

habitat

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



architecture / interior architecture / Greg Wright Architects (Greg Wright, Federico Pastor & Suzaan Swart) / interior decoration: Samantha Scott - Peacock Design / photography: Adam Letch

RATE CARD 2018

Each year *Habitat* showcases South African and international cutting-edge architecture and design in 6 bi-monthly issues. We're the medium of choice through which to illustrate high-end services, systems, creativity and innovative product in this growing sector.

In each issue, established FOCUS features – such as Kitchens & Bathrooms / Outdoor Living – showcase current trends and R&D, and include comment from experts in various disciplines.

Habitat is more than ever the definitive choice for your product or service.

We have the same target audience. We're on the same page. We tick every box.

Habitat print edition – circulation of 18 700 per issue.

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FOCUS FEATURES in 2018

ISSUE 264	Mar/Apr 2018 • Kitchens & Bathrooms • Walls & Windows • Collectibles
ISSUE 265	May/June 2018 • Seating • Climate Control • Collectibles
ISSUE 266	Jul/Aug 2018 • Flooring • Lighting • Collectibles
ISSUE 267	Sep/Oct 2018 • Kitchens & Bathrooms • Outdoor Living • Collectibles
ISSUE 268	Nov/Dec 2018 • Investments of Passion • Art of Sleep
ISSUE 269	Jan/Feb 2019 • Architecture • Colour in Design • Collectibles

PLEASE NOTE THIS LISTING
IS SUBJECT TO CHANGE.

RATES for 2018

Rates per insertion:	<u>Excl</u> <u>VAT</u> <u>Incl</u> <u>VAT</u>
Double Page Spread	R 82 456.14 R 94 000.00
Full Page	R 41 140.35 R 46 900.00
1/2 Page	R 28 771.93 R 32 800.00
Advertorial (per page)	R 31 052.63 R 35 400.00
Cover positions:	<u>Excl</u> <u>VAT</u> <u>Incl</u> <u>VAT</u>
Outside Back Cover	R 44 122.81 R 50 300.00
Inside Front Cover DPS	R 85 964.91 R 98 000.00
Inside Back Cover DPS	R 85 964.91 R 98 000.00
Inserts / Gatefolds / Bellybands: quotes available on request.	
The above excl VAT rates are inclusive of agency comm.	
The inclusive rates reflected are subject to VAT remaining at 14% during 2018.	

NB: CANCELLATIONS RECEIVED LATER THAN TWO WEEKS PRIOR TO PRINT DATE WILL BE CHARGED AT A RATE OF 75% OF THE TOTAL COST.

STATS for your info

Current advertising rates are based on a mid-2017 circulation of 18 700 and a readership of 5 per copy as of 2017. The geographical distribution of *Habitat* follows closely to that of the LSM-10 plus sector within the major centres.

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 magazines 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.

Mechanical details:
process: computer to plate
paper: Nevia 115gsm Gloss
page size: *Habitat* is a perfect A4

Advertising enquiries:
Cape Town:
Linda Ransome (Advertising Director)
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Johannesburg:
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email: mandy@habitat-mag.com

Visit: www.habitatmag.co.za

SPECS for advertising

Hires PDFs to be supplied to
Farrah: production@habitat-mag.com or
Carla: carla@habitat-mag.com

DPS:
Height x Width: 297mm x 420mm
Type Safe Area: 287mm x 410mm
Bleed: 307mm x 430mm
Gutter Type Safe: 10mm either side

Full Page:
Height x Width: 297mm x 210mm
Type Safe Area: 287mm x 200mm
Bleed: 307mm x 220mm

Half Page Vertical:
Height x Width: 297mm x 105mm
Type Safe Area: 287mm x 95mm
Bleed: 307mm x 115mm

Half Page Horizontal:
Height x Width: 148.5mm x 210mm
Type Safe Area: 138.5mm x 200mm
Bleed: 158.5mm x 220mm

CMYK IMAGES ONLY. NO ICC PROFILES.

DEADLINES to remember (subject to change)

Issue 264 Mar / Apr 2018 Editorial / Unfinished Material Finished Material Deadline On Sale	Thu 1 Feb '18 Thu 8 Feb '18 Mon 5 Mar '18
Issue 265 May / Jun 2018 Editorial / Unfinished Material Finished Material Deadline On Sale	Fri 23 Mar '18 Thu 5 Apr '18 Tue 1 May '18
Issue 266 Jul / Aug 2018 Editorial / Unfinished Material Finished Material Deadline On Sale	Thu 31 May '18 Thu 7 Jun '18 Mon 2 Jul '18
Issue 267 Sep / Oct 2018 Editorial / Unfinished Material Finished Material Deadline On Sale	Thu 2 Aug '18 Wed 8 Aug '18 Mon 3 Sep '18
Issue 268 Nov / Dec 2018 Editorial / Unfinished Material Finished Material Deadline On Sale	Thu 27 Sep '18 Thu 4 Oct '18 Mon 29 Oct '18
Issue 269 Jan / Feb 2019 Editorial / Unfinished Material Finished Material Deadline On Sale	Thu 22 Nov '18 Thu 29 Nov '18 Mon 31 Dec '18

BOOKING DEADLINES: 2 WEEKS BEFORE ALL FINAL MATERIAL DEADLINES.

Package option 1:

Print ad
4 Social Media posts (2 x Twitter; 2 x Facebook)
Digital on website
Newsletter mention
*Ad rate + R2 500 (excl. VAT)

Package option 2:

Print ad
4 Social Media posts (2 x Twitter; 2 x Facebook)
Digital on website
Newsletter mention
1 website banner (subject to availability)
*Ad rate + R 4 500 (excl. VAT)

Package option 3:

Print ad
4 Social Media posts (2 x Twitter; 2 x Facebook)
Digital on website
Newsletter mention
1 website banner (subject to availability)
Habitat Produced video. (products /
showrooms / events / demonstrations)
*Ad rate + R10 000 (excl. VAT)

**Agency commission is not applicable.
Digital and print will be separately invoiced.
Digital is valid for a period of one month.
All rates are exclusive of VAT.
* Please refer to ad rates on previous page.**

WHY HABITAT works for you

In the first 6 months of 2017, Habitat has increased circulation by 9 percent. 'Most products have seen a general decline in sales over the last two years. With Habitat we've seen the opposite trend lately where sales actually started increasing.'
– Francois Kruger, RNA

Established in 1973, Habitat is 44 years old this year. An international bi-monthly design and lifestyle magazine published in South Africa, it seeks to set trends rather than follow them. In today's fickle, fiscal environment there are certain strategies that will help maintain and grow businesses – albeit in a defined sector – i.e. if the product / service being marketed is exclusive and of high echelon.

Architecture / interior design and decoration are disciplines that fall into this category.

In this recessive financial climate Habitat has maintained circulation, page count and advertising revenue. And in the first 6 months of 2017 it has increased circulation by 9 percent – this in a very tough marketplace. Why?

Because this current marketplace demands an effective, highly selective approach. In 2017 / '18, there is an even stronger case for niche market media, this translates into ad spend being directed in precisely the right direction.

Habitat fulfils a very definitive role in SA's high-end lifestyle sector. Its content reflects contemporary high echelon home interest. Despite the ongoing recession, South Africans aspire to better living standards and many continue to improve their existing properties. Long-time Habitat client Lew Geffen Sotheby's International Realty markets a portfolio of high echelon homes in every issue and maintains that the agency secures choice mandates through this calculated exposure.

Habitat addresses a specific market with its established focus on architecture, interior design, décor, art, food and wine; high category motoring and collectibles are other fast developing regular sections. In 2017 / '18 the Habitat target group is increasingly well travelled and exhibits considerable discretionary spending power.

Content is finely tailored precisely for this high LSM sector. With six editions per annum, Habitat enjoys longevity as the quintessential coffee table magazine. Advertising budgets are therefore very well spent!

South Africans appreciate all things contemporary in design. Modernism promises the way forward and celebrates the embracing of change. In Habitat's pages it manifests as an international signature that is mirrored in many of the world's major cities. This is the carefully crafted picture we paint.

An impressive number of this country's architects, interior designers and decorators are of international class and have been listed for and won international awards. In Johannesburg and Cape Town (World Design Capital 2014) 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 a globally accepted contemporary ethos, reflecting simplicity and minimalism in aesthetic but appealing solutions.

Architecture and interior design is vital in the development of our South African society and Habitat continues to illustrate cutting edge progress in these disciplines. Habitat's ongoing role is a commitment to showcase new trends. We wave the banner for leading contemporary design, both locally and internationally.

Colin Ainsworth Sharp
Publisher / Managing Editor