

# habitat

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



location: Sant Gervasi, Barcelona, Spain | interior design: Jaime Beriestain | photography: Manalo Yllera

RATE CARD 2019



## WE'RE IN YOUR BUSINESS since 1973

Each year *Habitat* showcases South African and international cutting-edge architecture and design in 6 bi-monthly issues annually. 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.

**Production Office:**  
Index Publications cc  
Willow Wood Office Park  
Block B  
Unit 3 – First Floor  
Cr Cedar Rd and 3rd Rd  
Chartwell, Gauteng

Postnet Suite 202  
Private Bag X153  
Bryanston  
2021  
tel: 011 788 4608

**Production enquiries:**  
**Production & Art Director:**  
Farrah McLean-Reeks:  
production@habitat-mag.com

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

**Press releases / editorial submissions:**  
Farrah: production@habitat-mag.com  
Mandy: mandy@habitat-mag.com  
Carla: carla@habitat-mag.com

**Website & Social Media enquiries:**  
Melanie: mel@habitat-mag.com

**Quote requests:**  
Mandy: mandy@habitat-mag.com

**General enquiries:**  
Kathleen: kathleen@habitat-mag.com

**Account enquiries:**  
Cristina: accounts@habitat-mag.com

## FOCUS FEATURES in 2019

ISSUE 270	<b>Mar/Apr 2019</b> • Kitchens & Bathrooms • Walls & Windows • Collectibles
ISSUE 271	<b>May/June 2019</b> • Seating • Climate Control • Collectibles
ISSUE 272	<b>Jul/Aug 2019</b> • Flooring • Lighting • Collectibles
ISSUE 273	<b>Sep/Oct 2019</b> • Kitchens & Bathrooms • Outdoor Living • Collectibles
ISSUE 274	<b>Nov/Dec 2019</b> • Art of Sleep • Wish List
ISSUE 275	<b>Jan/Feb 2020</b> • Architecture • Colour in Design • Collectibles

PLEASE NOTE THIS LISTING  
IS SUBJECT TO CHANGE.

## RATES for 2019

<b>Rates per insertion:</b>	Excl VAT	Incl VAT
Double Page Spread	R 88 695.65	R 102 000.00
Full Page	R 44 347.83	R 51 000.00
1/2 Page	R 31 304.35	R 36 000.00
Advertorial (per page)	R 33 043.48	R 38 000.00
<b>Cover positions:</b>	Excl VAT	Incl VAT
Outside Back Cover	R 47 826.09	R 55 000.00
Inside Front Cover DPS	R 93 043.48	R 107 000.00
Inside Back Cover DPS	R 93 043.48	R 107 000.00
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 15% during 2019.		

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-2018 circulation of 18 700 and a readership of 5 per copy as of 2018. The geographical distribution of *Habitat* follows closely to that of the LSM-10+ 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+), upper 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 to reflect prestigious association.

**Mechanical details:**  
process: computer to plate  
cover paper: HI-Q Titan gloss 250gsm  
text paper: Nevia gloss 115gsm  
page size: *Habitat* is a perfect A4

**Advertising enquiries:**  
Cape Town:  
Linda Ransome (Advertising Director)  
tel: 021 438 6161;  
cell: 082 412 3048;  
email: Lransome@mweb.co.za

Johannesburg:  
Amanda Graham (Deputy Managing Editor)  
tel: 011 788 4608 / 62 / 85;  
cell: 083 629 1828;  
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)

<b>Issue 270 Mar / Apr 2019</b> Editorial / Unfinished Material <b>Finished Material Deadline</b> On Sale	Thu 31 Jan '19 <b>Thu 7 Feb '19</b> Mon 4 Mar '19
<b>Issue 271 May / Jun 2019</b> Editorial / Unfinished Material <b>Finished Material Deadline</b> On Sale	Thu 28 Mar '19 <b>Thu 4 Apr '19</b> Mon 29 Apr '19
<b>Issue 272 Jul / Aug 2019</b> Editorial / Unfinished Material <b>Finished Material Deadline</b> On Sale	Thu 30 May '19 <b>Thu 6 Jun '19</b> Mon 1 Jul '19
<b>Issue 273 Sep / Oct 2019</b> Editorial / Unfinished Material <b>Finished Material Deadline</b> On Sale	Thu 1 Aug '19 <b>Thu 8 Aug '19</b> Mon 2 Sep '19
<b>Issue 274 Nov / Dec 2019</b> Editorial / Unfinished Material <b>Finished Material Deadline</b> On Sale	Thu 3 Oct '19 <b>Thu 10 Oct '19</b> Mon 4 Nov '19
<b>Issue 275 Jan / Feb 2020</b> Editorial / Unfinished Material <b>Finished Material Deadline</b> On Sale	Thu 21 Nov '19 <b>Thu 28 Nov '19</b> Mon 30 Dec '19

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

Established in 1973, *Habitat* will be 46 years old in 2019. Over these decades it has developed into an international bi-monthly design and lifestyle magazine of note from South Africa. Publisher / Editor-in-Chief Colin Ainsworth Sharp says: 'From the outset, we sought to set trends rather than follow them.'

Today, at the southern tip of Africa, we live in a threatened politico fiscal environment. And yet there are proven methodologies that can assist markedly in the maintenance and growth of key business operations within a defined sector. This is the upper echelon slot where products and services are aimed at an end-user conversant with exclusivity.

Architecture, interior design and decoration are disciplines embraced within this sector and in best case scenarios are able to satisfy what are largely highly discriminating tastes. This is *Habitat's* proven direction.

Over the past half-decade, *Habitat* has maintained circulation, page count and advertising revenue, and in the first nine months of 2018 has continued to increase circulation. This, in the very tough South African marketplace, is significant.

Why then this notably positive trend?

Very likely because the current fiscal uncertainty in SA means that the *Habitat* clients' hard-earned ad spend has to guarantee results. So in 2018 / '19, there is an even stronger case for carefully directed niche market / specialist media. Selection of media is all important as is the composition and design of the advertising material, which must be employed in precisely the right direction.

*Habitat* fills a well-defined, very definitive slot in SA's high-end lifestyle sector. Essentially, its bi-monthly content reflects contemporary, high-echelon home interest; architecture and interior design / décor being the main thrust. And, notwithstanding the recessionary conditions, South Africans still aspire to better living standards and many continue to improve their existing properties; *Habitat* offers guidelines.

So *Habitat* is finely targeted, addressing its privileged readership with informed content and very specific focus. Added are art, food and wine, plus high category motoring and collectibles within expanding regular sections. In 2018 / '19 we expect the *Habitat* target group to become ever more international in its appreciation of design, while exhibiting increased discretionary spending power.

So content is precisely tailored to the interests of this ultra-high LSM sector. With six editions per annum, *Habitat* is the quintessential coffee table magazine, enjoying collectible longevity as a continuing source of reference.

Client advertising budgets are therefore well spent.

As we live in an emerging market, South Africans appreciate contemporary design likely because modernism promises the way forward; it celebrates the embracing of change. *Habitat's* content spells this out with an international signature that is in synch with much of what is seen in many of the globe's major centres. It's a carefully crafted and finely detailed approach to contemporary living.

A number of South Africa's architects, interior designers and decorators are regarded as being of international class and have been listed for – and won – international awards. In Johannesburg and Cape Town (World Design Capital 2014) particularly, some South African professionals are sympathetically adapting the recognised global signature to suit the unique lifestyle of South Africans. This work – together with that of their global peers – is illustrated in *Habitat's* content as an accepted contemporary ethos. Overall, it reflects simplicity and minimalism showcased in aesthetic and appealing solutions.

So architecture and interior design is alive and well in the top echelons of South African society and as a title of proven longevity, *Habitat* continues to illustrate cutting-edge projects in these creative disciplines. Ours is an ongoing commitment to showcase new trends – it's a waving of the banner for leading contemporary design, both locally and internationally.

Colin Ainsworth Sharp  
Publisher / Managing Editor