Inspiring, warm and inviting, Glamour reflects the energy and aspirations of authentic South African women of style and substance.

The Glamour reader is digitally-wired, fashion- and beauty-conscious and curious about travel. She loves the skin she is in and embraces her body type with confidence. She has her finger on the pulse of breaking news and current affairs, and stays up to date with social issues affecting women today.

She does not just want a chic look and healthy relationship, but also her dream job and the perfect property. She aims to live a holistic lifestyle, with mental health, a nutritious diet and fulfilling fitness routine, on her list of priorities.

Glamour helps her make all of these a reality with ideas and guidance to Look, Feel, Live and Think Glamourous, every day and night.
Reasons to advertise

- Highly targeted campaigns to reach your desired audience
- Tailor-made content solutions that are aligned with your brand strategy
- High reach, leveraged through partners and content marketing
- Multi-platform solutions/touchpoints
- Engaging, high-quality content
- Strong, niche and trusted brands
## Reader profile

### Look

- **Age:**
  - 15 – 24 years: 26.7%
  - 25 – 44 years: 38.3%

- **Gender:**
  - Female: 74%
  - Male: 26%

### Feel

### Live

### Think

## Socio-economic measure

<table>
<thead>
<tr>
<th>Measure</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-7</td>
<td>18%</td>
</tr>
<tr>
<td>8-10</td>
<td>57%</td>
</tr>
</tbody>
</table>

## Average household income

- R16 947

## Race

- Black: 59.8%
- Coloured: 16.9%
- Indian: 11.7%
- White: 11.7%
### Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>ZAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>R60 200.00</td>
</tr>
<tr>
<td>Double-page spread</td>
<td>R120 500.00</td>
</tr>
<tr>
<td>Two-thirds page</td>
<td>R50 700.00</td>
</tr>
<tr>
<td>Half page</td>
<td>R44 700.00</td>
</tr>
<tr>
<td>One-third page</td>
<td>R40 200.00</td>
</tr>
<tr>
<td>Quarter page</td>
<td>R35 800.00</td>
</tr>
<tr>
<td>Advertorial full page</td>
<td>R66 300.00</td>
</tr>
</tbody>
</table>

**Prime positions - full colour (full page)**

<table>
<thead>
<tr>
<th>Position</th>
<th>ZAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside back cover Opposite contents</td>
<td>R81 300.00</td>
</tr>
<tr>
<td>First right-hand page</td>
<td>R69 200.00</td>
</tr>
<tr>
<td>Opposite Editor’s Letter</td>
<td>R69 200.00</td>
</tr>
<tr>
<td>Opposite masthead</td>
<td>R66 400.00</td>
</tr>
<tr>
<td>Opposite GLAMOUR letters</td>
<td>R66 400.00</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>R66 400.00</td>
</tr>
</tbody>
</table>

**Double-page spread**

<table>
<thead>
<tr>
<th>Spread</th>
<th>ZAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>First spread</td>
<td>R138 700.00</td>
</tr>
<tr>
<td>Second spread</td>
<td>R135 500.00</td>
</tr>
<tr>
<td>Third spread</td>
<td>R135 500.00</td>
</tr>
</tbody>
</table>

**Insert rates** (Per 1,000)

<table>
<thead>
<tr>
<th>Type</th>
<th>ZAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bound-in 2-4 Pages</td>
<td>R790.00</td>
</tr>
<tr>
<td>Loose</td>
<td>R960.00</td>
</tr>
</tbody>
</table>

* Positioning in the first 30% of the magazine will carry an additional 10% loading fee.
* A 50% fee will be levied on cancellation of bookings for prime positions.
* Discounts awarded for volume commitments that are not fulfilled will be reversed.

---

### Statistics

**Circulation**: 29 284

**Readership**: 420 000

All rates are net and exclude VAT. Rates effective January 2020. Cancellation fee will be charged for late cancellations.
Submission specifications

Double-page spread material must be supplied as two single pages.
No type should appear within 4mm of the gutter.
All print-ready artwork can be supplied on the following platforms:

1. Contact Jean Jacobs
   Tel 021 344 0500
   Email jean@condenast.co.za
2. Adsend
3. Quickcut
4. Dropbox, Hightail or WeTransfer to the above-mentioned email address
5. Print-ready PDF saved onto CD
   An industry standard colour proof for colour matching on press can be supplied

Technical data

<table>
<thead>
<tr>
<th>Glamour</th>
<th>Bleed (mm)</th>
<th>Trim (mm)</th>
<th>Type (mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size (mm)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>254 x 192</td>
<td>248 x 186</td>
<td>228 x 166</td>
</tr>
<tr>
<td>Two-thirds page vertical</td>
<td>254 x 130</td>
<td>248 x 124</td>
<td>228 x 104</td>
</tr>
<tr>
<td>Half page horizontal</td>
<td>130 x 192</td>
<td>124 x 186</td>
<td>104 x 166</td>
</tr>
<tr>
<td>Half page vertical</td>
<td>254 x 99</td>
<td>248 x 93</td>
<td>228 x 73</td>
</tr>
<tr>
<td>One-third page horizontal</td>
<td>89 x 192</td>
<td>83 x 186</td>
<td>63 x 166</td>
</tr>
<tr>
<td>One-third page vertical</td>
<td>254 x 68</td>
<td>248 x 62</td>
<td>228 x 42</td>
</tr>
<tr>
<td>Quarter page horizontal</td>
<td>68 x 192</td>
<td>62 x 186</td>
<td>42 x 166</td>
</tr>
<tr>
<td>Quarter page vertical</td>
<td>254 x 53</td>
<td>248 x 47</td>
<td>248 x 27</td>
</tr>
</tbody>
</table>

Inserts delivery address

Addressed to:
Inserts Manager
Paarl Media Cape
10 Freedom Way
Montague Gardens
Cape Town
7441
Packed with international and local inspiration, expert advice and solutions for women with hair of all lengths, textures and curl patterns, *Glamour Hair* is the trusted and loved guide to products, services and all things hair.

### Hair rates

#### Size

<table>
<thead>
<tr>
<th>Size</th>
<th>ZAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>R36 500.00</td>
</tr>
<tr>
<td>Double-page spread</td>
<td>R72 900.00</td>
</tr>
<tr>
<td>Advertorial full page</td>
<td>R45 200.00</td>
</tr>
</tbody>
</table>

* All rates are net and exclude VAT. Rates effective January 2020.

* Advertorial rate includes production costs and excludes Agency Commission.

#### Prime positions - full colour (full page)

<table>
<thead>
<tr>
<th>Prime positions</th>
<th>ZAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opposite contents</td>
<td>R41 700.00</td>
</tr>
<tr>
<td>Opposite Editor’s Letter</td>
<td>R41 700.00</td>
</tr>
</tbody>
</table>

#### Double-page spread

<table>
<thead>
<tr>
<th>Spread</th>
<th>ZAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>First spread</td>
<td>R83 600.00</td>
</tr>
<tr>
<td>Second spread</td>
<td>R80 000.00</td>
</tr>
<tr>
<td>Third spread</td>
<td>R80 000.00</td>
</tr>
</tbody>
</table>

#### Closing date schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>Bookings/cancellations</th>
<th>Material deadline</th>
<th>On-sale date</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>13 April</td>
<td>20 April</td>
<td>25 May</td>
</tr>
</tbody>
</table>

Double-page spread material must be supplied as two single pages. No type should appear within 4mm of the gutter.

**LOOK OUT FOR GLAMOUR HAIR WHICH WILL BE INCLUDED IN THE JUNE ISSUE**
Digital statistics

- Digital Page Impressions: **205 000**
- Unique Users: **150 000**
- Mobile Users: **81%**
- Time Spent on Site per Visit: **01:34 min**
- Pages Viewed per Visit: **1.35**
- Newsletter Subscribers: **30 335**
Social media rates

SOCIAL MEDIA FOLLOWING

Facebook 84 032
Instagram 78 260
Twitter 500 909
Pinterest 5 000
YouTube 5 330

Cost per post

<table>
<thead>
<tr>
<th>Platform</th>
<th>x1 post</th>
<th>x2 posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>R8 000</td>
<td>R14 000</td>
</tr>
<tr>
<td>Instagram</td>
<td>R6 000</td>
<td>R9 000</td>
</tr>
<tr>
<td>Twitter</td>
<td>R1 000</td>
<td>R1 800</td>
</tr>
<tr>
<td>Pinterest</td>
<td>R8 000</td>
<td>R14 000</td>
</tr>
<tr>
<td>YouTube</td>
<td>R8 000</td>
<td>R14 000</td>
</tr>
</tbody>
</table>

*Social media costs are subject to change due to ever increasing following. Ts&Cs apply.
Digital reader profiles

AGE
- 15-19 years: 10%
- 20-29 years: 26%
- 30-39 years: 46%
- 40-49 years: 12%
- 50+ years: 6%

GENDER
- Female: 73%
- Male: 27%

REGION
- Gauteng: 42%
- Western Cape: 17%
- KwaZulu Natal: 14%
- Other: 5%

MARITAL STATUS
- Single: 5%
- Married/living together: 64%
- Other: 31%

HOUSEHOLD INCOME
- OF R20 000
  - 59%

HOMEOWNERS
- 43%

WORK FULLTIME
- 51%
Display advertising rates/bespoke campaigns

<table>
<thead>
<tr>
<th>Size (pixels)</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Size</td>
</tr>
<tr>
<td>Smaller banner</td>
<td>468x60</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
</tr>
<tr>
<td>Island/MPU</td>
<td>300x250</td>
</tr>
<tr>
<td>Half page</td>
<td>300x600</td>
</tr>
<tr>
<td>Large banner</td>
<td>970x90</td>
</tr>
<tr>
<td>Mobile banner</td>
<td>320x50</td>
</tr>
<tr>
<td>Mobile banner</td>
<td>300x250</td>
</tr>
<tr>
<td>Overlay</td>
<td>On request</td>
</tr>
<tr>
<td>Rich media-video &amp; expanding</td>
<td>To spec</td>
</tr>
<tr>
<td>Homepage takeover</td>
<td>All ad spots</td>
</tr>
<tr>
<td>Section takeover</td>
<td>All ad spots</td>
</tr>
</tbody>
</table>

Bespoke campaigns
A customised solution comprises of an interactive microsite, which is developed and hosted on Glamour.co.za

Interactive campaigns
Rate on request
Subject to client brief, activity mechanics, production requirements and editorial approval

Competitions
R10 000

Native
R16 000 – R20 000
Subject to client brief, activity mechanics, production requirements and editorial approval

Survey
Rate on request

Mailers
Dedicated mailer
Click to client site per subscriber R0.90
Click to Glamour.co.za per subscriber R0.60

Weekly newsletter inclusion
Click to client site per subscriber R0.50
Click to Glamour.co.za per subscriber R0.30

Newsletter banner
Cost per subscriber R0.40

Required specifications
Material deadline: 14 working days before live date
Click-through URL: Max size 1MB, Format gif/jpeg
Glamour offers renowned and exciting events, including major industry functions, reader workshops, shopping experiences and bespoke campaigns aligned to your brand strategy.
Contact details

Cape Town office
Tel 021 344 0500
Office Address 10th Floor, Convention Towers, Heerengracht Street, Cape Town, 8001

Lorraine Bradley
Business Account Manager
Mobile 082 802 2252
Email lorraine@condenast.co.za

Jacqui Erasmus
Business Account Manager
Mobile 082 338 0546
Email jacqui@condenast.co.za

Anne Atkinson
Business Account Manager
Mobile 083 680 4440
Email anne.atkinson@inl.co.za

Millicent Mahlangu
Business Account Manager
Mobile 078 318 8132
Email millicent@condenast.co.za

Johannesburg office
Tel 011 263 9560
Office Address Vunani House, Block C, Vunani Office Park 151 Katherine Street Sandton 2196

Lorraine Bradley
Business Account Manager
Mobile 082 802 2252
Email lorraine@condenast.co.za

Wendy Robinson
Business Account Manager
Mobile 082 740 3568
Email wendy@condenast.co.za

Johannesburg
Charlottet Nutman
Business Account Manager
Mobile 078 358 6154
Email charlottet@condenast.co.za
1. Acceptance of the order will only occur once Condé Nast Independent Magazines has duly considered and approved the order. No contractual obligations shall arise merely as a result of the completion of an order form.

2. Condé Nast Independent Magazines reserves the right to withhold publication of any advertisement or to cancel any advertisement order that has been accepted, without stating the reasons thereto. In particular Condé Nast Independent Magazines shall be entitled to withhold publication of any advertisement or to cancel any advertisement order that has been accepted if, in its sole discretion, considers the advertisement to be defamatory, in breach of copyright or any other legal provision, or against public policy.

3. No liability is accepted for losses arising from omissions, failure to publish, publication of wrong copy, typographical poor positioning, or any other mistake or error. In case of such losses, the advertiser is not exempted from its contractual obligations.

4. The advertiser is liable for all damages and costs that may arise from any action that may be instituted against Condé Nast Independent Magazines by reason of publication of the advertisement.

5. The advertiser is not exempted from any contractual obligation in the event of late or non-receipt of material, and will remain liable for the cost of the advertisement.

6. No cancellation of advertisements will be accepted after the fixed closing dates (refer to our closing date schedule).

7. The advertiser agrees to furnish, on demand, copy for completion before the closing time and date. In the event of the advertiser not submitting material for issues contracted for by the press dates as set out in the closing date schedule, Condé Nast Independent Magazines shall be entitled to repeat copy provided for a previous issue.

8. All material and copy is subject to approval by the publishers.

9. Orders for advertisements adjacent to or opposite the editorial can only be accepted subject to availability of such space at the time of going to press.

10. Orders specifying special positions, or right-hand or left-hand pages, cannot be guaranteed.

11. Advertisement orders subject to the condition that write-up space be devoted to the advertiser will not be accepted.

12. Condé Nast Independent Magazines does not guarantee any results with regards to advertisements inserted in any of the company’s magazines and/or supplements.

13. If, as and when new rates are announced, contract advertisers will be protected at the rates applicable at the time of receipt of this order form for a period of 45 days after the date of the announcement of the new rate.

14. Condé Nast Independent Magazines reserves the right, subject to paragraph 13 above, to increase the rates at any time.

15. All rates advertised or quoted, including rates on the Copy Instruction, are strictly exclusive of VAT unless specifically stated otherwise.

16. Accounts will be rendered monthly and are payable within 30 days at the date on the statement. Interest in arrears shall be payable at the rate of 10.5% per annum compounded, or such other prescribed rate as may be promulgated from time to time. In the event of any payment not being made by the advertiser on or before the due date, the full balance outstanding will immediately become due, owing and payable.

17. A certificate purported to be signed by a responsible official of Condé Nast Independent Magazines will be prima facie proof of the amount plus interest due by the advertiser at any time.

18. In the event of legal action being instituted for recovery of any amounts owing to the advertiser, the advertiser will be liable for all legal costs at the attorney and own-client scale. The parties consent to the jurisdiction of the Magistrate’s Court having jurisdiction, notwithstanding that the claim(s) would otherwise exceed the jurisdiction of such court.
GLAMOUR

DIVERSE. AUTHENTIC. BOLD.