



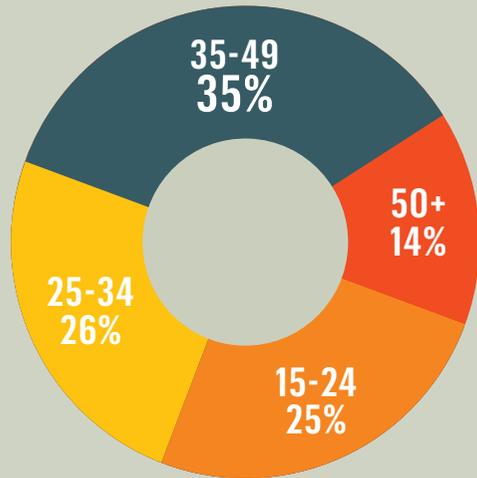
**THE #1  
SOURCE OF  
INFORMATION  
FOR AND  
ABOUT MEN**

**MH.CO.ZA • MEN'S HEALTH MAG • MOBILE • NEWSLETTERS • INSTAGRAM • TWITTER • FACEBOOK • YOUTUBE • EVENTS**

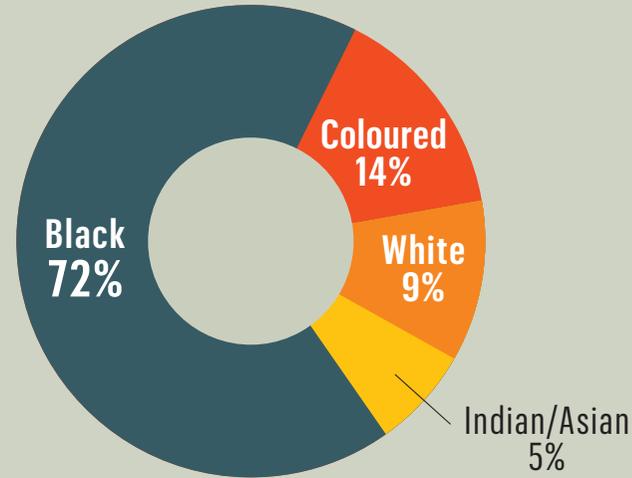
# Men's Health

**WE GIVE MEN THE TOOLS THEY NEED TO BECOME STRONGER, FASTER, AND BETTER. WE PROVIDE IN-DEPTH REPORTING, WIDE-RANGING COVERAGE FROM FASHION AND GROOMING TO HEALTH AND NUTRITION, AS WELL AS CUTTING-EDGE GEAR, THE LATEST ENTERTAINMENT, AND MORE...**

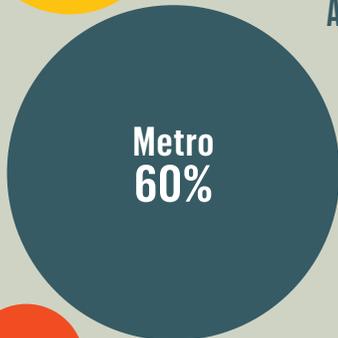
## 2022 AUDIENCE PROFILE



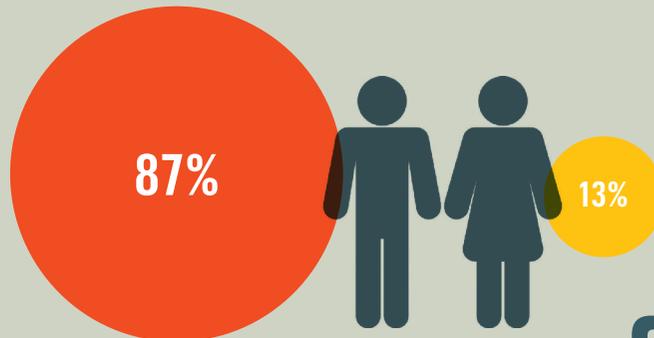
AVERAGE READER AGE 34



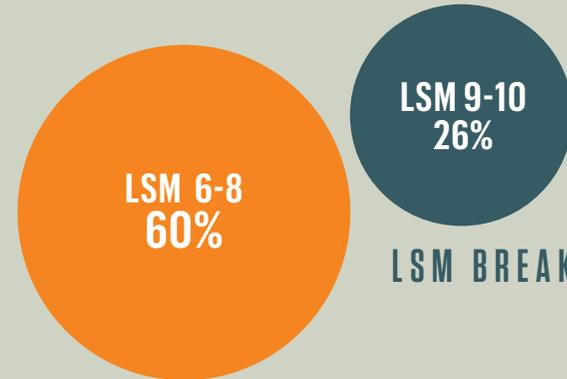
READERSHIP BY RACE



REGIONAL BREAKDOWN



GENDER SPLIT



LSM BREAKDOWN



CIRCULATION 2020: 13 518\*  
READERSHIP 2020: 1 024 000

PRINT ORDER 2022: 30 000  
PROJECTED CIRC. 2022: 20 000

Community 1 842 162



2022

## EDITORIAL CALENDAR

### JAN/FEB 2022 MAKE YOUR COMEBACK

On Sale: 10 Dec 2021

#### EXTRA:

- 2022 Calendar

#### STYLE FOCUS:

- Watch Guide
- Summer Scents

#### FITNESS FOCUS:

- Best Training Shoes
- Future of Fitness

#### FOOD/DRINKS FOCUS:

- Plant-Based But Never Boring
- Gins

#### AUTO FOCUS:

- Cars to Look Out for in 2022

#### Digital/Social Bonus:

- MH Cover Guy Search Launch
- Trainers

### MAR/APR 2022 THE STRENGTH ISSUE

On Sale: 11 Feb 2022

#### FINANCE:

- The New Rules of Success

#### FITNESS FOCUS:

- Weightloss Special

#### STYLE FOCUS:

- Athleisure

#### FOOD/DRINKS FOCUS:

- Best Packaged Foods for Men
- A Cocktail for Every Provincial Team

#### AUTO FOCUS:

- Compact SUV's
- Road Trips

#### EVENT:

- UA Turf Games

#### Digital/Social Bonus:

- Cocktails

### MAY/JUN 2022 DESIGN YOUR BODY

On Sale: 8 April 2022

#### FEATURE FOCUS:

- Mental Health Special

#### STYLE FOCUS:

- MH Winter Guide to Style

#### FITNESS FOCUS:

- Running Special

#### FOOD/DRINKS FOCUS:

- MH Winter Food Special
- Whisky & Bourbon

#### AUTO FOCUS:

- Payless: Cheap & Fast

#### COVER:

- MH Cover Guy Winner

#### Digital/Social Bonus:

- How to... Recipes

### JUL/AUG 2022 THE EXPERTS ISSUE

On Sale: 10 Jun 2022

#### STYLE FOCUS:

- MH Grooming Awards
- Wedding Special

#### FEATURE FOCUS:

- Experts in... Finance, Fitness, Food, DIY, Health...

#### FOOD/DRINKS FOCUS:

- 30 Minute Meals
- Flavoured Vodkas

#### AUTO FOCUS:

- Adventure Special
- Best Bakkies for Your Buck

#### Digital/Social Bonus:

- Grooming Awards
- End Gender Based Violence Campaign

### SEPT/OCT 2022 FIT AT ANY AGE ISSUE

On Sale: 12 Aug 2022

#### FITNESS FOCUS:

- MH Annual Fitness Awards

#### STYLE FOCUS:

- MH Summer Guide to Style

#### FOOD/DRINKS FOCUS:

- MH Summer Foods Special
- Beers & Braais

#### AUTO FOCUS:

- Car & Watch Match-up

#### EVENT:

- Menswear 2022

#### Digital/Social Bonus:

- Menswear
- How to... Recipes

### NOV/DEC 2022 LAST MINUTE BEACH MUSCLE

On Sale: 14 Oct 2022

#### FEATURE FOCUS:

- MH Annual Tech Guide

#### FOOD/DRINKS FOCUS:

- Lazy Man's Guide to Being Festive
- 3 Ingredient Cocktails

#### STYLE FOCUS:

- Summer Essentials: Scents, Swimwear, Watches, Sunglasses

#### AUTO FOCUS:

- Luxury Vehicles You Can Drive Every Day

#### Digital/Social Bonus:

- Movember Campaign



2022

## MAGAZINE RATES

DPS	R 90 000
Inside Front Cover DPS	R 100 000
Full Page	R 45 000
Outside Back Cover (OBC)	R 60 000
Inside Back Cover (IBC)	R 49 000
Advertorial	R 54 000
1/2 Page	R 33 750
1/3 Page	R 29 250
1/4 Page Classified Blocks	R 10 000

**CANCELLATION POLICY:** Cancellations after the ad booking deadline are subject to a 100% cancellation fee.

All advertising rates are net and exclude VAT

Advertorial rates include production and photographic costs, excluding model fees



2022

# INSERTS RATES

All insert rates are for insertion costs only

## SACHETS rate excl vat per '000

To insert in a specific place R1 200

## INSERT - Mechanical rate excl vat per '000

Bound-in between sections R525

Gatefold between sections R525

## INSERT - Handwork rate excl vat per '000

Placed loose at random

Flysheet R525

1 insert R525

2 inserts R900

3 inserts R1 200

4 inserts R1 500

Inserted loosely in a specific place R1 250

Pre-inserted into a section R1 250

## ACTION RATES

Carrying Fee\* R 525

Machine/Hand Insertion (random) R 350

Machine/Hand Insertion (specific page) R 465

Bagging (contribution) R 305

Bagging (with hand insertion) R 1 115

\* Carrying fee must be added to glueing/bagging costs

## COVERMOUNTS rate excl vat per '000

In addition to bagging costs R550

## DELIVERY REQUIREMENTS

CTP is only able to accept delivery of inserts/promotional material at the following times and under the following conditions:

**Monday to Thursday:**

**08h00 to 15h00**

**Friday: 08h00 to 12h00**

## DELIVERY ADDRESS:

**CTP Printers  
Goods Receiving Department  
Boompies Street, Parow,  
Cape Town, 7500  
TEL: +27 (0)21 929 6200**

## PLEASE NOTE:

• No deliveries can be accepted outside these hours or at weekends unless special arrangements have been made and confirmed in writing.

- **Inserts must be delivered 10 days prior to the dispatch/distribution date**
- **Inserts cannot be accepted earlier than 14 days prior to the dispatch/distribution date**

## PACKING DETAILS

• All inserts must be packed in boxes and on pallets for automated offloading

• No mixed inserts on pallets can be accepted

• All boxes and pallets must be clearly marked with the following information:

1. Quantity and weight of each box and pallet
2. A full description of the insert
3. Details of the publication and issue date which carries the insert

Inserts must be packed in a manner that can be easily counted and handled by CTP. Inserts will only be accepted on pallets for automated offloading i.e. - no hand labour.

- Individual stacks should be uniformly packed (Height per bundle: 8 cm – 10 cm, counter-stacked once only). The heights per bundle must be identical.
- In the event of CTP not being able to handle an insert due to incorrect specifications or poor packing, no liability shall be accepted for losses arising from the omission of the insert.
- 5% shrinkage should be factored into all quantities for value added items. 3% shrinkage for printed inserts.
- All overs must be collected within 14 days after dispatching. Any overs not collected will be disposed of.



2022

# ADVERTISING SPECS

## DOCUMENT SET-UP

In order to supply the correctly sized advert material, adhere to the following:

- that your document is configured to the trim specified;
- that your document bleed is added during set-up and not after set-up;
- that your document's final size does not exceed the bleed specified;
- when preparing the advert, ensure the type parameters are respected.

It is important that both the PDF document and the advert contained within the PDF document should meet the requirements stipulated in this rate card.

## THE FOLLOWING WILL NOT BE ACCEPTED:

- files provided on disk (CD/DVD);
- low-resolution images (less than 300 dpi);
- files containing RGB and/or transparency elements.

Full technical requirements available on request. Salient Media will not be held responsible for complete material supplied by the advertiser that is not in accordance with our specifications.

## GENERAL CONDITIONS

Acceptance of an order shall only occur once Salient Media has duly considered and approved the order. No contractual obligations shall arise merely as a result of the completion of an order form, in writing. The right is reserved to withhold publication of any advertisement and to cancel any advertisement order, which has been accepted without stating any reasons. No liability is accepted for losses arising from omissions, failure to publish, publication of wrong "copy", poor positioning or typographical or any other mistake or error. In case of such losses, the Advertiser is not exempt from any contractual obligations. Late receipt of proof or non-receipt thereof by the applicant does not exempt them from contractual obligations.

No advertisement order containing the condition that write-up space will be dedicated to the Advertiser, or any other conditions relating to positioning, will be accepted. The Advertiser will furnish copy for processing before the closing time and date. Salient Media does not guarantee any results in respect of advertisements inserted in any of its magazines and/or supplements. Salient Media reserves the right to increase the rates at any time. The Advertiser will be liable for all damages and costs that might arise from any legal action which might be instituted against Salient Media as a result of the publication of an advertisement. All rates are strictly nett. Accounts will be rendered monthly and are payable within 30 days from the date of the statement. In the event of any payment not being made by the Advertiser on or before the due date, the full balance outstanding will immediately become due, owing and payable. The Advertiser consents to the jurisdiction of the Magistrate's Court notwithstanding the possibility that any

amount claimed could fall outside the jurisdiction of the Magistrate's Court, and further undertakes to pay all legal expenses incurred, including cost on attorney-client scale, collection charges and tracing fees, in the recovering of all amounts due to Salient Media. The Advertiser undertakes to notify Salient Media in writing within 7 (seven) days of any change of address. The Advertiser undertakes, notwithstanding any sale of business, and/or change of its members, to accept the liability of settling its debt to Salient Media in full. These conditions are binding on the Advertiser's successors in title.

## DISCLAIMER

Indemnity: As supplier of the goods/services, you, the Advertiser warrant that you are familiar with and will comply with the provisions of the Consumer Protection Act, Act 68 of 2008 (CPA), in all transactions between us. Among others, the CPA provides for some consumer rights regarding delivery, returns, disclosure of information and product quality and safety. You accordingly indemnify Salient Media Ltd against any damages that we or any other party may suffer as a result of your non-compliance with the CPA or as a result of any damages suffered by any party due to defective or unsafe goods/services supplied by you.

Ad material should be sent to:  
[admin@salientmedia.co.za](mailto:admin@salientmedia.co.za)  
 and [tanya@fivetwelve.co.za](mailto:tanya@fivetwelve.co.za)



	TRIM (mm)	BLEED (mm)	TYPE (mm)
<b>DPS</b>	276 x 420	282 x 432	240 x 372
<b>Full Page</b>	276 x 210	282 x 216	240 x 186
<b>1/2 Horizontal</b>	138 x 210	144 x 216	120 x 186
<b>1/2 Vertical</b>	276 x 105	282 x 111	240 x 93
<b>1/3 Horizontal</b>	92 x 210	98 x 216	80 x 186
<b>1/3 Vertical</b>	276 x 70	282 x 76	240 x 62

2022

## ADVERTISING DEADLINES

	ON SALE DATE	BOOKING DEADLINE	MATERIAL DEADLINE
Jan/Feb	10 Dec 2021	24 Nov 2021	26 Nov 2021
Mar/Apr	11 Feb 2022	26 Jan 2022	28 Jan 2022
May/Jun	8 Apr 2022	18 Mar 2022	25 Mar 2022
Jul/Aug	10 Jun 2022	20 May 2022	27 May 2022
Sep/Oct	12 Aug 2022	22 Jul 2022	27 Jul 2022
Nov/Dec	14 Oct 2022	16 Sep 2022	23 Sep 2022
Jan/Feb '23	10 Dec 2022	23 Nov 2022	25 Nov 2022



2022

## DIGITAL AUDIENCE



INSTAGRAM FOLLOWERS  
47 200\*



FACEBOOK FOLLOWERS  
567 310\*



TWITTER FOLLOWERS  
76 300\*



YOUTUBE TOTAL VIEWS  
118 679\*



NEWSLETTER SUBSCRIBERS  
63 490\*

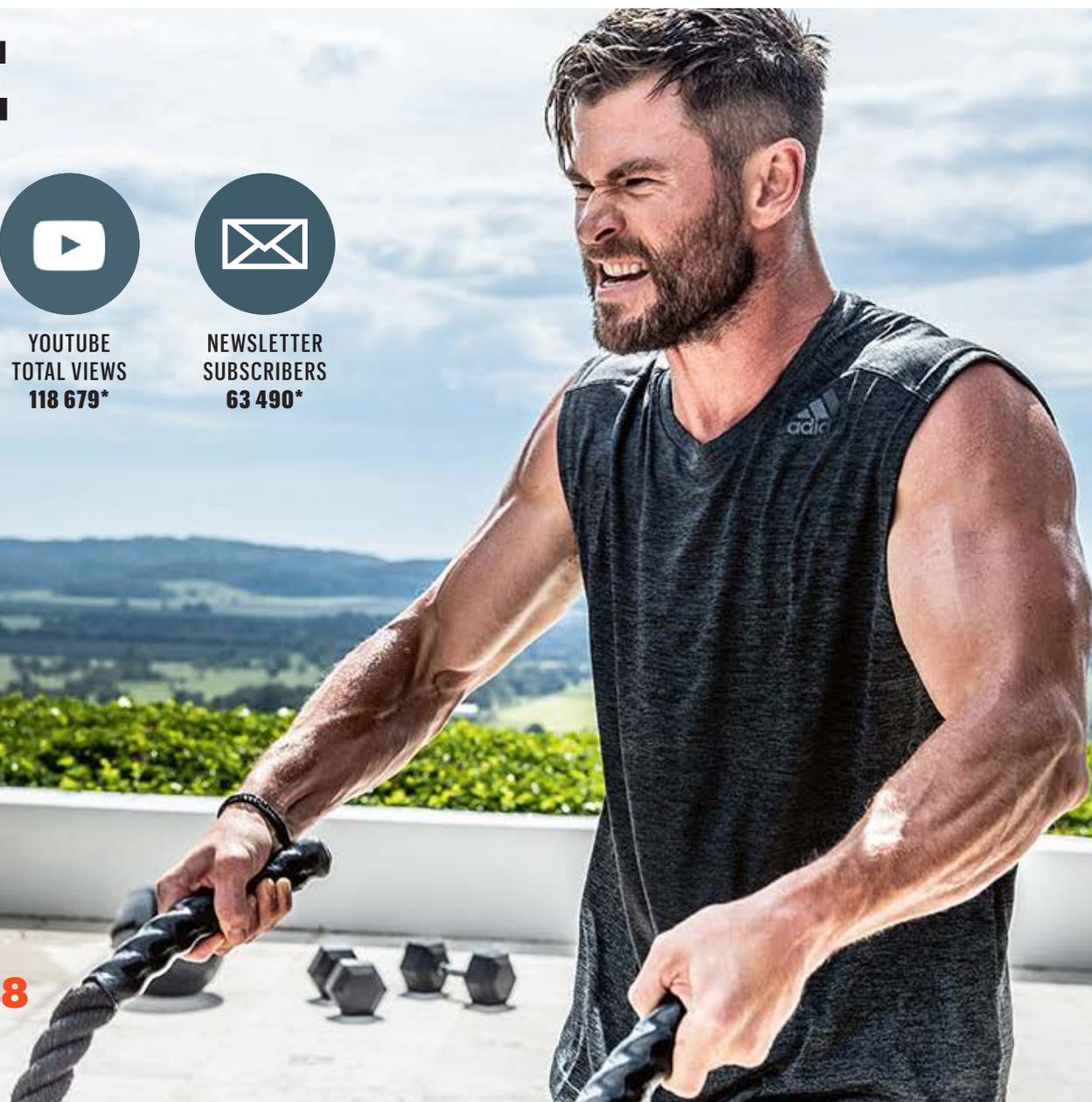
**MH.CO.ZA**

UNIQUE BROWSERS 58 598

PAGE VIEWS 149 022

**DIGITAL FOOTPRINT 946 788**

\*Data as of 1 October 2021



2022

# DIGITAL RATES

## DISPLAY ADVERTISING

			Fixed	CPM	PROGRAMMATIC
<b>WEB BANNERS</b>	Leaderboard	728x90	R15 000/week	R225	POA
	Skyscraper (X2)	160x600	R15 000/week	R300	POA
	Half Page	300x600	R10 000/week	R300	POA
	Medium Rectangle	300x250	R7 500/week	R280	POA
<b>MOBILE WEB BANNERS</b>	Banner	320x50	R7 500/week	R220	—
	Medium Rectangle	300x250	R7 500/week	R280	—
<b>ROADBLOCK</b>	Homepage Takeover (Web & Mobile)	728x90, 160x600, 300x600 (web), 300x50, 320x50, 300x250 (mobile)	R40 000/week	—	—
	Section Takeover	728x90, 160x600 (web), 320x50, 300x250 (mobile)	R25 000/week	—	—

## DIGITORIAL

		Fixed	CPM	PROGRAMMATIC
	Plus includes a newsletter banner (1200x500)	R18 000	—	—

## VIDEO

			Fixed	CPM	PROGRAMMATIC
<b>Pre- &amp; Post Rolls</b>	536x400, 10"		R15 000	R320	—
	Inread	536x400, 5"	R15 000	R320	—
<b>Bespoke</b>	Up to 2 minute videos made exclusively for client, in their style and tone. To be used across all Men's Health platforms and client's own use.	from	R38 000	—	—
	<b>Videotorial</b>	Up to 2 minute videos shot with basic production value. This can comprise of tutorials, interviews or product reviews.	from	R25 000	—

## CONTENT MARKETING PACKAGES

<b>BRANDED CONTENT PACKAGE #1</b>		
	Digitalior	1
	Boosted Facebook Post	1
	Boosted Instagram Post	1
	Sponsored Tweet	1
	Newsletter Sponsored Blurb	1
	Banner adverts - 1 Week (Static or Rich Media)	1
<b>Total Cost</b>		<b>R44 840</b>

<b>BRANDED CONTENT PACKAGE #2</b>		
	Digitalior	1
	Boosted Facebook Post	4
	Boosted Instagram Post	4
	Sponsored Tweet	1
	Newsletter Sponsored Blurb	2
	Banner adverts - 1 Week (Static or Rich Media)	1
<b>Total Cost</b>		<b>R65 000</b>

## SOCIAL MEDIA

	Fixed
Boosted Facebook Post	R10 000
Boosted Instagram Post	R10 000
Twitter Post	R10 000

## EMAILED NEWSLETTER

	Fixed
<b>Display</b>	Display advert on editorial newsletter 1200x500 R15 000
<b>Partnership</b>	Mailer bespoke client newsletter (Max 60 000 mailers) R30 000

**TIMELINE** Minimum of 2-3 weeks depending on the complexity and availability of resources • 1 week to conceptualise the video content • 1 week to shoot & edit videos - excludes client approval. Maximum of 2 changes from client. \*Rates are based on a starting price, depending on concept and execution. **All videos must be sold with a digital content marketing package and an additional boosted social media post.** Negotiable if shot as a series or if shot as a series of 3 or more videos. Rates are excl. VAT

All advertising rates excl. VAT

2022

## DIGITAL SPECS

### DIGITORIAL

**HEADLINE** Max 7 words

**FEATURE IMAGE** 600 (w) x 450 (h) pixels

- Max 1 small logo on image – no text or graphics on image
- Other images: as per above size

**INTRODUCTION** Max 30 words

**BODY TEXT** Max 200-500 words

- If product-related provide clear specifications
- Please include video embed links to any YouTube pages / channels and to client's website (correct links)
- Copy supplied will be rewritten in our tone

### FACEBOOK

**FACEBOOK BLURB** Max 30 words

- Custom call to action motivating readers to click on the link
- Please provide us with the Facebook handle we should tag, along with the correct and relevant hashtag

**FEATURE IMAGE** 1200 (w) x 627 pixels (h)

- Max 1 small logo on image – no text on image
- If it is a boosted post please make sure that the text on the image is no more than 20%. Please use the following link to test this:

[https://www.facebook.com/ads/tools/text\\_overlay](https://www.facebook.com/ads/tools/text_overlay)

- Please make sure that the copy is in line with Facebook's advertising guidelines. To review their guidelines click here:

<https://www.facebook.com/policies/ads/>

- Link to the client's Facebook page

**HEADING** Name of the article

**INTRODUCTION** Max 20-50 words

(please note editorial discretion will be applied)

### TWITTER

**TWITTER BLURB**

- Tweet
- Max 12 words (140 characters)
- Links to digital or website via a shortened link
- Tag client's Twitter handle and relevant hashtag (please supply)

**FEATURE IMAGE**

- Will use the main / feature image from Facebook
- Max 1 small logo on image. No text on the image itself
- Please make sure that the copy is in line with Twitter's advertising guidelines
- To review their guidelines click here:  
<https://support.twitter.com/articles/20169693>

### NEWSLETTERS

**TEXT**

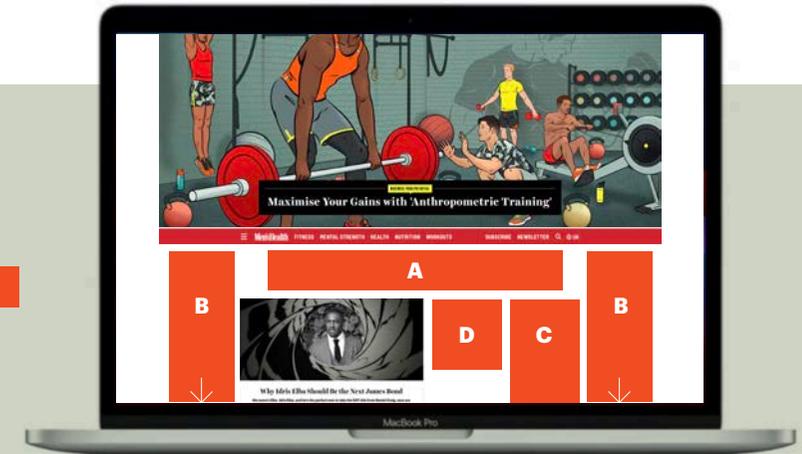
- Max 20 words
- Links to digital or website via button

**FEATURE IMAGE**

- 600 (w) x 450 pixels (h)
- Will use the main / feature image from the digital if applicable or not otherwise arranged
- Max 1 small logo on image. No text on the image itself

### INSTAGRAM

- As per editorial discretion



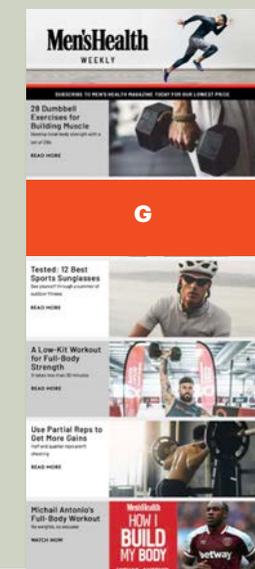
### Content Marketing Display Options

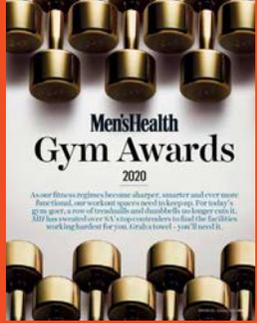
- A.** Leaderboard 728x90 (39KB)
- B.** Skyscraper 160x600 (100KB)
- C.** Half Page 300x600 (39KB)
- D.** Medium Rectangle 300x250 (39KB)



- E.** Mobile Web Banner 320x50 (9KB)
- F.** Mobile Web Medium Banner 300x250 (9KB)

- G.** Newsletter Banner 1200x500 (39kb)





### Men's Health Gym Awards 2020

As our fitness regimes become slimmer, smarter and ever more functional, one workout opens a world of benefits. For today's gym goer, a row of treadmills and dumbbells no longer cuts it. 500 has reached over 8.5 kg in 10 weeks and the facilities working hardest for you. A real towel - you'll need it.

FITNESS



STYLE



GROOMING



FOOD & DRINKS



AUTO



GEAR & TECH



WATCHES



HEALTH & MIND

# Men's Health Women's Health

## Advertising Sales Contacts

### Paul Goddard

Chief Sales Guy  
paul@fivetwelve.co.za  
082 650 9231

### Tanya Finch

Ad Sales Executive  
tanya@fivetwelve.co.za  
082 961 9429

### Nina Frank

Ad Sales Executive  
nina@fivetwelve.co.za  
084 434 7776

## Salient Media

119 Victoria Junction  
76 Prestwich Street  
Green Point  
8005  
082 654 2530

