



# **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: 3,179,000  
Circulation: 79,391



## DIGITAL

Website: 81,279 UBS  
Facebook: 49,318  
Twitter: 16,300  
Instagram: 14,465  
Mailer: 4,666

## 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 AND EVENTS

**BONA MAN**  
**60TH ANNIVERSARY (SEPT)**  
**FASHION & BEAUTY TRENDS (OCT)**  
**FOOD FOR FUN & FUNDS EVENT (TILL OCT)**



Sources: AMPS 2015 AB (Jan 15-Dec 15); ABC (Q1) Jan - Mar 2016, Effective Measure (Mar 2016), Everlytic (Apr 2016), individual social media platforms (Apr 2016)

# DEMOGRAPHICS

PRINT

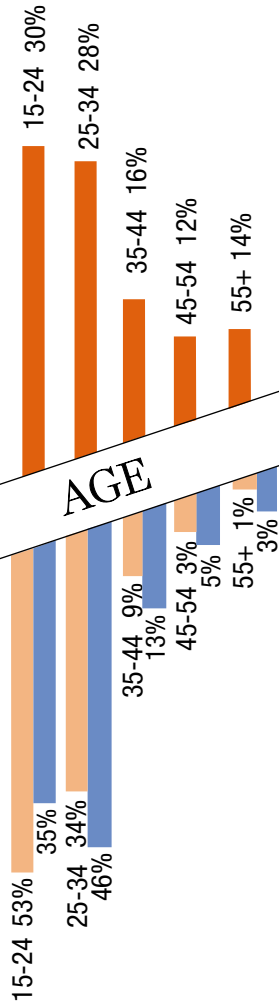
## GENDER



25%

LSM 7-LSM 10

## AGE



65%

LSM 4-LSM 6

## RACE



## WEBSITE

\*PLEASE NOTE:  
EFFECTIVE MEASURE NO LONGER  
INCLUDE RACE STATISTICS

10%

LSM 1-LSM 3

## HH INCOME



# ABOUT THE AUDIENCE

## FOOD & HOME

- \*68% foodie influencers
- \*66% home and décor influencers
- 74% are interested in cooking and entertaining content
- 73% regularly cook for pleasure
- 55% are interested in home & décor content



## CELEBRITY AND ENTERTAINMENT

- 84% say music is an essential part of their culture
- 72% say entertainment is important to them

## HEALTH

- \*78% health influencers
- 67% are interested in health and well-being content



## FASHION AND BEAUTY

- \*70% fashion and beauty influencers
- 88% 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

- \*68% family life and parenting influencers
- 59% are interested in family life and parenting content
- 87% believe regular family meals are important
- 84% 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       |
|---------------------------|-------------|------------|-------------|
| <b>FULL COLOUR</b>        |             |            |             |
| 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  |
| <b>SPECIAL POSITION</b>   |             |            |             |
| 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  |
| <b>ADVERTORIAL* RATES</b> |             |            |             |
| 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#                                    |



# INSERT RATE CARD



# BONA 2016

## *Inserts rate card*

| LOOSE PRE-PRINTED INSERTS<br>(PER 1000) |        |      |        | BOUND/STITCHED PRE-PRINTED INSERTS<br>(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 | <b>ALL NON-STANDARD<br/>BOUND INSERTS REQUIRE<br/>PRE-INSERTION.<br/>R445 PER 1 000 COPIES</b> |      |        |
| 36                                      | R1 050 | R147 | R1 197 |                                                                                                |      |        |
| 40                                      | R1 150 | R161 | R1 311 | <b>LOOSE INSERTS LARGER THAN<br/>32 PAGES REQUIRE BAGGING<br/>R865 PER 1 000 COPIES</b>        |      |        |
| 44                                      | R1 250 | R175 | R1 425 |                                                                                                |      |        |
| 48                                      | R1 350 | R189 | R1 539 |                                                                                                |      |        |
| 52                                      | R1 400 | R196 | R1 596 |                                                                                                |      |        |
| 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<br>(excl design)                          | Pop up, expanding ads,<br>overlay, Instream                               | 500x500 max                                                     | R400 CPM              |
| VIDEO                                                | Sponsored editorial feature<br>Advertorial video execution                |                                                                 | *POA<br>*POA          |
| EMAIL<br>MARKETING<br>(INCL DESIGN &<br>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<br>SYNDICATION                        | Recipes                                                                   | Incl image                                                      | R1 500                |
|                                                      | Feature (500 words) - Décor,<br>Health, Agriculture, Celebrity,<br>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/<br>CONTENT<br>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<br>article + 15% management fee          | R29 800               |
|                                                      |                                                                           |                                                                 |                       |
| DIGITORIAL                                           | Standard digitorial                                                       | One pager - branded top and bottom<br>banners                   | R12 000               |
|                                                      | ** Standard digitorial incl Search                                        | R5 000 PPC adwords + 15%<br>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,<br>design and development | R15 000               |
|                                                      | ** Premium digitorial incl Search                                         | R5 000 PPC adwords + 15%<br>management                          | R20 750               |
|                                                      | Digitorial hosting fee                                                    | With or without updates                                         | R7 000/R12 000        |
| SOCIAL MEDIA                                         | ** Facebook, Twitter or Instagram<br>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<br>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<br>FULL COLOUR               | PRICE<br>EXCL VAT | PRICE<br>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

### Contact Us

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# **BONA** 2016

## *Classifieds Deadlines*

| MONTH     | BOOKING/<br>MATERIAL | ON SALE<br>DATE |
|-----------|----------------------|-----------------|
| January   | 19 Nov               | 14 Dec          |
| February  | 09 Dec               | 11 Jan          |
| March     | 01 Feb               | 22 Feb          |
| April     | 29 Feb               | 21 Mar          |
| May       | 29 Mar               | 18 Apr          |
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| 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



CLASSIFIEDS DEADLINES

# 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,  
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CAXTONmagazines



[caxtonmags.co.za](http://caxtonmags.co.za)

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