

DESTINY

Beautiful Powerful You

2018 *media pack*



We focus on positively impacting lives and making powerful connections between brands and consumers by producing inspiring and compelling content and experiences across print, digital, social media, events, contract publishing, content marketing and book publishing.

NDALO MEDIA'S TEAM CREATES CONTENT THAT EMPOWERS, INFORMS, ENTERTAINS AND INSPIRES.

Who
are
we?



We've built strong relationships with readers and honed our ability to connect brands to people. Our experience, coupled with a proven track record and a strong advertising network, means that we can create high-quality content and strategies that resonate.

Who is DESTINY?

Print reach

249 000



25 125

ABC circulation (Q3 JUL – SEP 2017)



DESTINY has a higher percentage of black female LSM 8-10 readers than any other magazine in SA.

85%
Female readership

Age:
40%
25-34

92%
Black readership

23%: 15-24
32%: 35-49

Readers range from across
13 AFRICAN COUNTRIES

- BOTSWANA | LESOTHO | MALAWI | MOZAMBIQUE | NAMIBIA
- NIGERIA | SWAZILAND | ZAMBIA | ZIMBABWE | KENYA
- SOUTH AFRICA | TANZANIA | MAURITIUS

Online reach

THE **DESTINY** READER
IS CONNECTED...

Page views:
640 267

Unique users:
301 571

Newsletter subscribers: **20 345**

95% are active on
social media

86% actively
engage online

40% Consume
news online

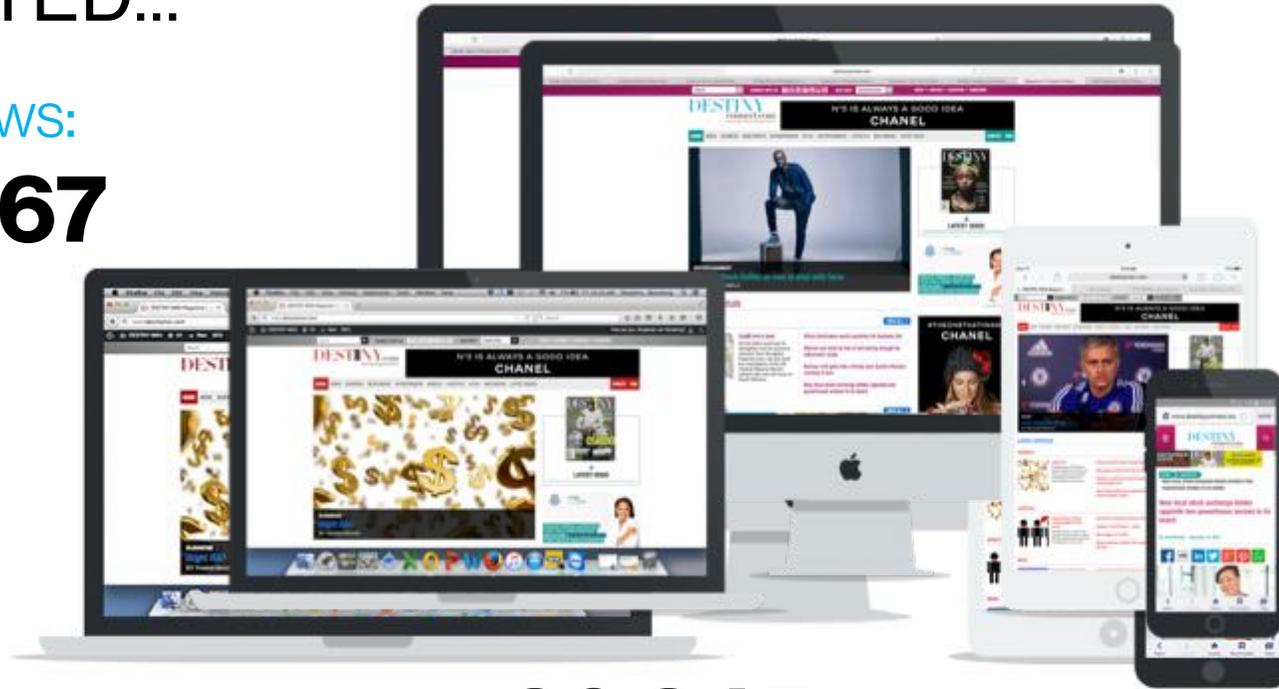
 FACEBOOK
154 487

 TWITTER
44 205

 INSTAGRAM
61 497

 GOOGLE+
9 073

 LINKEDIN
961



The DESTINY reader is dynamic, hungry for information, intellectually curious, educated and ambitious. She wants to fulfil her destiny in a beautiful and powerful way.



The DESTINY woman

38%
more likely
than the average black
woman to invest in
shares, unit trusts or the
money market

HER INVESTMENT:

5 times
more likely
than the average
black woman
to have two or
more cars in her
household

HER MONEY:

DESTINY
readers' income is
three times higher
than that of the
average black
woman

36% more likely than
the average black
woman to own property
as an investment

56% of readers who own a
car bought it new



HER CAREER:

80%
are employed
full-time.
The rest are
self-employed
or studying

12% are at
a senior director
or management level

33% are at a middle
management level

The DESTINY woman



HER STYLE:

76% are likely to be asked for beauty and fashion advice

81% more likely than the average black woman to regularly use nail varnish

86% use fragrance regularly

87% are interested in beauty and fashion

HER HEALTH:

78% are very or quite likely to be asked for advice about healthy living

62% fall into the health attitudinal category

44% start their day at the gym

HER FOOD:

83% cook for pleasure on a weekly basis

20% eat out at restaurants weekly

78% frequent coffee shops

HER HOME:

89% love or like home decor projects

65% more likely than the average black woman to do home decor monthly or more often

Advertising rates & deadlines

MAIN BOOK (full colour insertion)	
DPS	R88 647
Full page	R44 639
1/2 page	R24 619
Opp Contents/Masthead/ Publisher's Note/Editor's Note	R51 403
COVERS (full colour insertion)	
Inside front cover	R101 000
Inside back cover	R48 246
Outside back cover	R51 853
ADVERTORIAL (full colour insertion)	
DPS	R102 805
Full page	R51 403

Advertorial rate includes half day photography, one model, hair and make-up, studio and production/ design.

LOOSE INSERTS AT RANDOM (cost per 1 000)	
1 sheet	R550
2-6 sheets	R730
8-12 sheets	R910

SPECIFICATIONS: Maximum size: A4 or smaller
All other quotes on request

BOUND INSERTS (cost per 1 000)	
1 sheet	R658
2-6 sheets	R929
8-12 sheets	R1109

SPECIFICATIONS:
Minimum grammage: 100gsm
Maximum grammage: 250gsm
Bleed: 5mm all round | Trim: 285 x 218 | Gutter: 3mm

ISSUE	ADVERTORIAL DEADLINE	BOOKING DEADLINE	MATERIAL DEADLINE	INSERTS AT PRINTERS	ON SALE
March 18	12/01/18	19/01/18	26/01/18	02/02/18	19/02/18
April 18	09/02/18	16/02/18	23/03/18	02/03/18	19/03/18
May 18	16/03/18	23/03/18	29/03/18	06/04/18	23/04/18
June 18	13/04/18	20/04/18	26/04/18	04/05/18	21/05/18
July 18	11/05/18	18/05/18	25/05/18	01/06/18	18/06/18
Aug 18	15/06/18	22/06/18	29/06/18	06/07/18	23/07/18
Sept 18	13/07/18	20/07/18	27/07/18	03/08/18	20/08/18
Oct 18	10/08/18	17/08/18	24/08/18	31/08/18	17/09/18
Nov 18	14/09/18	21/09/18	28/09/18	05/10/18	22/10/18
Dec 18	12/10/18	19/10/18	26/10/18	02/11/18	19/11/18
Jan 19	09/11/18	16/11/18	23/11/18	30/11/18	17/12/18
Feb 19	23/11/18	30/11/18	07/12/18	14/12/18	21/01/19
March 19	11/01/19	18/01/19	25/01/19	01/02/19	18/02/19

Digital rates

DESKTOP/MOBILE CREATIVES

STANDARD BANNERS	SIZES	CPM
Leaderboard	728 x 90	R350/35c
Half-page	300 x 600	R400/40c
Medium rectangle	300 x 250	R320/32c
Animated and rich media	All sizes	POA
MOBILE		
Leaderboard	320 x 50 (top and bottom of page)	R380/38c
Medium rectangle	320 x 250 (centre of page)	R400/40c

NEWSLETTERS & PROMO MAILERS

	SIZES	RATE
Insider newsletter	690 x 450 or 728 x 90	40c per email address
Weekly newsletter	690 x 450 or 728 x 90	40c per email address
Promotional mailer	650 x any height html file	90c per email address

SOCIAL MEDIA

	SIZES	RATE
Facebook	Max 135 characters of text, 500x500 image (>1MB)	R1259
Twitter	Max 100 characters of text, 690x450 image (>1MB)	R885
Instagram	Max 140 characters of text, 44x220 image (>1MB)	R2 000

* NB: ALL RATES EXCLUDE AGENCY COMMISSION AND VAT

COMMERCIAL CONTENT

	SIZES	CPM
Digital with video	690 x 450 + 300 words	R12 000
Digital without video	690 x 450 + 300 words	R10 000
Competitions	690 x 450 + 150 words	R10 000

SPONSORSHIP

Section takeover	POA
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ALL RATES REFLECTED ARE CPM AND EXCLUDE AGENCY COMMISSION AND EXCLUDE VAT.

CPM = cost per 1 000 impressions. The amount charged to the advertiser per 1 000 impressions.

An online advertisement impression is a single appearance of an advertisement on a web page.

Each time an advertisement loads onto a user's screen, the ad server counts that loading as one impression.

An impression is recorded whether the user clicks on the ad or not.

Impressions are booked for a period stipulated by the client. This period can be for one day, a week, a month, a year or any date range specified. The ad server defaults to serving these impressions evenly over this time period, unless otherwise instructed by the client in terms of time or day-part targeting.



Advertising specifications

AD TYPE	TRIM (MM)	TYPE (MM)	BLEED (MM)
Full page	275 x 210	263 x 198	285 x 220
DPS	275 x 420	263 x 408	285 x 430
1/2 page vertical	275 x 105	263 x 92	285 x 115
1/2 page horizontal	136 x 210	124 x 198	146 x 220

In order to confirm your specs, you would need to take the page trim size. Then add the bleed we require (5mm all round). Then deduct 6mm from the trim size for the minimum of the text to be set away from the edge of the paper.

TECHNICAL SPECIFICATIONS

PDF postscript files, high-resolution scans, CMYK at 300dpi. Material is stored for a maximum of three months. When sending ads with white overprint/knockout, the overprint should be off. Fonts and high-res images must be embedded. Type smaller than 12pt should not be knocked out on a four-colour background. San serif type 7pt or smaller and serif type 12pt or smaller must be reproduced in a single colour.

INSERTS DELIVERY ADDRESS

CTP Printers, 12 Boompies St, Parow East, Cape Town 7501, South Africa, Tel: 021 926 6200

MATERIAL REQUIREMENTS

PROOFS: Please ensure all proofs are colour and of a high quality. Ndalo Media will not accept colour laser or inkjet printouts.

DIGITAL: All digital advertising must be supplied in PDF format via Quickcut, Websend, on disk or via email: animated banners, under 25kB; rich media banners, under 39kB. For online advertorials, please supply copy, click-through URL and a high-resolution logo in .jpg format. For TV sponsorships, please supply a full-colour high-resolution logo in .jpg format or supply your clip. Film duration: 30 seconds to four minutes maximum.

GENERAL: Should any type area run across a DPS, please allow a 10mm gap on either side of the gutter. A 5mm bleed is required on all edges. The overprint should be removed when sending an advertisement with white overprint knockout.

PDF: All fonts and high-resolution images must be embedded. A minimum resolution of 300dpi is required. Files must be X-1A. Please pre-flight and verify PDF files prior to transmitting them. Ndalo Media will not be held responsible for any print errors that might occur following material change requests.

COLOUR: All images and logos to be CMYK. Ndalo Media cannot be held responsible for any colour variations that may occur.

PLEASE NOTE: Deliveries accepted Monday to Thursday, no later than 3pm. Deliveries accepted Friday, no later than 12pm. ****Inserts must be delivered in boxes on pallets, securely packed and clearly marked with the name of the insert, number of inserts per box, weight of the box, number of boxes, name and issue date of the publication.**

Terms & conditions (print)

ADVERTISEMENTS ARE ONLY ACCEPTED FOR PUBLICATION IN DESTINY MAGAZINE SUBJECT TO THE FOLLOWING CONDITIONS:

- 1)** Ndalo Media, the owner and publisher of DESTINY magazine, reserves the right to withhold or cancel publication of any advertisement order that has been accepted. No liability is accepted by Ndalo Media for losses arising from failure to publish, omission, or for publication on dates other than those stipulated by the advertiser, or for typographical errors or mistakes of any kind.
- 2)** Every precaution will be taken to ensure the correct printing and insertion of all advertisements, but no liability will be accepted for any colour-matching or content errors that may occur. The onus is solely on the advertiser to ensure that material is supplied in the correct format. Material will be stored for a maximum of 12 months.
- 3)** Telephonic instructions must always be confirmed in writing.
- 4)** Booking deadlines stipulated are also cancellation deadlines. A cancellation fee of 50% of the advertising rate will be charged for cancellations received after the cancellation deadlines.
- 5)** No changes to advertisements will be accepted once production of DESTINY magazine has commenced. Furthermore, no extensions will be granted for delivery of material. If material arrives after the stipulated deadline and too late for inclusion in the magazine, the full rate will be charged.
- 6)** DESTINY magazine will not accept advertisements subject to editorial coverage being given to the product being advertised or subject to special positions. This does not apply to special or premium contractual positions.
- 7)** Advertising space in DESTINY magazine may not be used for attacking or making negative comparisons with other advertisers, firms, persons or institutions, nor may it constitute defamation, making spurious claims or offers, or contravene existing media law.
- 8)** DESTINY magazine reserves the right to edit, revise or reject, even after acceptance for publication, any advertisement the publication finds untruthful, misleading, or unsuitable for any other reason.
- 9)** DESTINY magazine reserves the right to increase or decrease the number of editions published and quantity of magazines printed on a monthly basis without notice. Furthermore, the publisher does not guarantee any given level of circulation or readership for all forms of advertisements in DESTINY magazine.
- 10)** Should an advertiser place an advertisement requiring money or stamps to be sent to a box number, the full name and address of the advertiser must be included in the advertisement.
- 11)** When new advertising rates are announced, contract advertisers can maintain their contract rates for 45 calendar days after the announcement of the new rate. Thereafter, the balance of the order will be subject to the new rate. The advertiser may cancel the contract on the day the new or higher rate becomes effective by providing DESTINY with 14 calendar days' notice, unless a rate increase has been stipulated in the contract.
- 12)** Accounts will be rendered monthly and payable within 30 days from the statement date. Outstanding amounts will be charged interest at the prime rate stipulated by the publisher's bankers. Should the publisher incur collection costs, these will be for the advertiser's account. Payment that is received from agencies later than 45 days from the statement date will not qualify for the 16,5% agency settlement discount.
- 13)** All advertisement material is subject to the approval of the publisher. The publisher cannot be held responsible in any manner whatsoever for liabilities, claims, demands, actions, costs, losses and damages that occur as a result of the publication of an advertisement.
- 14)** Advertorials and promotional pages must comply with DESTINY's style, design and editorial or procedural rules. The words "Promotion" or "Advertisement" will be placed above or below advertorials.
- 15)** The publisher reserves the right to reject any creative material that resembles the design, layout and editorial style of the magazine.
- 16)** The placing of an order or contract, either in writing or telephonically, qualifies as acceptance of the terms and conditions above. Any conditions stipulated in an advertiser's order form are considered void insofar as they conflict with the terms and conditions above.

Terms & conditions (digital)

ADVERTISEMENTS ARE ONLY ACCEPTED FOR PUBLICATION IN NDALO MEDIA TITLES SUBJECT TO THE FOLLOWING CONDITIONS:

- 1) Ndalo Media, the publisher of www.destinyconnect.com, www.destinyman.com, www.elle.co.za, www.elledecoration.co.za, www.saasawubona.com, www.mentorfeed.com and www.goodschoolsreport.com, reserves the right to withhold or cancel publication of any insertion order that has been accepted. No liability is accepted by Ndalo Media for losses arising from failure to publish, omission, or for publication on dates other than those stipulated by the advertiser, or for any typographical errors or mistakes of any kind.
- 2) Every precaution will be taken to ensure the correct publication of all advertisements, but no liability will be accepted for any content errors that may occur. The onus is solely on the advertiser to ensure that creative content is supplied in the correct format. Live screenshots will be supplied.
- 3) Telephonic instructions must be confirmed in writing.
- 4) Ndalo Media will not accept advertisements subject to editorial or social media coverage being given to the product being advertised. This does not apply when coverage has been given as part of a greater advertising package.
- 5) Advertising space on the digital platforms may not be used for attacking or making negative comparisons with other advertisers, firms, persons or institutions, nor may it constitute defamation, make spurious claims or offers, or contravene existing media law.
- 6) Ndalo Media reserves the right to edit, revise or reject, even after acceptance for publication, any advertisement the publisher finds untruthful, misleading, or unsuitable for any other reason.
- 7) The publisher does not guarantee any given level of audience engagement for all forms of advertisements on the digital platforms.
- 8) Should an advertiser place an advertisement requiring money or stamps to be sent to a box number, the full name and address of the advertiser must be included in the advertisement.
- 9) When new advertising rates are announced, contract advertisers can maintain their contract rates for 60 calendar days after the announcement of the new rate. Thereafter, the balance of the order will be subject to the new rate. The advertiser may cancel the contract on the day the new or higher rate becomes effective by providing Ndalo Media with 14 calendar days' notice, unless a rate increase has been stipulated in the contract.
- 10) Accounts will be rendered monthly and payable within 30 days from the statement date. Outstanding amounts will be charged interest at the prime rate stipulated by the publisher's bankers. Should the publisher incur collection costs, these will be for the advertiser's account. Payment to be received from agencies no later than 45 days from the statement date.
- 11) All advertisement material is subject to the approval of the publisher. The publisher cannot be held responsible in any manner whatsoever for liabilities, claims, demands, actions, costs, losses and damages that occur as a result of the publication of an advertisement.
- 12) Digital and promotional creative must comply with the brand's style, design and editorial or procedural rules. The words "Promotion" or "Sponsored Content" will be placed with all commercial posts. In the case of digital, project/section sponsorships and special content hubs, etc, the final decisions for design and overall content strategy will be taken by the publisher. However, the client's input will always be taken into account during the approval process. The client remains obliged to pay for all advertising in which the publisher has exercised its right to a final decision.
- 13) The placing of an order or contract, either in writing or telephonically, qualifies as acceptance of the terms and conditions above. Any conditions stipulated in an advertiser's order form are considered void insofar as they conflict with the terms and conditions above.

Terms & conditions (events)

THESE ARE NDALO MEDIA'S STANDARD TERMS AND CONDITIONS APPLICABLE TO THE SERVICES TO BE PROVIDED BY NDALO MEDIA IN RESPECT OF EVENTS:

- 1) It is agreed that these terms and conditions, together with the booking form, the events schedule, and any annexes thereto, constitute the complete agreement between the publisher and the client regarding the services.
- 2) These terms and conditions shall be deemed to be incorporated, by reference, into the booking form and the events schedule. It is specifically agreed that all the provisions contained in these terms and conditions will apply to the booking form and the events schedule as if specifically set out therein, with such changes as may be required therein.
- 3) The client shall, by signing the booking form, specifically acknowledge and agree that it has read and understood and agrees to be bound by these terms and conditions.
- 4) Ndalo Media will commence providing the services to the client on its receipt of an approved quotation, and the client's payment of 50% deposit of the value of the approved quotation, which will be payable by the client within 14 days of the date of invoice from Ndalo Media.
- 5) Ndalo Media will perform the services in accordance with these terms and conditions generally, and the booking form and events schedule specifically.
- 6) The client will, as part of the booking form, provide Ndalo Media with its detailed, written requirements for the event, to Ndalo Media's reasonable satisfaction, in order for Ndalo Media to prepare a quotation for the provision of the services; and, subject to Ndalo Media's receipt of an approved quotation, prepare an events schedule.
- 7) Ndalo Media shall reasonably endeavour to perform the services timeously in accordance with agreed timelines and requirements set forth in the events schedule, provided that, without limiting any other provision of these terms and conditions, Ndalo Media shall not be responsible for any time delays or budget overruns occurring as a direct result of any failure by the client or a third party to fulfil its obligations in a timely manner.
- 8) Ndalo Media shall have the right, within its reasonable discretion, to cancel or postpone any event without liability in circumstances which Ndalo Media considers will prevent the successful completion of the event or services, including, without limitation, as a result of *force majeure*, poor responses to event invitations, cancellation of the event's key guest speaker or any other event that renders performance of the event impracticable or impossible. Should Ndalo Media cancel the event in such circumstances, Ndalo Media shall refund any money received for ticket sales to the client, less any expenses incurred by Ndalo Media for the event. Notwithstanding the foregoing, Ndalo Media shall not be liable for losses of any kind arising from such cancellation.
- 9) Ndalo Media will submit an invoice for the balance of the approved quotation on the same day that the invoice for the deposit is submitted. This balance invoice will be payable by the client no later than 14 days before the event.
- 10) Ndalo Media will submit an invoice for all additional costs as and when such costs are incurred, which will be payable by the client no later than 14 days before the event.
- 11) Full event terms and conditions will be supplied with the event booking form.

GROUP SALES AND MARKETING DIRECTOR:

Cilla Thompson / 083 635 7643
cilla.thompson@ndalomeia.com

BUSINESS DEVELOPMENT MANAGER:

Zee Ally / 071 238 4417
zee.ally@ndalomeia.com

KEY ACCOUNTS MANAGER (CPT):

Carmen Rabinowitz / 082 783 9708
carmen.rabinowitz@ndalomeia.com

GROUP DIGITAL SALES DIRECTOR

Hana Schneeberg / 083 374 8573
hana.schneeberg@ndalomeia.com

NDALO MEDIA SALES TEAM

