



WEBSITE ADVERTISING

Banners	728x90 [leader board], 300x600 [half page] 300x250 [island], 180x150 [rectangle] Max size: 40KB. File types: swf/gif/jpeg	Standard: R380 CPM Rich media: R400-R500 CPM (expanding ads, Peel back, Overlay, Instream)
Partial site take over	Depends on client brief	
Skins/Wallpaper	Tiled: width max 150 pixels. [Non-Tiled available]	R400 CPM
Pop-Ups	300x250 [standard] Max size: 40KB. File types: swf/gif/jpeg	R400 CPM

ONLINE ELEMENTS

Digital	R10 000 pm excl design & development
Native branding, branded content	Depends on client brief
Website poll	R3 500 pm
Competition	R10 000 pm [R2 500 min prize value]
Full digital campaign	Depends on client brief

DIRECT MARKETING

Newsletter	468x60 Max size: 40KB, File types: swf/gif/jpeg	R2 500
Promotional emailer	excl design & development fee	R5 000
SMS	160 character limit, Text/Link	TBC

Engage with our readers wherever they are with Caxton Magazines' innovative digital offerings. Reaching thousands of people every month, our 12 websites, including Woman & Home, Rooi Rose, Food & Home and Garden & Home, along with our other online platforms, give you direct access to the hearts and homes of potential customers.

SOCIAL MEDIA

Social media engagement	Basic campaign R5 000 pm
Facebook poll	R3 500
Facebook app	R3 000 pm excl design & development

CONTACT DETAILS:

-  Your Sales Representative or Project Manager: Ashleigh Footit
-  011 889 0889
-  ashleighg@caxton.co.za

BONA
GARDEN & HOME

COUNTRY LIFE
people

Essentials
Vroukeur

FOOD & HOME
woman & home

farmer's weekly
living & loving

rooi rose
YOUR FAMILY

DESIGN OR DEVELOPMENT CHARGED AT R750 P/HOUR. R2 500 PER STANDARD BANNER DESIGN.

Terms and Conditions: Cost is subject to client brief, activity mechanic, 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 other wise.