



MyKitchen

2020 MEDIA KIT



The MK Brand



PRINT CIRCULATION

ABC (JULY-SEP 2019)

93 278

GENDER

**89%
FEMALE**

**11%
MALE**

AGE

21-55

MyKitchen is a magazine that seeks to inspire your inner chef, bringing you local as well as international trends and recipes that are simple to make, budget-friendly and educational. Plus, it's filled with health tips, food hacks and awesome benefits. You can also enjoy meals that cater to the health conscious and cooking with kids. Whether you're a beginner or the ultimate foodie, we've got something for everyone!



THE CONTENT COUNCIL
PEARL AWARD **SILVER**
AWARD: **BEST COVER**
2018



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



MERIT WINNER (2018) **53RD**
ANNUAL SPD AWARDS
(SOCIETY OF PUBLICATION
DESIGNERS)



ONE OF THE **TOP 5**
HIGHEST CIRCULATING
CONSUMER MAGAZINES
IN SA (ABC: Q4 2017)

The MK Brand



93 278
Subscribers

Advertising
Brand education
Brand awareness

19 000
Monthly unique users
28 000
Monthly page views

1 286 417 Subscribers
across 13 TFG titles
for optimum brand
engagement

SYNDICATION

PRINT

DIGITAL

MyKitchen

RETAIL
PARTNERSHIP

With more than
2 400 stores
nationwide, TFG
group offers a
comprehensive
retail partnership

Bespoke in-store
opportunities

EVENTS

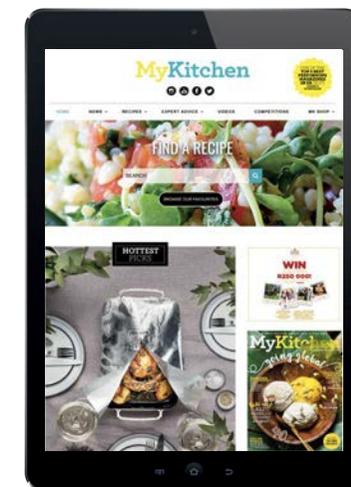
RETAIL

Pick n Pay, Spar,
Shoprite/Checkers,
Exclusive Books, CNA,
OK, Friendly and Seven
Eleven outlets, and various
service stations
**Retailers subject to change*

PILLARS

Budget / Home
Cooking / Health
/ Educational /
Local Food

SOCIAL



MYKITCHENSA

f 64 000
Instagram 14 700
Twitter 3 138

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.

Home SLICE
Take our ultimate pizza masterclass and learn to make three Italian classics with Galbani Mozzarella

PHOTO & STYLING: NATY TURNER
PHOTOGRAPHY: JOHANNA VAN DER WOUDE

FOR THE PIZZA DOUGH
500g (1lb 12oz) 00-type strong white flour, 10g (1/2oz) yeast, 1 egg, 1 tsp salt, 1 cup water, 1 cup olive oil, 1 cup sugar, 1 cup warm water, 1 cup flour, 1 tsp salt and 1/2 cup oil. Add the yeast, mixture and bring together with your hands until a dough forms. Turn out on to a floured surface and knead for 5-10 minutes, until smooth and elastic. Place in an oiled bowl and cover loosely with cling film. Allow to rise in a warm spot for 1 hour, until doubled in size.

Editorial Alignment

- Ed's Corner: Product review, inclusion of logo (optional), 50-100 words on what the company specialises in and their website
- Competitions: Upfront exposure on our ever-popular competitions page

Ed's corner

COOK
SMOKED FLAVOURS HICKORY LIQUID SMOKE (125 ML)
\$19.99
If you love smoked food, this Hickory Liquid Smoke is the perfect condiment for your kitchen. Smoked Flavour Liquid Smoke is made from 100% hickory wood chips, which means that traditional smoking can be replicated in your kitchen in a fraction of the time and with very little fuss. Recipes for eggs, chicken, pulled pork or brisket work perfectly with liquid smoke. To enhance your pasta sauce, add a teaspoon of this, especially when your sauce includes tomatoes or onions. It is versatility redefined in that it can be used on grilled or braised meat and veggies as well as in dips, sauces and marinades. For plenty of recipe inspiration, check out the Smoked Flavour website. www.hickorysmoke.co.za

DRINK
MY THAI BOBOOS CHAI
R29.99
The Boboos Chai is a combination of choice spices and superior grade matcha, blended to perfection for the ultimate caffeine-free cup of chai. You can even create your own flavouring mix as these flavours all pair well with your choice of milk or dairy alternatives as well as your preferred sweetener. My Thai's range of teas boasts subtle blends of each flavour, making unique flavour teas with traditional Indian spices. All these products are free from additives and synthetic ingredients, and provide a delicate balance of sweet and hot flavours and every cup, created to help soothe and relax the body.
Order the range online with your usual and hot on wheels. mythai.com

EAT
RHODES QUALITY CHAKALAKA
R29.99
Rhodes Quality delighted us with the addition of two new Chakalaka flavours to the existing range. The Chakalaka Extra Hot & Spicy and Chakalaka Peas are both perfect for adding depth, flavour and spice to stews, curries and vegetable dishes. Enjoy them with a dollop of mayo or, even use them to top a delicious, juicy burger. Rhodes Quality is a well-loved and trusted name that offers quality products for more variety. rhodesquality.com

ACT
SPICY LOCAL WITH SA AVOCADOS
What's always on the back-burner but in demand all over the world and good for you? Avocados, of course! Ditch oil-based or light-salad dressings, they are all, delicious, nutritious and versatile, and can easily be added to any meal, any time of the day. From smoothie bowls to messy nachos, there's no matter when, where or how – just add it and enjoy! For us, we use specific chives with South African varieties available on-shelf almost all year round thanks to the many varieties being grown locally in different areas of the country. avocado.co.za

READ
SPICE ODYSSEY BY CAROLINA ISAACS
R29.99
Inspired by her time spent cooking in her grandmother's kitchen in the Rio de Janeiro, Carolina's new recipe book is a testament to her Cape Malay heritage and a perfectly balanced dish. The recipes showcase the classic Cape Malay flavours she became so familiar with as a young girl as well as influences gleaned on her travels to India, Turkey, Malaysia, Sri Lanka and the Middle East. With chapters including Essences, Charis, Fats, Preserves and Confections, you're in for a delicious, indulgent treat with this perfect for-winter cookbook. penelopeanderson.com

EASTER TREATING

We're going to show you how to turn your favourite Pilsbury Chocolate Fudge Brownie Mix into an Easter dessert extravaganza!

recipe & styling: CHARRA TORRELL photography: SAMANTHA PINTO

EASTER CARAMEL BROWNIES

Prepare your Pilsbury Chocolate Fudge Brownies according to the box instructions. Once you have prepared the batter into your prepared brownie tin, add the Pilsbury Chocolate Fudge Brownie Mix into the tin. Spread the caramel on top and use a knife to lightly swirl the caramel into your brownie batter, taking care not to mix it in fully. Drop speckled eggs on top and bake the brownies for 10 minutes. Add a few more speckled eggs to the tin (the others will have sunk down) and bake for the remaining time specified in the box instructions. Cool completely before removing from the tin. Slice into squares and enjoy with extra caramel.

Content Opportunities

Custom Videos

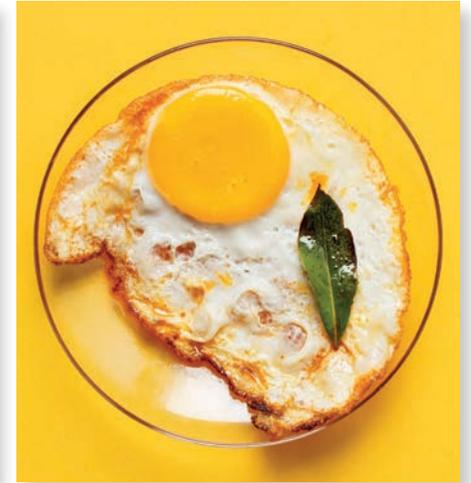
- Recipe videos produced by the MyKitchen food editors.
- Videos posted on to the MyKitchen YouTube page, MyKitchen website, Facebook and Instagram pages.



MYKITCHEN LIVE



Special Packages



PACKAGE #1: **The Continental**

- 1 x full-page advertisement in MyKitchen magazine
- 1 x 300 x 250 digital advert on www.mykitchen.co.za (to run for 1 month)
- 1 x blog post on www.mykitchen.co.za
- 1 x social media post on all MyKitchen social media platforms

R34.950 (ex VAT)

PACKAGE #2: **The Full English**

- 1 x full-page advertisement in MyKitchen magazine
- 1 x 300 x 250 digital advert on www.mykitchen.co.za (to run for 1 month)
- 1 x social media post on all MyKitchen social media platforms
- 1 x 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)

ADVERT SPECIFICATIONS

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
- 10%** for 6 issues booked
- 15%** for 9 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 _____	R1 600	(Facebook, Instagram, Twitter)
Rectangle banner ad _____	R5 000	

MONEY-SAVING MEALS FOR EVERY DAY

MyKitchen

MYKITCHEN.CO.ZA SAS TOP-PERFORMING FOOD MAGAZINE / ISSUE 58

THE SUSTAINABLE ISSUE

30+ pages OF ECO RECIPES | You could win an LG FRIDGE WORTH R36 999 | Total blackout 4 ELECTRICITY-FREE BAKED TREATS

ADVERTISING SALES ENQUIRIES

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

AD TRAFFIC CONTROLLER

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

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Cape Town, 7405



Reader Comments



'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

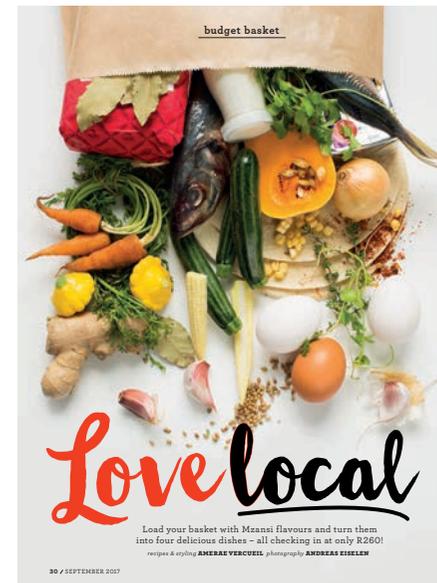
'MyKitchen has become my new favourite magazine. Since the day I subscribed, I have been watching the postman with an eagle eye, and as soon as he drops it into the letter box, I tear the envelope open. I have just completed reading my first issue and, boy, am I hooked! I spend most of my day in the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

- INSOAAF MANUEL



'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!'

- MMASHADI SESWIKE



'MyKitchen gives me new and exciting recipes to try for my family. I just page and wala! I know what to cook on that day.'

- NOKUTHULA NXUMALO

'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