



ONE OF THE  
**TOP 5 BEST  
PERFORMING  
MAGAZINES  
IN SA (2017)**  
\*ACCORDING TO  
THE MEDIA MAGAZINE

# MyKitchen

MONEY-SAVING MEALS FOR EVERY DAY

## Media Kit





# The **MyKitchen** brand



**MyKitchen** is a magazine that seeks to inspire your inner chef. 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. Each issue is jam-packed with recipes that are easy, cost-efficient and sure to please the whole family, as well as challenging new dishes to master and treats for special occasions. There are also tips on healthy eating, how-tos on tricky cooking methods and news on the latest foodie trends and culinary events.

## 2018 vision

**MyKitchen** aims to become the authority in home cooking, becoming the most popular guide to South Africans looking for budget, easy and inspirational dishes. Finding creative ways for readers to save money and cook delicious dishes will remain the core focus.



THE CONTENT COUNCIL  
PEARL AWARD  
**SILVER AWARD: BEST COVER 2017**

**themediainline**  
Authoritative. Trusted. Credible.

ONE OF THE **TOP 5**  
**BEST PERFORMING**  
**MAGAZINES IN SA**  
(2017)

# The **MyKitchen** fact sheet

**Sold at**

Pick n Pay, Spar,  
Shoprite/Checkers,  
Exclusive Books, Van  
Schaik Bookstore,  
various service stations

**Monthly**  
**76**  
**pages**

**KEY**  
PILLARS

**BUDGET**  
**HEALTH**  
**HOME COOKING**  
**EDUCATIONAL**  
**LOCAL FOOD**



**Themed issues**

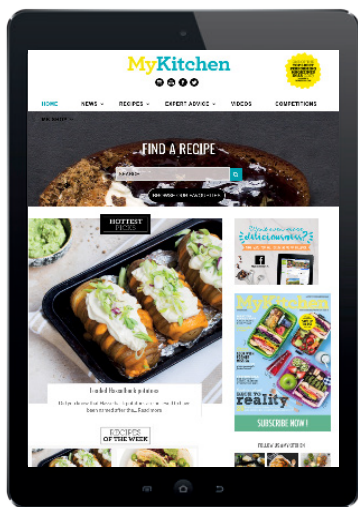
have included Christmas, Easter,  
Back to School, Budget, Ramadan, Comfort  
Food, Back to Basics, Vegetarian, Cheese

**R26.70**  
FOR SUBSCRIBERS  
**R19**  
IN RETAIL





# Brand & Platforms



[WWW.MYKITCHEN.CO.ZA](http://WWW.MYKITCHEN.CO.ZA)

**Digital  
WEBSITE**  
29 607 UB  
82 358 PV

**Print  
ABC**  
103 338  
(OCT - DEC 2017)

# MyKitchen

MONEY-SAVING MEALS FOR EVERY DAY



**Social  
media**

**FACEBOOK** 42 000  
**INSTAGRAM** 9 240  
**TWITTER** 7 738



MYKITCHENSA



@MYKITCHENSA



MYKITCHENSA

\*Website: Jan 2017 - Feb 2018

\*Social media: February 2018

# Content opportunities

## Advertorial

Recipe development either by the **MyKitchen** team or supplied  
Created and photographed by the talented **MyKitchen** food editors  
Layout design alongside the look and feel of the magazine  
Inclusion of logo and company biography

Single  
PAGE  
OR **DPS**

advertorial



**SpiceMecca**

**PART #A**  
**INGREDIENTS**  
1 packet Spice Mecca Pickle Fish  
Spice / Pinch salt / 1 tbsp garlic paste  
3 tbsp lemon juice / 1/4 cup oil  
for frying

**METHOD**  
1. Make a paste using the above ingredients.  
2. Rub into the fish.  
3. Fry in shallow oil, until cooked through. Set aside.

**PART #B**  
**INGREDIENTS**  
1 packet Spice Mecca Whole Pickle Fish Mix / 2 cups vinegar  
1 cup water / 1/4-1/2 cup sugar / salt  
3-4 medium sliced onion rings

**METHOD**  
1. Place Spice Mecca Whole Pickle Fish Mix, vinegar, water, sugar and salt in a pot and boil for 5 minutes.  
2. Add onion rings and cook for 5 minutes. Do not overcook the onions.  
3. Remove from heat and spoon over the fish.  
4. Marinate for at least 4-6 hours before serving with fresh crusty bread or garlic rolls.

**TOP TIP**  
For a thicker sauce, make a paste with 2 tsp cornflour in 1/4 cup water. Stir this into the sauce after adding the onions.

**FOR MORE ON SPICE MECCA'S RANGE, VISIT SPICEMECCA.CO.ZA.**

**IN A PICKLE!**

Spice Mecca's Pickle Fish will make your Easter starters a breeze

recipes & styling AMERAE VERGUIL  
photography SAMANTHA PINTO

advertorial



**Simply FRESH**

With Galbani's fresh mozzarella on hand, you can whip up impressive, elegant bruschetta guaranteed to impress

styling CHIARA TURILLI  
photography ANDREAS EISELEN

**GALBANI FRESH MOZZARELLA**  
One of Italy's favourite cheeses, but made in South Africa, Galbani Mozzarella is a low-fat, mild and creamy cheese. It is characterised by a fresh, milky taste and soft, delicate texture. It can be enjoyed in many ways and is particularly popular in the summer, eaten with fresh tomatoes, olive oil and basil leaves.

**galbanicheese.co.za**

**SALTY**  
Top fresh mozzarella with slices of roast red pepper and almond flakes.

**MEDITERRANEAN**  
Halved cherry tomatoes and tangy green olives complement the super-smooth mozzarella well.

**SWEET**  
Peach slices and prosciutto make a great combination for summertime entertaining.

**HERBY**  
Grill the mozzarella quickly, then top with pesto and fresh rocket.

**FIERY**  
Simple! Chili flakes and microherbs are a winner. Drizzle over some balsamic vinegar when serving.

**LEMONY**  
Gusto over a little lemon zest and top with basil leaves.

**FRUITY**  
Preserved figs and edible flowers taste and look delicious. Top with crispy bacon for extra bang.



# Content opportunities

## Editorial alignment

Star ingredient in **MyKitchen** recipes

Product review in **MyKitchen** editorial pages

### STAR INGREDIENT

3 ways with

## THE mozzarella STORY

Those gorgeous little white balls of cheese are related to the pale yellow blocks – but so much better! Real Italian-style mozzarella is soft and fresh, and ready to jazz up your plate

recipe by **CHERRA TOWELL**  
photography **ANDREW STUBBS**

**BREAKING BREAD**  
Hard to grow, hard to eat? Quick, easy and delicious! Make this delicious bread on page 40.

**MELON CAPRESE SALAD**  
SERVES 4  
200 g ripe melon, cubed  
1 grapefruit, peeled and seeded  
1 ball (or two) fresh mozzarella  
Handful basil  
150 ml olive oil

**METHOD**  
1. Thinly slice the melon, grapefruit and mozzarella.  
2. Arrange tomatoes, grapefruit and mozzarella on a plate.  
3. Scatter with basil, drizzle with olive oil and season.

**BONUS RECIPE! OLIVE BISCUITS**  
For a hot one: 1 cup flour, 1 cup chopped black olives, 1 cup grated Parmesan, 2 tbsp finely chopped oregano, 100g butter, 1 egg and 1 cup milk. Mix by hand, then press into a round, bake for 10 minutes at 180°C. Remove from the oven and allow to cool slightly before slicing. Place on a hot baking tray and bake for another 10 minutes to dry out.

**LEMON & ORIGANUM MARINATED MOZZARELLA**  
SERVES 4  
2 balls (or three) fresh mozzarella  
90 ml olive oil  
Tart and juice of 1 lemon  
Handful oregano, chopped  
100g salt

**METHOD**  
1. Cut the mozzarella into 1 cm slices and arrange them on a baking tray.  
2. Mix the rest of the ingredients together, then pour over the cheese and marinate for 1 hour.  
3. To serve, arrange mozzarella on a plate, drizzle with olive oil and season with salt and pepper. Cut with olive oil, or simply leave to drain.

**MARINATED CHEESE?**  
Fresh cheese is perfect for most eating. It absorbs all the amazing flavours of the olive oil, lemon and oregano, taking your cheese to the next level.

**CHILLI**  
The best mozzarella has a slightly spicy kick. It's the only one that's not too soft.

**815**  
FRESH

**815**  
FRESH

**815**  
FRESH

## SPREAD THE LOVE

Fusion foods are nothing new... But what about a toffee-chilli combo? The geniuses at Darling Sweet have combined these two tastes to create a delish bird's-eye chilli toffee spread. So, now that you've discovered it, what do you do with it?

**1. DOUGHNUT SANDWICHES**  
Slice doughnuts in half, grill 'em on the grill for a few seconds, slather on the spread and voila! Doughnut sandwiches for dessert.

**2. SPICY CAKE**  
Whip up a cinnamon-vanilla sponge cake, then sandwich the layers together with dollops of chilli-toffee spread.

**3. PANCAKES**  
Spread on a stack of pancakes, then top with sliced banana and plain yoghurt.

**HOT TREND**  
**OH, SUGAR SUGAR**

Are you ready for the trick that will change all your baked goods forever? It's **roast sugar**, and it couldn't be easier! Simply turn up your oven to 150°C, spread out some white sugar in a glass or ceramic dish, and pop it in the oven for 2 hours (stir every 30 minutes). Leave it to cool for 1 hour (it can be super-hot). Use your roast sugar the next time you're baking a cake. You're welcome.

**DARLING SWEET BIRD'S EYE CHILLI TOFFEE SPREAD**

### PRODUCT REVIEW

#### Frying, perfected

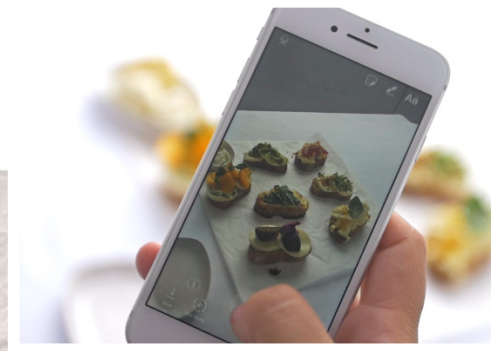
# Content opportunities

## Custom videos

Recipe videos produced by the **MyKitchen** food editors  
Posted on to the **MyKitchen** YouTube page



**MYKITCHEN LIVE**





# Special packages

## Package #1: The Continental

- 1 × full-page advertisement in MyKitchen magazine
- 1 × 300 × 250 digital advert on [www.mykitchen.co.za](http://www.mykitchen.co.za)
- 1 × blog post on [www.mykitchen.co.za](http://www.mykitchen.co.za)
- 1 × social media post on all MyKitchen social media platforms

**R34.950 (ex VAT)**



## Package #2: The Full English

- 1 × full-page advertisement in MyKitchen magazine
- 1 × 300 × 250 digital advert on [www.mykitchen.co.za](http://www.mykitchen.co.za)
- 1 × social media post on all MyKitchen social media platforms
- 1 × recipe video produced by the MyKitchen team

**From R39.950 (ex VAT) –  
depending on video requirements)**



## ADVERT SPECIFICATIONS

### Full page spread

#### BLEED

5 mm all around (NB)

#### TRIM

260 mm (H) × 198 mm (W)

#### TYPE

240 mm (H) × 178 mm (W)

### Double page spread

#### BLEED

5 mm all around (NB)

#### TRIM

260 mm (H) × 396 mm (W)

#### TYPE

240 mm (H) × 356 mm (W)

### Rectangle banner ad

#### SIZE

300 (width) × 250 (height) px

#### WE ACCEPT

JPEG, GIF, PNG, Third Party Tag

#### SIZE

No larger than 80 KB

NB: Please ensure you include the URL link in your email when sending your banner adverts.

## ADVERTISING RATES

### Full colour

Full page	R24 950
Half page	R12 950
Inside back cover	R29 950
Inside front cover	R34 950
Outside back cover	R39 950
Double page spread	R44 950
Single-page advertorial	R29 950
Single-page recipe advertorial	R29 950

### Discounts

5% for 3 issues booked	15% for 9 issues booked
10% for 6 issues booked	20% for 12 issues booked

All rates exclude VAT. Full technical specifications will be provided by the HM Ad Traffic Department



## DIGITAL RATES

Tutorial video	From R10 000
Social media post (Facebook, Instagram, Twitter)	R1 600
Rectangle banner ad	R5 000

### ADVERTISING SALES ENQUIRIES

Wynand Cronje, 021 416 0141, wynand@hsm.co.za

### AD TRAFFIC CONTROLLER

Maggie Wasserfall, 021 416 0141, maggie@hsm.co.za

Published by Highbury Media for The Foschini Group  
© Highbury Media (Pty) Ltd 2004/031056/07, ISSN 2409-1774,  
Highbury Media, 21st floor, Metropolitan Centre, 7 Walter Sisulu Avenue,  
Foreshore, 8001, Cape Town, South Africa



*'Firstly, the cover just grabbed me, not knowing what kind of mag it was. The cover pic and artwork and colours was the reason I bought it. Then it's value for money! The Gadget Guide and Health Check was fantastic and informative, not to mention the delicious recipes.'*

– NADINE CHAPMAN

*'MyKitchen has become my new favourite magazine. Since the day I subscribed, I have been watching the postman with an eagle eye, and as soon as he drops it into the letter box, I tear the envelope open. I have just completed reading my first issue and, boy, am I hooked! I spend most of my day in the kitchen, and I wouldn't have it*



*'I am a mother of two living with my mother, and she is the one who has subscribed to MyKitchen. When I saw Issue 34, I was really bowled over.'*

*I grew up eating some of those soups. What I liked most is that even our own proudly local foods like chakalaka and vetkoek were included. For someone like me who is not creative in the kitchen, you helped me a lot. Keep it up – this issue kept me glued to the stove.'*



*'I'm always pleasantly surprised when I open my MK magazine. The Local is Lekker issue was the best I've read! MyKitchen helps me so much in the kitchen. Thank you for allowing me the opportunity to do this for my family. No wonder it is rated as SA's top food magazine.'*

- ALLISTER OCTOBER

