

MyKitchen

Budget-friendly, educational and jam-packed with recipes and added value, *MyKitchen* is an essential, collectable magazine and a must-read for everyone, from those who already love to cook to those looking for some new inspiration in the kitchen.



RATES

DESCRIPTION	EXCL. AGENCY	INCL. AGENCY
FULL-PAGE FULL-COLOUR	R18 950	R22 694
DOUBLE-PAGE SPREAD	R28 950	R34 670
INSIDE FRONT COVER	R22 950	R27 485
INSIDE BACK COVER	R20 950	R25 089
OUTSIDE BACK COVER	R22 950	R27 485
SINGLE-PAGE DESIGNED ADVERTORIAL (concept and content supplied by client)	R20 950	R25 089
SINGLE-PAGE CUSTOMISED RECIPE ADVERTORIAL (concept, recipe development, styling and shoot arranged by HSM)	R21 950	R26 287
INGREDIENT OF THE MONTH ADVERTORIAL (write-up and recipe, concept, recipe development, styling and shoot arranged by HSM)	R21 950	R26 287
PACKAGE (two full-page adverts and DPS designed advertorial)	R44 950	R53 832

ABC
73 910

READER AGE
25 – 55 yrs

GENDER
80% female
20% male



ADVERT SPECIFICATIONS

SIZE	BLEED	TRIM	TYPE
Full-page	5 mm all-round (NB)	260 mm (h) × 198mm (w)	240 mm (h) × 178 mm (w)
Double-page spread	5 mm all-round (NB)	260 mm (h) × 396 mm (w)	240 mm (h) × 356 mm (w)

CONTACT NUMBERS

Advertising Sales Enquiries
Emmy Nash
021 416 0141 | 082 4556405
emmy@hsm.co.za

Ad Traffic Controller
Sajidah Rawoot
021 416 0141
sajidah@hsm.co.za

DATES TO DIARISE

COVER ISSUE	PRINT DATE	COVER ISSUE	PRINT DATE
May 2016	24 March 2016	Aug 2016	23 June 2016
June 2016	21 April 2016	Sep 2016	21 July 2016
July 2016	26 May 2016	Oct 2016	25 August 2016

TECHNICAL SPECIFICATIONS FOR FULL-PAGE ADVERTS

- ✓ Please note that we require a resolution of **300 dpi** for all adverts.
- ✓ Ensure 'black' text is made up of **100% K (BLACK)** and NOT 4 colours (CMYK) on a white background.
- ✓ Make sure all **OVERPRINT IS SWITCHED OFF** on objects that should not contain it. If the ad contains white text, the designer at hand should make absolutely sure that all the **WHITE TEXT IS SET TO KNOCK-OUT** and the overprint is switched off.
- ✓ We advise against using QR codes on print adverts, as it is complicated for the reader to use them and complete the process required.
- ✓ You may send the advert via Quickcut PageStore or Websend - they have our specifications.
- ✓ **NO OPEN FILES!**
- ✓ Please send a **COLOUR-CORRECT PROOF** (Cromalin or Matchprint), otherwise colour quality cannot be guaranteed.

PUBLICATION: FOSCHINI MYKITCHEN

PUBLISHER: HIGBURY SAFIKA MEDIA



TF
G

@home
@homelivingspace
AMERICAN SWISS
CHARLES & KEITH
collette
DONNA CLAIRE
DUESOUTH
EXACT
Fabiani.
F
FOSCHINI
G-STAR RAW
hi
Markham
MAT & MAY
next
soda
sportscene
STERNS
TOTALSPORTS

- Full technical specifications will be provided by the ad traffic controller on confirmation of booking.
- Advertorial rates include production costs.
- All rates exclude VAT.
- Advertisement rates are applicable from January 2016 to January 2017.
- Discounts will be given for series bookings.
- Cancellation charge of 50% will apply if cancelled less than two weeks prior to material deadline.



HIGBURY
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MEDIA

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