



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

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

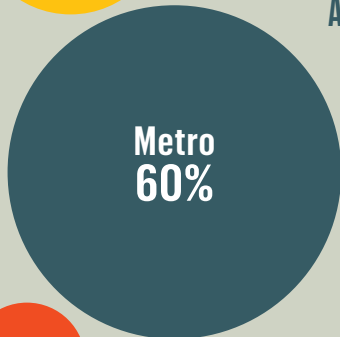
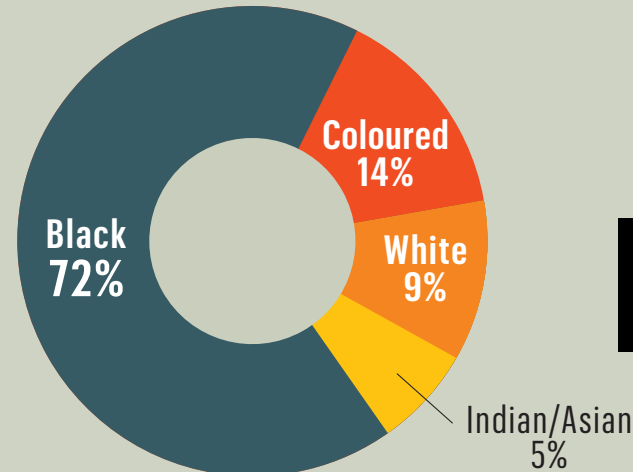
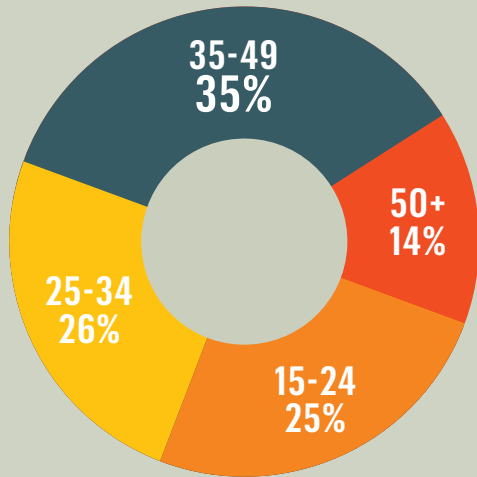
Men's Health

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...

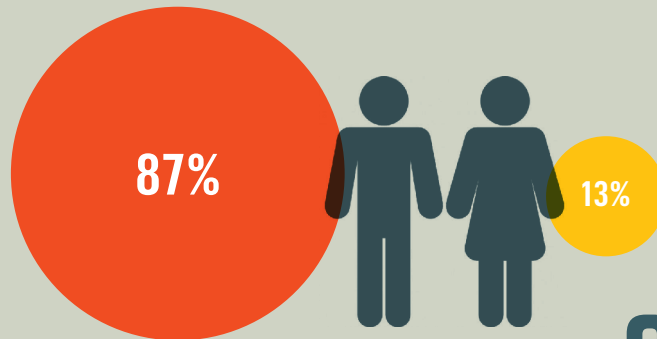
2022 AUDIENCE PROFILE



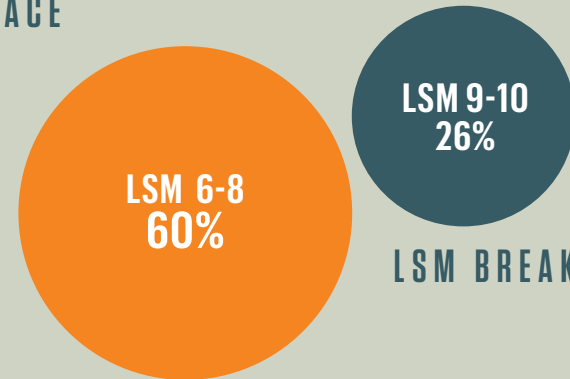
PRINT ORDER: **30 000**
 JAN/FEB 2022 DISTRIBUTION: **27 696**
 JAN/FEB 2022 NEWSSTAND SALE: **13 209**



REGIONAL BREAKDOWN



GENDER SPLIT



LSM BREAKDOWN

Community **1 842 162**



2022

EDITORIAL CALENDAR

Themes and features are subject to change.

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:

- The Future is Electric

Digital/Social Bonus:

- MH Cover Guy Search Launch
- Trainers

MAR/APR 2022 THE STRENGTH ISSUE

On Sale: 18 Feb 2022

FINANCE:

- Homing from Work
- Understanding Crypto

FEATURE FOCUS:

- Building Mental Strength

STYLE & GROOMING:

- Activewear Trends
- Wrinkle Control

GEAR:

- The Best Bicycles
- Luxury Smart Watches

AUTO FOCUS:

- Compact SUV's
- Road Trips

MAY/JUN 2022 THE EXPERTS ISSUE

On Sale: 22 April 2022

FEATURE FOCUS:

- Mental Health Special
- 13 Rules of Success: Experts in... Finance, Fitness, Food, DIY, Health...

STYLE FOCUS:

- MH Winter Guide to Style

FITNESS FOCUS:

- Running Special

FOOD/DRINKS FOCUS:

- MH Winter Food Special
- Single Malt Whiskies

AUTO FOCUS:

- Big Car Shootout

Digital/Social Bonus:

- How to... Recipes

JUL/AUG 2022 DESIGN YOUR BODY

On Sale: 24 Jun 2022

STYLE FOCUS:

- Conscious Fashion
- MH Grooming Awards
- The Wedding Special

FEATURE FOCUS:

- Eco-Trips
- Green Gear
- Sleep Better

FOOD/DRINKS FOCUS:

- Better sourced protein
- 30 Minute Meals
- Flavoured Vodkas

FINANCE:

- E-car update

Digital/Social Bonus:

- Grooming Awards
- End Gender Based Violence Campaign

SEPT/OCT 2022 FIT AT ANY AGE ISSUE

On Sale: 26 Aug 2022

STYLE FOCUS:

- MH Wedding Special: Dress for the Occasion – Suits, Shoes, Watches and Fragrances

GROOMING:

- Look Your Best at Every Decade
- Treat a receding hairline

FOOD FOCUS:

- The Ultimate MH Braai Guide

FINANCE:

- Rich at Any Age

FITNESS FOCUS:

- Age-proof Your Muscles
- Build a Body for Life

Digital/Social Bonus:

- Heritage Day Focus

NOV/DEC 2022 LAST MINUTE BEACH MUSCLE

On Sale: 21 Oct 2022

STYLE FOCUS:

- MH Summer Guide to Style: Scents, Swimwear, Watches, Sunglasses

GROOMING:

- Summer Sun 101

TRAINER:

- Burn 5kg in 5 weeks
- 11th Hour Abs

FOOD/DRINKS FOCUS:

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

AUTO FOCUS:

- The return of the week long roadtrip

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



BELLYBAND rate excl vat per '000

Wrap-around secured with double-sided tape

Max height 50mm x width 500mm R1 500
(Bagging costs to be added)

SELF-ADHESIVE LABELS rate excl vat per '000

Supplied by client on reels. To adhere to the outside of clear plastic bag* R400

SACHETS rate excl vat per '000

To insert in a specific place R2 000

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

Inserted loosely in a specific place R1 250

Pre-inserted into a section R1 250

ACTION RATES

Machine/Hand Insertion (random) R 1 250

Machine/Hand Insertion (specific page) R 1 250

Bagging (contribution) R 1 100

Bagging (with hand insertion) R 2 500

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:

- all material supplied in CMYK
- 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
 and tanya@fivetwelve.co.za



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

2022

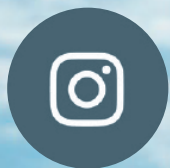
ADVERTISING DEADLINES

	ON SALE DATE	BOOKING DEADLINE	MATERIAL DEADLINE
Jan/Feb	10 Dec 2021	24 Nov 2021	26 Nov 2021
Mar/Apr	18 Feb 2022	2 Feb 2022	4 Feb 2022
May/Jun	22 Apr 2022	28 Mar 2022	1 Apr 2022
Jul/Aug	24 Jun 2022	10 June 2022	10 June 2022
Sep/Oct	26 Aug 2022	8 Aug 2022	12 Aug 2022
Nov/Dec	21 Oct 2022	3 Oct 2022	7 Oct 2022
Jan/Feb '23	9 Dec 2022	23 Nov 2022	25 Nov 2022



2022

DIGITAL AUDIENCE



INSTAGRAM FOLLOWERS
49 000*



FACEBOOK FOLLOWERS
567 310*



TWITTER FOLLOWERS
76 300*



YOUTUBE TOTAL VIEWS
118 679*



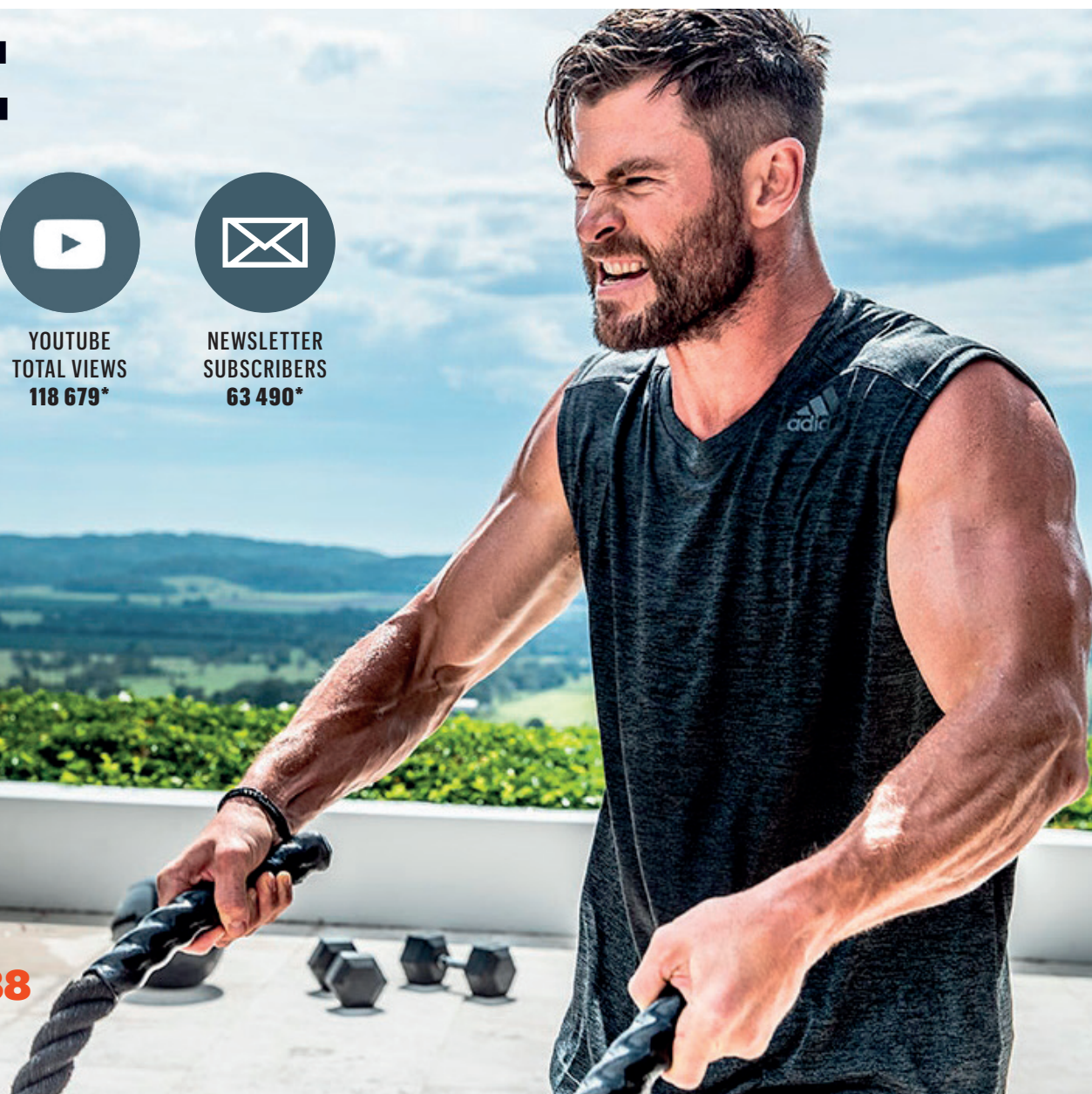
NEWSLETTER SUBSCRIBERS
63 490*

MH.CO.ZA

UNIQUE BROWSERS 58 598

PAGE VIEWS 149 022

DIGITAL FOOTPRINT 948 488



2022

DIGITAL RATES

DISPLAY ADVERTISING

			Fixed	CPM
WEB BANNERS	Leaderboard	1077x145	R15 000/week	R225
	Skyscraper (X2)	230x900	R15 000/week	R300
	Half Page	300x600	R10 000/week	R300
	Medium Rectangle	300x250	R7 500/week	R280
MOBILE WEB BANNERS	Banner	320x50	R7 500/week	R220
	Medium Rectangle	300x250	R7 500/week	R280
ROADBLOCK	Homepage Takeover (Web & Mobile)	1077x145, 230x900, 300x600 (web), 300x50, 320x50, 300x250 (mobile)	R40 000/week	—
	Section Takeover	1077 x 145, 230x900 (web), 320x50, 300x250 (mobile)	R25 000/week	—

DIGITORIAL

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

VIDEO

			Fixed	CPM
Pre- & Post Rolls	536x400, 10"		R15 000	R320
Inread	536x400, 5"		R15 000	R320
Bespoke	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	—
Videotorial	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

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

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

SOCIAL MEDIA

	Fixed
Sponsored Facebook Post	R10 000
Sponsored Instagram Post	R10 000
Twitter Post	R10 000

EMAILED NEWSLETTER

	Fixed
Display Display advert on editorial newsletter 1200x500	R15 000
Partnership 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

Men'sHealth

2022

DIGITAL SPECS

DIGITORIAL

HEADLINE Max 7 words

FEATURE IMAGE 620 (w) x 400 (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); 1080 x 1080; 1920 x 1080; 1080 x 1920

- 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

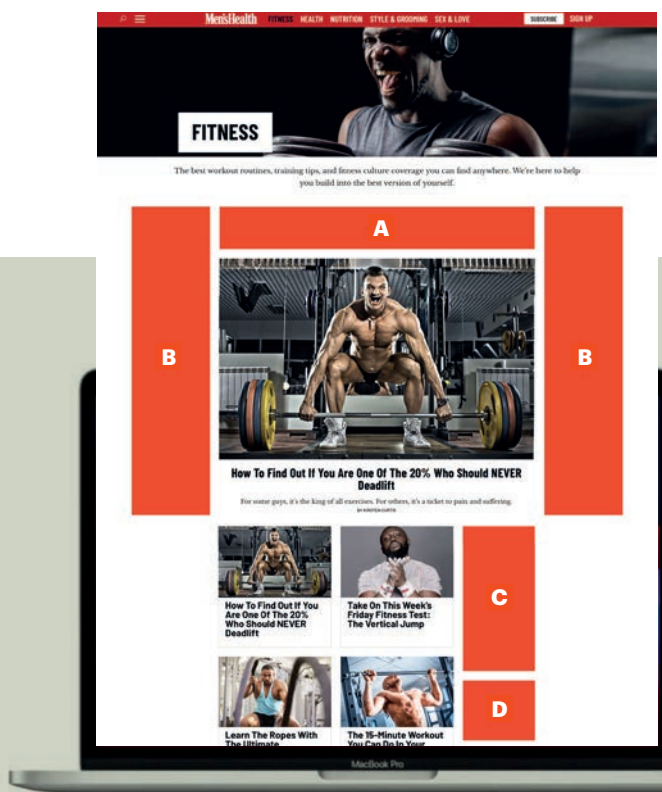
- Please make sure that the copy is in line with Facebook's advertising guidelines. To review their guidelines click here:

<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)



Content Marketing Display Options

A. Leaderboard 1077 x 145

B. Skyscraper 230 x 900

C. Half Page 300x600

D. Medium Rectangle 300x250

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

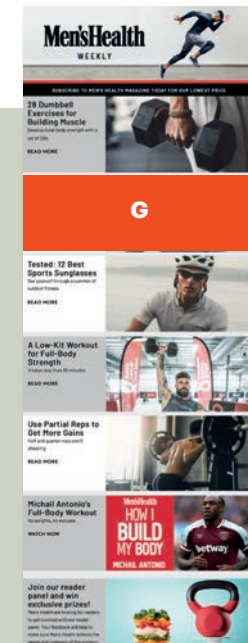
- Will use the main / feature image from Facebook
- Max 1 small logo on image. No text on the image itself
- Please make sure that the copy is in line with Twitter's advertising guidelines
- To review their guidelines click here:

<https://support.twitter.com/articles/20169693>



E. Mobile Web Banner 320x50 (9KB)

F. Mobile Web Medium Banner 300x250 (9KB)



G. Newsletter Banner 1200x500 (39kb)

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

FEATURE IMAGE 1080 x 1080; 1920 x 1080; 1080 x 1920
• As per editorial discretion



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

Salient Media

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

