT GARY WIUM,
CLASSIFIEDS SALES
MANAGER, ON
011 889 0885 OR
GARYW@CAXTON.CO.ZA



OUR FINE MAIZE MEALS

CAXTON EVENTS



Caxton Events provides the opportunity to engage with readers on a more intimate level. Whether the event concept is small or majestic, Caxton Events puts the stylish *BONA* stamp on every event, scouting the hottest venues and most in-demand décor trends to ensure your brand integration makes maximum impact. Events are designed based on client requirements and a tailor-made package is applied to each event, ensuring maximum consumer engagement.

FOR MORE INFORMATION, PLEASE CONTACT: REINHARD LOTZ, GROUP MARKETING MANAGER REINHARDL@CAXTON.CO.ZA



CAXTON **magazines**



caxtonmags.co.za

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