

habit at

T H E A R T O F L I V I N G



the facts

T H E A R T O F L I V I N G

*Why **Habitat**?*

Born in 1973, **Habitat** is an international bi-monthly design and lifestyle magazine, published in South Africa. It seeks to set trends not follow them.

Since the turn of the millennium, content and layout has become more contemporary, reflecting lifestyle changes in a dynamic emerging market. And in this recessive financial climate **Habitat** has maintained page count and advertising revenue.

The current marketplace demands an effective, cutting-edge approach. In 2012, there will be an even stronger case for niche market media, for budgets to be directed in precisely the right direction.

Habitat fulfills a very definitive role in SA's lifestyle sector, with special reference to high-echelon home interest. Despite the ongoing recession, South Africans of all income groups aspire to better living standards and continue to improve their existing properties.

Habitat addresses a specific market with its focus on architecture, interior design and décor. This LSM 10 plus target group is increasingly well-travelled, exhibiting considerable discretionary spending power.

As a young democracy, South Africa shows an appreciation of all things contemporary in design. Modernism outlines the way forward and celebrates the embracing of change. It manifests as an international signature that is mirrored in many of the World's major cities.

An impressive number of this country's architects, interior designers and decorators are World-Class and have been listed for and won international awards. In Johannesburg and Cape Town particularly, South African professionals are adapting this established global look to suit the unique lifestyle of South Africans. Their work is showcased in **Habitat's** content as an internationally accepted contemporary ethos reflecting simplicity, minimalism and aesthetic solutions.

Architecture, together with residential / corporate design and decoration, is vital to the development of our South African society and **Habitat** will continue to illustrate progress in these disciplines. **Habitat's** ongoing role is well established: to showcase leading new trends, in waving a banner for leading contemporary design across-the-board.

Colin Ainsworth Sharp
Publisher / Managing Editor

November 2011

features

T H E A R T O F L I V I N G

- ISSUE 228 - March / April 2012
· Kitchens & Bathrooms
· Walls & Windows - Paints & Finishes
- ISSUE 229 - May / June 2012
· Seating
· Climate Control
- ISSUE 230 - July / August 2012
· Flooring & Lighting
· Digital Living
- ISSUE 231 - September / October 2012
· Kitchens & Bathrooms
· Outdoor Living
- ISSUE 232 - November / December 2012
· Collectables
- ISSUE 233 - January / February 2013
· Architecture & Property Developments
· Eco-Friendly Lifestyle

PLEASE NOTE: THIS LISTING IS SUBJECT TO CHANGE!



Image courtesy: blu_line

deadlines

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Issue 228 March / April 2012

Editorial / Advert Design Material Deadline	Monday 30th January 2012
Finished Material Deadline	Monday 6th February 2012
Final Artwork Print	Monday 13th February 2012
On Sale	Tuesday 5th March 2012

Issue 229 May / June 2012

Editorial / Advert Design Material Deadline	Tuesday 27th March 2012
Finished Material Deadline	Tuesday 3rd April 2012
Final Artwork Print	Tuesday 10th April 2012
On Sale	Tuesday 1st May 2012

Issue 230 July / August 2012

Editorial / Advert Design Material Deadline	Tuesday 29th May 2012
Finished Material Deadline	Tuesday 5th June 2012
Final Artwork Print	Tuesday 11th June 2012
On Sale	Tuesday 3rd July 2012

Issue 231 September / October 2012

Editorial / Advert Design Material Deadline	Tuesday 31st July 2012
Finished Material Deadline	Tuesday 7th August 2012
Final Artwork Print	Monday 13th August 2012
On Sale	Tuesday 4th September 2012

Issue 232 November / December 2012

Editorial / Advert Design Material Deadline	Tuesday 25th September 2012
Finished Material Deadline	Tuesday 2nd October 2012
Final Artwork Print	Tuesday 8th October 2012
On Sale	Tuesday 30th October 2012

Issue 233 January / February 2013

Editorial / Advert Design Material Deadline	Tuesday 6th November 2012
Finished Material Deadline	Tuesday 13th November 2012
Final Artwork Print	Wednesday 19th November 2012
On Sale	End Dec 2012 / Early Jan 2013 (due to Public Holidays)

PLEASE NOTE:

THESE DATES ARE PROVISIONAL AND ARE SUBJECT
TO CHANGE AT THE PUBLISHER'S DISCRETION

ad rates

T H E A R T O F L I V I N G

Advertising Rates 2012

Effective 1 January 2012

RATES PER INSERTION:	Excl VAT	Incl VAT
DOUBLE PAGE SPREAD, FULL COLOUR	R 55 868.42	R 63 690.00
FULL PAGE, FULL COLOUR	R 27 929.83	R 31 840.00
HALF PAGE VERTICAL OR HORIZONTAL, FULL COLOUR	R 19 491.23	R 22 220.00
ONE THIRD PAGE, FULL COLOUR	R 14 280.70	R 16 280.00
ADVERTORIAL, PER PAGE (excl. agency comm.)	R 21 035.09	R 23 980.00

COVER POSITIONS:

OUTSIDE BACK COVER	R 29 912.28	R 34 100.00
INSIDE FRONT COVER	R 28 947.37	R 33 000.00
INSIDE BACK COVER	R 28 947.37	R 33 000.00

SPECIAL POSITIONS:

Additional 10% on basic rate. Subject to availability.

Loose insertions & gatefolds - prices and details on request.

ONLINE RATES - HOME PAGE SPECS:

GENERIC TOP:	600 X 90px	-	R4 950.00
MAIN BANNER:	960 X 340px	-	R7 150.00
SKYSCRAPER:	120 X 600px	-	R3 850.00
GENERIC BOTTOM:	600 X 90px	-	R3 300.00
GENERIC BOTTOM:	300 X 90px	-	R2 200.00

ONLINE RATES - HABITAT SECTIONS SPECS:

GENERIC TOP:	600 X 90px	-	R4 400.00
GENERIC SECTIONS RIGHT:	200 X 200px	-	R3 850.00
GENERIC BOTTOM:	600 X 90px	-	R3 300.00
GENERIC BOTTOM:	300 X 90px	-	R2 200.00

ONLINE RATES - ARTICLE SPECS:

GENERIC TOP:	600 X 90px	-	R4 400.00
GENERIC ARTICLE RIGHT:	300 X 250px	-	R3 850.00
GENERIC BOTTOM:	600 X 90px	-	R3 300.00
GENERIC BOTTOM:	300 X 90px	-	R2 200.00

The above rates are inclusive of agency comm.

The inclusive rates reflected are subject to VAT remaining at 14% during 2012.

For online advertising enquiries contact Carla Nunes:
tel: 011 788 4608 or email: carla@habitat-mag.com or visit: www.habitatmag.co.za

details

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Habitat Stats:

Current advertising rates are based on a mid-2011 audited circulation of 14 500 (print order is approximately 18 000) and a readership of 5 per copy as of 2011, plus an additional 12 readers per copy via DLT Media. The geographical distribution of **Habitat** follows closely to that of the LSM-10 plus sector within the major centres.

What is the average age of the *Habitat* magazine reader? Between 35 – 55.

Male / female split? 40% / 60%

Shelf life? On sale for 2 months (6 pa). Coffee table lifespan unlimited.

Average income of the *Habitat* reader? R500 000 pa; R1 million per household.

What is the *Habitat* regional distribution? 60% Gauteng, 25% W. Cape, 15% KZN.

What is the *Habitat* USP? One of the longest existing lifestyle magazine in SA (1973). Defined target market (LSM 10+), high-echelon content reflects reader's aspirations and lifestyle.

Content percentage and breakdown? 60% architecture / interior design, 15% design / overviews, 10% wine / food, 15% balance: art, motoring, property.

Why advertise in *Habitat*? In summary – to link product or service in targeting a discriminating market sector – via high echelon design content – reflecting prestigious association.

Visit the ***Habitat*** website which will be further developed to include an electronic version of the magazine in 2012. www.habitatmag.co.za

Mechanical details:

process: computer to plate

paper: Nevia 115gsm Gloss

page size: ***Habitat*** is a perfect A4 with page format as detailed overleaf

material: see overleaf

Advertising Enquiries:

Cape Town:

Linda Ransome (Advertising Director)
tel & fax: 021 438 6161; cell: 082 412 3048;
email: lransome@mweb.co.za

Johannesburg:

Amanda Graham (Deputy Managing Editor)
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Production Office:

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Production Enquiries:

Production & Art Director – Farrah McLean:
production@habitat-mag.com

Client Liaison & Traffic Manager – Carla Nunes:
carla@habitat-mag.com

Please send all press release / editorial to: production@habitat-mag.com & mandy@habitat-mag.com

material

T H E A R T O F L I V I N G

- All adverts to be supplied in PDF format. Please note we do not accept open files.
- Bleed of 5mm all round is required which will result in a final PDF of 307mm x 220mm (297 x 210 + 5mm bleed all round) for a single page and 307mm x 430mm (297 x 420 + 5mm bleed all round) for a DPS. Please note: If pics bleed the bleed must be 5mm and Not less (ie: off the page).
- Allow for a minimum of 5mm text inset from the trim of the page. This is just a safety measure to ensure that no text gets trimmed off.
- TYPE, TRIM AND BLEED SIZES
DOUBLE PAGE SPREAD (DPS): Type 400 x 287mm; Trim 420 x 297mm; Bleed 440 x 307mm
FULL PAGE: Type 287 x 200mm; Trim 297 x 210mm; Bleed 307 x 220mm
HALF PAGE VERTICAL: Type 287 x 100mm; Trim 297 x 105mm; Bleed 307 x 110mm
HALF PAGE HORIZONTAL: Type 143.5 x 200mm; Trim 148.5 x 210mm; Bleed 153.5 x 220mm
ONE THIRD VERTICAL: Type 287 x 67mm; Trim 297 x 70mm; Bleed 307 x 74mm
ONE THIRD HORIZONTAL: Type 97 x 200mm; Trim 99 x 210mm; Bleed 103 x 220mm
- Please allow for the gutter (10mm) on DPS adverts.
- Images used in the document / PDF should be CMYK only. NO RGB or LAB colour settings can be accepted. Also ensure that there are no ICC colour profiles embedded in the PDF.
- PDFs should be accompanied by colour correct proofs which are made from PDF supplied (ie: colour proof and PDF must match). If no colour correct proof is supplied, we will be able to assist in supplying colour correct proofs subject to your approval and at a marginal cost. If no proof is supplied, **Habitat** cannot accept any responsibility as to the correctness of the final printed matter.
- All PDFs will be pre-flighted before going to print to certify compliancy with the printing process.
- Any queries regarding advertising material may be directed to our Production & Art Director: Farrah McLean on telephone: 011 788 4608 or send an e-mail to production@habitat-mag.com