



MyKitchen

MONEY-SAVING MEALS FOR EVERY DAY

ONE OF THE
TOP 5 BEST
PERFORMING
MAGAZINES
IN SA (2017)
ACCORDING TO
THE MEDIA MAGAZINE



Print 2017

Digital

Budget-friendly, educational and jam-packed with recipes and added value, *MyKitchen* is an essential, collectable magazine and a must-read for everyone, from those who already love to cook to those looking for some new inspiration in the kitchen.

ABC

Q2 - 93 703 (APRIL - JUNE 2017)

COVER PRICE

R25.50 PER MONTH



WWW.MYKITCHEN.CO.ZA

AVERAGE USERS (2 MONTHS)

5 288

AVERAGE PAGE VIEWS (2 MONTHS)

14 322

f MYKITCHENSA
41 000

ig MYKITCHENSA
7 736

tw @MYKITCHENSA
7 738

Print 2017

Digital

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 _____	R19 950
Half page _____	R10 950
Inside back cover _____	R22 950
Inside front cover _____	R24 950
Outside back cover _____	R29 950
Double page spread _____	R34 950
Single-page advertorial _____	R22 950
Single-page recipe advertorial _____	R22 950
Ingredient of the month _____	R22 950
Package _____	R44 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

ADVERTISING RATES

Tutorial video _____	Price on application
Social media post _____	R1 600
(Facebook, Instagram, Twitter)	
Rectangle banner ad _____	R5 000



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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Made of paper awarded the EU Ecolabel
reg. no. F1/11/001, supplied by UPM

H I G H B U R Y
M E D I A



'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

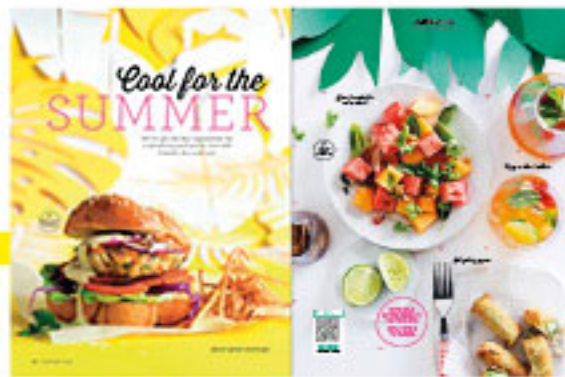
'MyKitchen has become my new favourite magazine. Since the day I subscribed, I have been watching the postman with an eagle eye, and as soon as he drops it into the letter box, I tear the envelope open. I have just completed reading my first issue and, boy, am I hooked! I spend most of my day in the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

- INSQAUF 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. Keep it up - this issue kept me glued to the stove.'

- 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