

FAIRLADY



www.fairlady.com



contents

- 6 Editorial strategy
- 8 The FAIRLADY reader
- 11 Demographic profile
- 15 Print rates
- 17 Publishing schedule
- 18 Marketing opportunities
- 20 Digital offerings
- 25 FAIRLADY Bride

FAIRLADY connects and supports the most diverse network of South African women and we celebrate, with them, the very best South Africa has to offer.

FAIRLADY is the champion of our readers. We guide them and stand by them through their everyday lives by offering highly credible content, trusted advice and great entertainment, all wrapped up in a glossy package.

Suzy Brokensha, Editor



editorial strategy

AFRO OPTIMIST

We are 100% South African and we speak to all South African women. We're passionate about our country and are committed to showcasing and celebrating the very best that South Africa has to offer.

BEAUTY

Our philosophy is that beauty is confidence and confidence is beautiful.

FASHION

The FAIRLADY reader is seriously stylish and smart. She loves fashion but wants FAIRLADY to showcase and select items for her. She trusts us to be her personal shopper.

FOOD

A step-by-step guide offering the perfect balance between flavour and health, with ingredients that are always freely available.

HEALTH

Everything a woman needs to know about her health, from lifestyle illnesses, stress and headaches to anti-aging (she wants to be forever young!) to emotional wellbeing.

CONSUMER (SERVICE)

FAIRLADY is the trusted champion of our readers. Our Test House tries and tests everything from laptops to dishwashers and digital cameras to fridges. The FAIRLADY reader trusts us to choose for her; she consults us before making any big-ticket purchase.

FEATURES

FAIRLADY has accumulated over 46 years of awards for the excellence of our features. It is comprehensively researched, compellingly written, not afraid to tackle contentious issues and light in touch but not in content. We respect our readers enough to know they relish a challenge and that respect is entirely mutual.

the reader

FAIRLADY's target reader is 30 +. She is urban, smart, warm and real. She is a modern South African woman who is passionate about her country and wants reasons to be positive and optimistic about her future here. She may be in a relationship, she may be a mother and she may be a career woman, but she does not define herself exclusively in those terms. She is more than all of them.

She sees herself as a savvy consumer who is more seduced by real value than hype. She is fashion-forward and loves all things beauty (and beautiful). She is health conscious and active (and wishes she were more so). She wants more money, more time – and to lose five kilograms. She wants less stress (but secretly thrives on the pressure).

The **FAIRLADY** reader is a woman in transition from being primarily self-absorbed to seeing herself as part of something bigger: a relationship, a circle of friends, her family, her community, her country, the world.

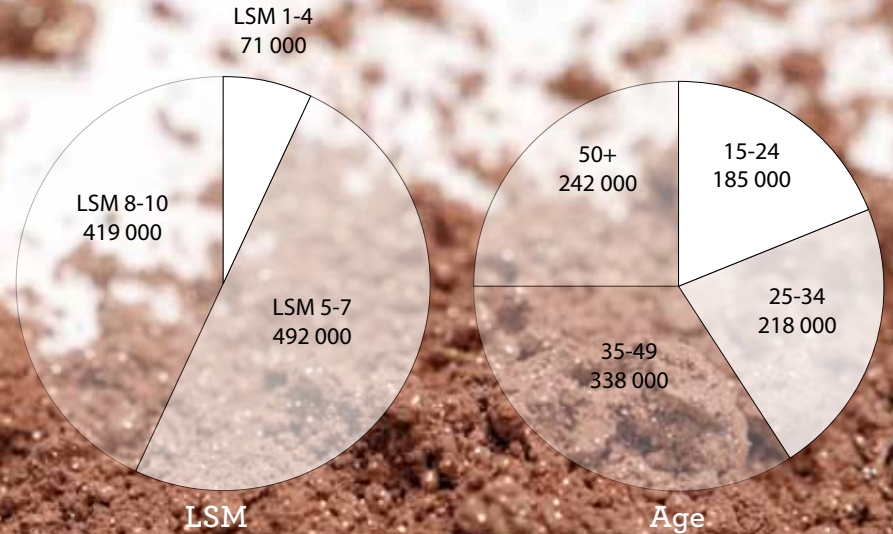
She defines herself by the strength of these relationships and her connectedness to these things.



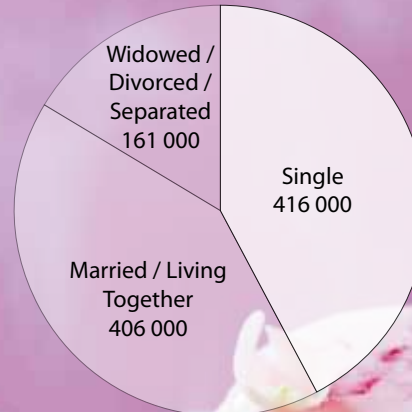


demo graphics

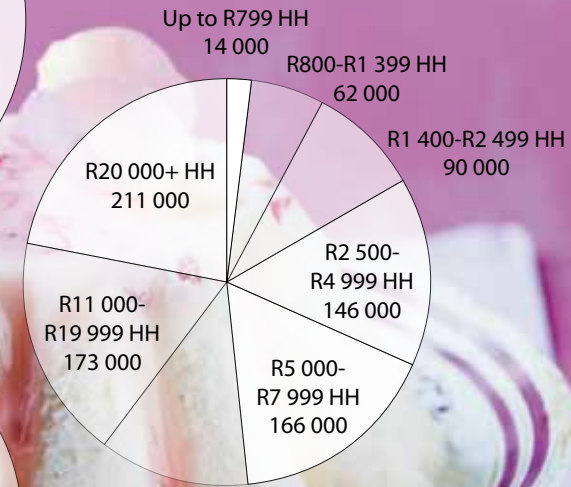
PAID CIRCULATION	63 886
TOTAL READERSHIP	982 000
HOUSEHOLD PURCHASER	568 000



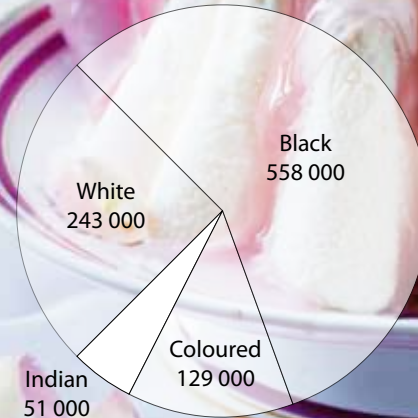
Source: AMPS 2010 BA / ABC report Apr - Jun 2010



Marital status



Household Income



Race



print rates

Double page	93 520
Full page	46 760
1/2 page*	35 070
1/3 page*	32 730

Special positions

IFC + PG 1	112 220
2nd DPS	107 550
OBC	56 110
IBC	51 435
Specific position (1st 15% of magazine)	58 450
Specific position (1st 30% of magazine)	53 775

* Please indicate whether horizontal or vertical

PLEASE NOTE: All advertisement rates include agency commission, exclude VAT and are subject to Media24 terms and conditions. Requests for specific positions will carry a loading for guaranteed placement.

ADVERTORIALS include pack shots but no separate logo. Full page advertorial rate: R56 000. This rate includes all production, photographic costs (provided guidelines are adhered to) and agency commission, but excludes VAT and are subject to Media24 terms and conditions.



publishing schedule

Issue	Advertisement booking & material	Advertorial booking deadline	Insert delivery deadline	On sale
Jan 11	Mon 08 Nov 10	Wed 27 Oct 10	Mon 08 Nov 10	Mon 13 Dec 10
Feb 11	Mon 06 Dec 10	Wed 24 Nov 10	Mon 06 Dec 10	Mon 17 Jan 11
Mar 11	Mon 24 Jan 11	Wed 12 Jan 11	Thu 03 Feb 11	Mon 21 Feb 11
Apr 11	Mon 21 Feb 11	Wed 09 Feb 11	Thu 03 Mar 11	Mon 21 Mar 11
May 11	Mon 28 Mar 11	Tue 15 Mar 11	Thu 07 Apr 11	Mon 25 Apr 11
Jun 11	Tue 19 Apr 11	Thu 07 Apr 11	Thu 05 May 11	Mon 23 May 11
Jul 11	Mon 23 May 11	Wed 11 May 11	Thu 02 Jun 11	Mon 20 Jun 11
Aug 11	Mon 27 Jun 11	Tue 14 Jun 11	Thu 07 Jul 11	Mon 25 Jul 11
Sep 11	Mon 25 Jul 11	Wed 13 Jul 11	Wed 03 Aug 11	Mon 22 Aug 11
Oct 11	Mon 22 Aug 11	Wed 10 Aug 11	Thu 01 Sep 11	Mon 19 Sep 11
Nov 11	Mon 26 Sep 11	Wed 14 Sep 11	Thu 06 Oct 11	Mon 24 Oct 11
Dec 11	Mon 24 Oct 11	Wed 12 Oct 11	Thu 03 Nov 11	Mon 21 Nov 11
Jan 12	Mon 21 Nov 11	Wed 09 Nov 11	Thu 01 Dec 11	Mon 19 Dec 11
Feb 12	Thu 15 Dec 11	Mon 05 Dec 11	Thu 05 Jan 12	Mon 23 Jan 12
Mar 12	Mon 23 Jan 12	Wed 11 Jan 12	Thu 02 Feb 12	Mon 20 Feb 12

marketing opportunities

PREVIEWS

Clients have the opportunity to sample products or offer sponsorships to FAIRLADY Previews, quarterly events where FAIRLADY readers get the opportunity to shop and mingle with the “who’s who” of South Africa.

COMPETITIONS

FAIRLADY competition pages are upbeat and trendy. We welcome your proposals.

GENERAL MARKETING OPPORTUNITIES

Clients have the opportunity to offer discounts to their products on voucher cards that may be placed on the cover of our magazines. These opportunities will be available to clients who offer discounts that are deemed appropriate to the specific title’s market and will be accepted into bagged issues as determined by the marketing manager and editor.



Contact

Roxanne Cloete

Marketing Project Manager

Email

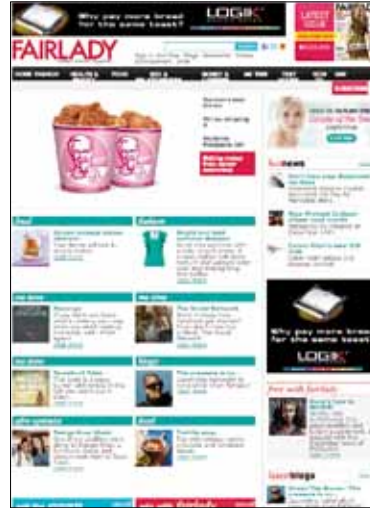
Roxanne.Cloete@media24.com

Telephone

021 446 1382

digital opportunities

Social, community-driven and Afro Optimistic, **fairlady.com** is an online space for like-minded South African women to share expertise and knowledge in a supportive environment.



Banner placements (CPM rates)

Placement	Size	CPM*	CPM* (Rich media)
Leaderboard	728 x 90 pixels (max 35kb)	R350	R450
Medium rectangle	300 x 250 pixels (max 39kb)	R350	R450
Banner	468 x 60 pixels (max 35kb)	R350	R450

Newsletter

Display ads in Monthly Newsletters

R8 400 per ad slot, two ads of 300 x 250 px

Promo mailers in partnership with brand **R20 000**

Social media

A new tab in our exciting Facebook page

R2 000 per 1 000 fans p/m

+ R 2 000 Development

Mobile

Display ads on mobile widgets

CPM **R220**

Sponsorship of widget

R15 000 p/m

Besides standard advertising products such as banner advertising, we also offer bespoke campaigns that are solution driven to suit every advertiser's specific needs. These can include everything from digital and sponsorships, to integrated campaigns. If your brand needs a unique, measurable solution, get in touch with our digital team today. For up to date figures on unique browsers and page impressions, please contact your sales executive.

PLEASE NOTE: All advertisement rates include agency commission, exclude VAT and are subject to Media24 terms and conditions.



digital opportunities

“The FAIRLADY reader is defined psychographically – what our readers have in common is a similar mindset.”

Suzy Brokensha

Features

- health and beauty
 - sex and relationships
 - food and recipes
 - fashion and accessories
 - test house and consumer advice
 - money and careers
 - book club and reviews
-

But just so you know ...

- 60% are between 25 and 49
 - 31% have English as their home language
 - 58% are black
 - 42% are white, coloured and Indian
 - 60% live in Gauteng
-



FAIRLADY *bride*

FAIRLADY Bride is a gorgeously romantic, glossy annual publication with strong digital presence that showcases the most desirable dresses, jewellery, cakes and flowers of the year.

FAIRLADY Bride brings our readers the freshest ideas, as well as a service catalogue of the best related South African businesses.

CONTACT Yvonne Shaff
Tel: 021 439 4907
Cell: 082 903 5641
Email: yvoneshaff@mweb.co.za
for advertising specials, discounts
or value added propositions

FAIRLADY

CONNECT SUPPORT CELEBRATE!

www.fairlady.com