

little village™

shopping guide for moms and dads

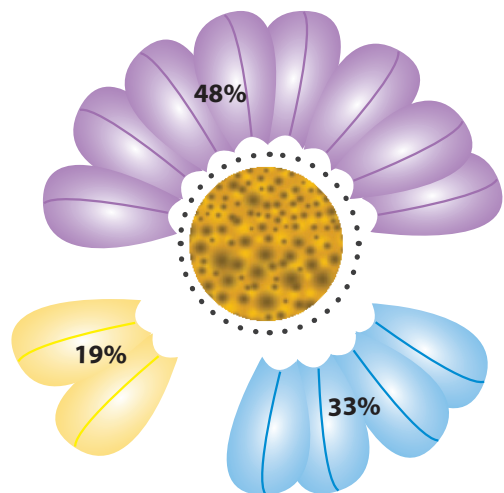
MEDIA PACK 2011

readership profile

Through association with Momentum Health's Jump Magazine, LITTLE VILLAGE™ boasts an unparalleled circulation database that includes 19 382 families across South Africa.

Having identified Momentum Health members with either new born babies, toddlers and/or children aged between six and twelve years and targeted these in our readership profile, LITTLE VILLAGE™ is able to offer saturation coverage of those moms and dads actively looking for and purchasing the numerous products and services they need through the vital growth and developmental stages in their children's lives.

Gauteng	36%
Kwa-Zulu Natal	32%
Western Cape	11%
Mpumalanga	7%
North West	4%
Free State	3%
Eastern Cape	3%
Northern Cape	2%
Other	2%



- Families with babies/toddlers (9 265)
- Families with children aged 6-12 years (6 485)
- Families with both babies/toddlers and children aged 6-12 years (3 632)

LITTLE VILLAGE™ is an easy-to-use, response-orientated magazine. The most cost-efficient way for suppliers of baby & child products and services to reach, saturate and influence buyers - the parents.

about us

LITTLE VILLAGE™ was born out of a need for more categorised pre-natal, post-natal, toddler and child suppliers of goods and services because today's parents are overwhelmed by the number of pamphlets and information they receive from prospective suppliers.

Delivers to YOUR MARKET

LITTLE VILLAGE™ reaches 19 382 moms and dads.

Provides EXPOSURE

With its cute, clean landscape format, LITTLE VILLAGE™ demands the attention of parents and sets it apart from other magazines in South Africa. Its contents has direct, persuasive influence on purchasing decisions.

Is COST EFFECTIVE

At a mere R431, LITTLE VILLAGE™ boasts the lowest cost-per-thousand available in a product and services buyers guide. Rates are inclusive of full colour and all production charges.

It creates SALES

LITTLE VILLAGE™ is a direct response medium designed to generate enquiries, sales leads and ultimately orders. Each advertorial has the advertiser's contact details prominently displayed for immediate response.

Achieves EXCELLENCE FOR YOU

By creating a colourful yet clean editorial environment, LITTLE VILLAGE™ allows you to communicate directly with your industry and to generate fast-response sales opportunities. This style and format guarantees the desired response.

rates 2011

Rates per insertion (ZAR)

INSERTIONS	4+	2-3	1
Advertorial Full Page	13 950	15 150	16 450
Advertorial Half Page	8 350	9 090	9 870
MY FUN BOX - Conventional Advertisements			
Half Page	8 350	9 090	9 870
1/3 Page	4 950	5 300	5 770
1/4 Page	3 700	4 450	4 800
1/8 Page	1 900	2 070	2 250
PRIME POSITIONS			
DPS	22 750	24 700	26 000
Centre spread			26 000
IFC, IBC, Page One	17 400	18 900	20 600
OBC	20 900	22 700	24 700

All rates are exclusive of VAT, inclusive of agency commission. Please note that to facilitate publication layout, the cancellation deadline is the same as the booking deadline. Cancellations after these dates will carry a 50% surcharge.

material specifications

ADVERTORIAL SPECIFICATIONS

Please supply copy (brochure/company profile). Please supply images and logos at 300dpi, in JPEG files on disc or email.

Full Page

Trim Size: (w 186mm x h 121mm)
Type Size: (w 180mm x h 115mm)
Maximum words: 190 words

Half Page (vertical only)

Trim size: (w 93mm x h 121mm)
Type size: (w 87mm x h 115mm)
Maximum words: 70 words

CONVENTIONAL ADVERTISEMENTS

Full Page Landscape

Size: (w 210mm x h 148mm)

Half Page Vertical

Trim size: (w 93mm x h 121mm)
Type size: (w 87mm x h 115mm)

Half Page Horizontal

Trim size: (w 186mm x h 61mm)
Type size: (w 180mm x h 55mm)

1/3 Page

Trim size: (w 62mm x h 121mm)
Type size: (w 56mm x h 115mm)

1/4 Page

Trim Size: (w 94mm x h 61mm)
Type size: (w 88mm x h 55mm)

1/8 Page

Trim Size: (w 45mm x h 60mm)
Type size: (w 39mm x h 54mm)

Allow 3mm on all 4 sides for the material to bleed. Images must be 300dpi and CMYK, we can accept material in the following formats: InDesign, JPEG, PDF files, Websend.

contact us

Advertisement Bookings

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Layout and Design

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Advertorial Copy

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INFIXION
MEDIA



publish
pink media

*deadlines 2011

Editions	Bookings/Advertorial	Material Submission
Quarter 1	31 January	02 February
Quarter 2	12 April	15 April
Quarter 3	21 June	24 June
Quarter 4	19 September	22 September

* Subject to change