

# Marketing Mix

MEASURABLE MARKETING INSIGHT

## MEDIA KIT

### 2010



# 2010 Publishing and workshop plans

Marketing Mix magazine is published six times per annum, with a current circulation of 3 412 (ABC, July-Dec 2009).

Marketing Mix was founded during the 1980s, and since then, has been providing the professional marketer with leading marketing insights.

The magazine finds its strength in critical reportage and feature articles that give the reader knowledge and understanding of both local and global trends. Expert commentary is integrated, to give readers leading perspectives. It reaches professional marketers as well as brand managers, advertisers, creatives, MDs and CEOs in South Africa. The Marketing Mix positioning statement is 'measurable marketing insights', paying particular attention to new media; from online to mobile, and marketing to shoppers particularly within the retail environment.

The magazine is published alternate monthly, and is available to subscribers only.

Marketing Mix online: [www.marketingmix.co.za](http://www.marketingmix.co.za) was launched in mid-March 2008. The site has an average of 5 334 unique users, and an average 24 000 page impressions (Feb-April 2010). Both unique users and page impressions continue to grow every month. Its content mix includes expert opinions, news, opinion polls, videos, analyses and more, focusing on every aspect of the marketing mix.

Marketing Mix Events and Workshops: attract over 2 000 highly responsive senior marketers each year. The workshops are a vital source of latest best practice thinking and case studies and provide invaluable one to one networking opportunities, all contributing to our editorial excellence.

The events and workshop calendar in 2010 includes: mobile, liquor, retail and much more.

For more information on other events and workshop go to <http://www.marketingmix.co.za/pebble.asp?relid=28>

# Editorial calendar

Jul/Aug	Sept/Oct	Nov/Dec
Mobile Marketing Guide	Radio	Gay marketing
	Newspapers	Afrikaans media
	CRM	Sports marketing
	ORM	Research
	Central SA Intelligence	Experiential marketing
	Commuter Media	

## July/Aug issue:

**Mobile Marketing Guide:** The third annual edition of the Mobile Marketing Guide brings the experts together to discuss what's new, what's hot, and how to get it right.

## Sept/Oct issue:

**Radio:** Radio is a rather flexible medium, and can add an audio dimension to TV or print, as well as being an integrated media offering of its own (most radio stations are now online and interactive). This guide offers marketers a roundup of the country's radio stations, and delivers an analysis of who's online, integrated and offering the kind of new age solutions that work.

**CRM:** Marketing Mix looks under the hood to find out what's new, successes and how to integrate CRM seamlessly into existing marketing programmes.

**Online Reputation Management:** Marketing Mix investigates what ORM is about and how to use it.

**Newspapers:** The newspaper industry is taking a battering all over the world so Marketing Mix looks at what's happening locally and finds out which newspapers you should be taking notice of.

**Central SA:** The Central South Africa region represents a huge market – with money to spend, but it's all too often overlooked. Marketing Mix gets to grip with who's who and what media is effective where and for which LSMs.

**Commuter Media:** Marketing Mix looks at the options and how to market to those using public transport successfully.

## Nov/Dec issue:

**Gay Marketing:** the gay market (or the Pink market, as it is called) is slowly coming into its own as a consumer market to be reckoned with. Find out more about this market, what they want, and what media they consume.

**Afrikaans Media:** the Afrikaans media in SA have evolved, to address a market that is increasingly contemporary. Find out what makes the Afrikaans market tick, and how their media are developing.

**Sports Guide for Marketers:** how to score in the field of play and get ROI. The 2010 edition of the guide will explore sports fans insights, as well as sports marketing, alongside case studies and expert opinions on sports marketing.

**Research:** everything you need to know about the latest market research in South Africa.

**Experiential Marketing:** Marketing Mix looks at how experiential marketing can be used to truly build connections with customers.

# Marketing Mix print specifications

## Specifications

Size	Casual	3 insertions	6 insertions
Full page	R12 000	R10 000	R9 000
Half page	R6 000	R5 000	R4 500

**Feature article sponsorship:** R30 000 (or by special agreement)

**Special features: full page A4** R15 000

**Special features: half page** R7 500

## Inserts

1-2 sides (A4)	3-4 sides	(A4) 5+ sides
R6 000	R8 000	By negotiation

Rates excl. VAT but incl. agency commission.

Rates based on paper weight up to 100 gsm.

## Material specifications (standard A4 size):

Size	Height		Width
<b>Full A4 page:</b>			
Trim size:	297mm	x	210mm
Type area:	267mm	x	175mm
<b>Half page horizontal:</b>			
Trim size:	150mm	x	210mm
Type area:	130mm	x	175mm
<b>Half page vertical:</b>			
Trim size:	297mm	x	105mm

## Advertorial - A4 only

**Fully supplied** (all advertorial material supplied by advertiser) R10 000 plus VAT

**Design by Marketing Mix** (images and text supplied by client) R11 000 plus VAT

Please note, pictures/images must have minimum resolution of 300dpi, and must be submitted in JPEG format.

**Fully designed by Marketing Mix**

R12 500 plus VAT

## Print ad deadlines

Issue:	Booking deadlines	Material Deadlines
July/Aug 10:	25 June 2010	30 June 2010
Sept/Oct 10:	25 Aug 2010	30 Aug 2010
Nov/Dec 10:	25 Oct 2010	29 Oct 2010

Please submit ad material in PDF format.

For bookings and enquiries, contact

Terry Murphy e-mail: [terrym@systems.co.za](mailto:terrym@systems.co.za)

# Marketing Mix Online advertising rates and information

## Homepage

### Leaderboard

R2 500 for 2 weeks

R3 500 for 4 weeks

### Top masthead

R2 000 for 2 weeks

R2 800 for 4 weeks

### 2nd masthead

R1 500 for 2 weeks

R2 500 for 4 weeks

### 3rd masthead

R1 100 for 2 weeks

R1 800 for 4 weeks

### Bottom masthead

R1 000 for 2 weeks

R1 650 for 4 weeks

### Side ads (button)

R2 000 for 2 weeks

R3 000 for 4 weeks

## Category section

### Masthead

R800 for 2 weeks

R1 200 for 4 weeks

### Side ads (button)

R700 for 2 weeks

R1 000 for 4 weeks

## Special interest positions

### PDF Downloads

R500 for 2 weeks

R750 for 4 weeks

### MMX Events

R1 000 for 2 weeks

R1 750 for 4 weeks

## Specs:

**Leaderboard:** 728 X 90 px

**Banner:** 468 X 60 px

**Button:** 240 X 120 px

Marketing Mix is more than happy to discuss other positions and sizes to suit your needs.

Rates quoted excl VAT but include agency commission.

All ad material is due 3 days before going live.

Ad material may be changed weekly, bi-monthly or monthly. Please inform us as to whether the ad is a jpeg, gif or swf (flash) file.

## Contacts:

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