

LONGEVITY

YOUR ANTI-AGING AUTHORITY

MEDIA KIT 2017



HEALTH STORIES
TO HELP YOU LIVE
A HAPPIER,
BETTER LIFE



**WELCOME TO LONGEVITY:
THIS IS WHO WE ARE,
AND WHAT WE CAN DO
TOGETHER**

LONGEVITY

CONTENTS

IN TODAY'S ALWAYS-ON CULTURE, THERE AREN'T MANY CHANCES TO LOSE YOURSELF IN A GOOD ARTICLE. THAT'S WHY WE'RE HERE – TO FILL THOSE ALL-TOO-RARE MOMENTS WITH CAPTIVATING INFORMATION THAT PEOPLE WILL LOVE, REMEMBER, AND SHARE ON MULTIPLE MEDIA PLATFORMS WHICH SUIT THEIR BUSY LIFESTYLES.

Longevity is a healthy lifestyle brand that aims to empower its readers with the most up-to-date, authoritative information on all aspects of health, beauty, anti-aging and wellbeing.

The purpose of *Longevity* is not merely to slow down the aging process, but to help people of all ages lead useful, happy and more active lives. *Longevity* readers are sophisticated, well educated, top LSM, high income men and women earners who care about their health and are keen to read up on how to live a better, longer life.

1. Longevity Magazine

Longevity is printed in an upscale quality print format. The title has been published in South Africa for 24 years. It enjoys an average monthly circulation of 18 449 and a readership of 50 000*. The title is distributed nationally at leading newsagents and is also available on subscription. More details on the demographics and publishing themes are included in this booklet.

2. **LongevityLive.com** is dedicated to publishing quality content around living a healthier, active, happier and longer life. It showcases original content, including video interviews and real time insights from our live events. The website has a local and international following of engaged readers.

3. Longevity Social Media

Longevity is active where its readers are and you can join our conversation on Facebook, Twitter and Instagram. Our followers, who also visit our website, are highly educated, affluent and discerning: a quality rather than a quantity audience.

4. **Longevity Newsletter** offers our daily dose of the *Longevity* ethos and lifestyle – with quotes to keep you inspired,

fascinating health bites and interesting snippets to create great conversations.

5. Longevity Reader Events & Pop Ups

We host regular reader events and pop ups. Our loyal and interactive readership, as well as our wide expert network, make our reader events sought-after activities.

6. Longevity Health Directory

This annual directory, which goes out in December, contains a comprehensive listing of health and wellness services, and is a great way to market brands and products to our receptive audience. The content and listings are published in print and web format.

7. Longevity Supplements & Special Projects

The *Longevity* brand has become synonymous with beautifully crafted supplements. 2017 will be no different, with a variety of new supplements and projects ideal for your brand association.

8. Longevity Information Kit

In this kit are all the *Longevity* specifications you need: rate card, new book page sizes, dates, costs, print and digital specifications.

LONGEVITY

HEALTH STORIES TO HELP YOU LIVE A HAPPIER, BETTER LIFE



1 *Longevity Magazine:*

Longevity has been published in South Africa for the past 20 years. It is the only health magazine (and website) in South Africa that focuses on consumers who are concerned about their health as they age. Our readers want to ensure they are best equipped with the information they need to live a healthier, and ideally longer, life.

The magazine's high-quality editorial format is structured to provide the reader with detailed, balanced and credible information from health professionals across a broad spectrum of medical disciplines in an easy-to-read, consumer-friendly format.

Up to 60% of the magazine's content deals with health. The remainder focuses on lifestyle, nutrition, beauty and fitness. The NEW BEAUTY® section addresses medical and product news, real-life case histories, as well as in-depth features with specialists.

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HEALTH STORIES TO HELP YOU LIVE A HAPPIER, BETTER LIFE



2 *LongevityLive.com*

Our content is based on scientifically authenticated wellness and anti-aging therapies from all across the world, covering topics that include love and sex, keeping fit and healthy eating – to name a few. If you want a longer, more active life, the time to start is now. It doesn't matter if you are 18, 28, 48 or 80 years old. The earlier you start redesigning your lifestyle to increase your lifespan, the better.

The purpose of *Longevity* is not merely to slow down the aging process, but to help people of all ages lead useful, happy and more active lives.

3 *Longevity Social Media*

Our digital properties are growing in popularity, and include Facebook, Twitter, Instagram and of course the website.

The *Longevity* reader is part of this community, engaging with our writers and experts on a wide range of topics and debates. We share stories and tips, which are supported by expert advice, research and studies.

These platforms offer you unique opportunities to communicate with this discerning audience in a creative and authentic manner.

Our digital team is on hand to create bespoke interactive campaigns and videos to showcase your products and services.

Our readers interact online with us in a detailed and informed manner

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4 *Longevity Newsletter*

This is your daily dose of the Longevity ethos and lifestyle – with quotes to keep you inspired, fascinating health bites and interesting snippets to create great conversations.

This electronic newsletter hits our subscribers' mailboxes daily. It's fast-growing popularity, with multiple sign-ups every day, makes it a great way to interact with our growing digital network.

5 *Longevity Reader Events & Pop Ups*

Our loyal and interactive readership and our wide expert network make our reader events sought-after activities.

Longevity readers love to be on the forefront of what is happening in the world of health, wellness and anti-aging. They are intelligent and inquisitive, which makes our reader events and pop ups a great way to market new products and information in a dynamic and strategic manner.

*Fast fact:
We have a
0,1% unsubscribe
rate to our
newsletters*

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6 *Longevity Health Directory*

Run in conjunction with Cold Press Media, this is the definitive annual directory of health, medical, wellness and anti-aging experts in South Africa, offering a platform to showcase your services and expertise.

Quality of life is as important as longevity. This directory is a comprehensive listing of specialists, products and services across diverse fields of integrative health practises to help readers find the right wellness resources for their needs. You can also download a copy of the directory in digital format, and an online directory is also available via the *Longevity* website: www.LongevityLive.com.

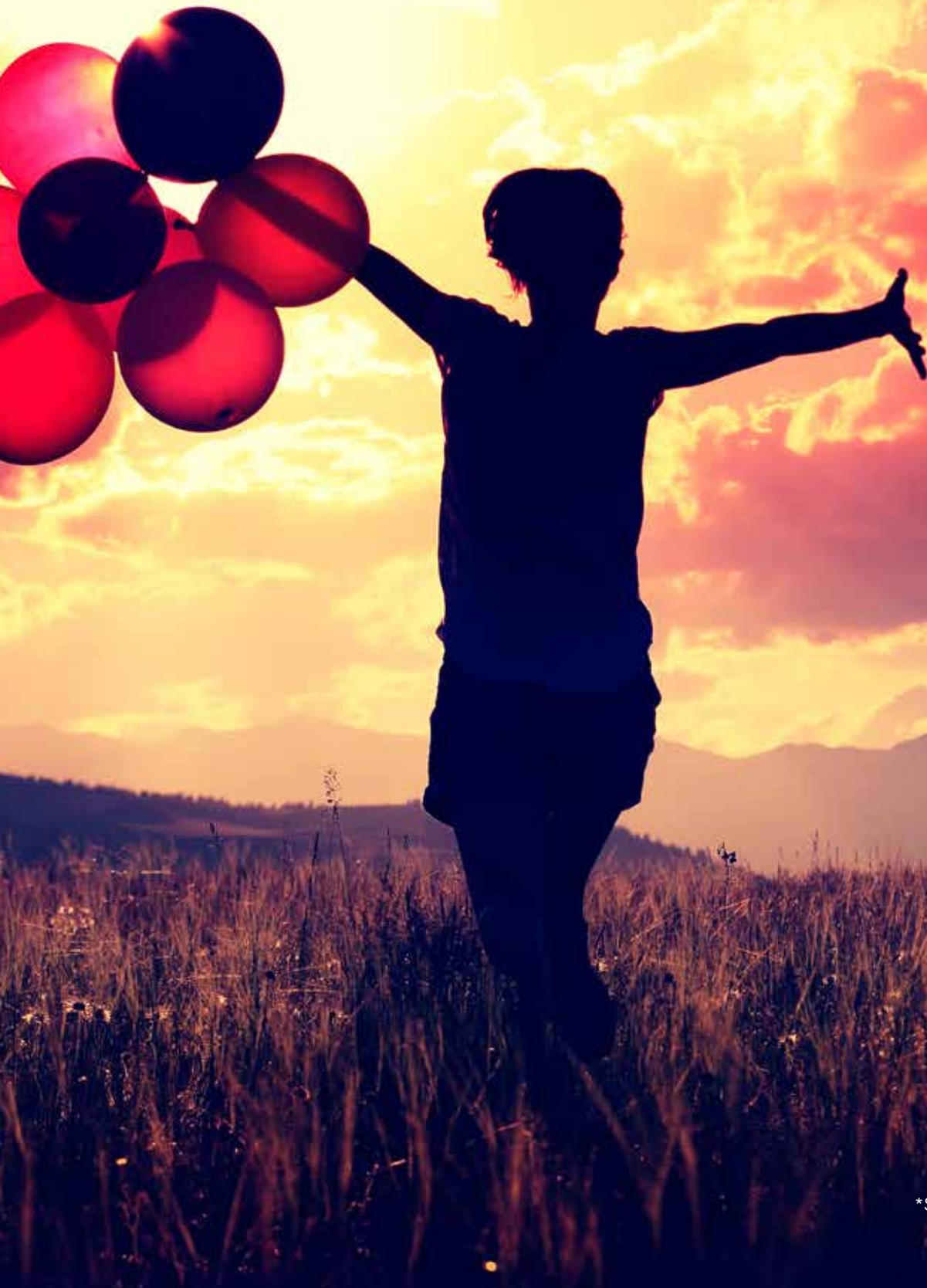
"I always learn something new at a Longevity event"
Jacqui Saks

7 *Longevity Supplements & Special Projects*

The *Longevity* brand has become synonymous with beautifully crafted supplements and 2017 will be no different with two new properties on offer.

In 2017, *Longevity* will be publishing two standalone supplements; details are available on request. Speak to your sales representative regarding opportunities to showcase your products and services in these sought-after properties.

INFORMATION KIT



*Source - ABC (July - Sept 2016)
- AMP 2015 AB
- CREAM Research

LONGEVITY

INFORMATION KIT

AVERAGE
AGE

42

YEAR OLD

OCCUPATION

45% ARE GRADUATES/POST-GRADUATES.
9% OF *LONGEVITY* READERS ARE IN HEALTH AND MEDICAL RELATED PROFESSIONS; 17% ARE PROFESSIONALS AND 25% ARE IN TOP OR SENIOR MANAGEMENT. **THE LONGEVITY READER IS HIGHLY EDUCATED, WORKS AND EARNS A SIGNIFICANTLY HIGHER INCOME THAN MOST OTHER LIFESTYLE MAGAZINE BRANDS**

MEDIA CONSUMPTION*

60%
OF *LONGEVITY*
READERS SHOP
ONLINE

51%
OF *LONGEVITY*
READERS READ
MAGAZINES
ONLINE

81%
OF *LONGEVITY*
READERS HAVE
A POSITIVE
ATTITUDE WHEN
STARTING EACH
DAY

28%
OF *LONGEVITY*
READERS ARE
SPENDING MORE
THAN A YEAR
AGO.

* BRANDMAP 2015

HOW WE REACH THEM

THE PRINT EDITION IS DISTRIBUTED NATIONALLY THROUGH LEADING RETAIL OUTLETS, INCLUDING SPECIALIST PARTNERSHIPS WITH SLOW LOUNGE, SELECTED CORPORATE WELLNESS PROGRAMES AND HOSPITALS NATIONWIDE. COMBINING OUR READERSHIP OF

50 000*

AND OUR ONLINE AND EVENT ACTIVATION PLATFORMS ALLOWS US TO REACH UPWARDS OF

80 000*

PEOPLE.

HOUSEHOLD INCOME

48%

**OF OUR READERS ARE LSM 10+
AND 14% EARN MORE THAN R100 000 MONTHLY**

LIFESTYLE

37%
OF THOSE AGED
25 – 34 ARE
PROFESSIONALS

36%
ARE PRIVATE BANK
CLIENTS

21%
OF OUR READERS
OWN THEIR OWN
BUSINESSES

LONGEVITY IS UNIQUE IN
THAT ALMOST
**30% OF OUR
READERSHIP IS MALE**

DID YOU KNOW?

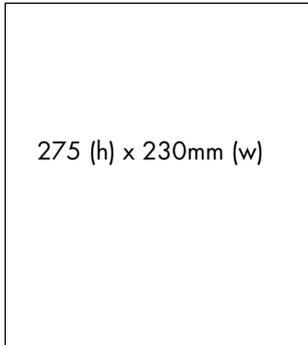
ALMOST 40% OF *LONGEVITY* READERS HAVE TRAVELLED LOCALLY AND INTERNATIONALLY IN THE PAST 6 MONTHS

LONGEVITY

INFORMATION KIT

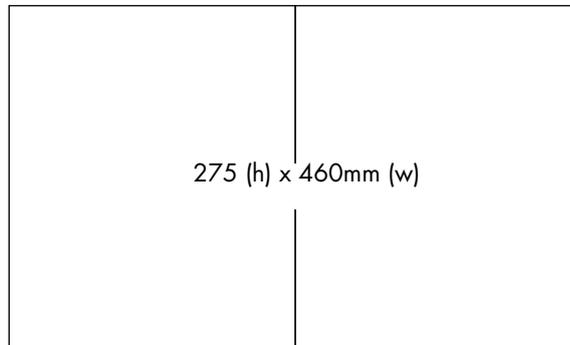
PRINT ADVERTISEMENT CREATIVE SPECIFICATIONS

NEW BOOK SIZE:



SINGLE PAGE ADVERTISEMENT

TRIM: 275 (h) X 230 (w)
BLEED: 5mm



DOUBLE PAGE SPREAD ADVERTISEMENT

TRIM: 275 (h) X 460 (w)
BLEED: 5mm

FILE FORMATS:

- **File Type:** PDF (PDF/X-1a format) with all fonts and high-resolution images embedded
- **Color space:** Process CMYK (no spot colors or RGB)
- **Resolution:** 300 DPI
- **Marks:** Include trim and bleed marks

DIGITAL MATERIAL REQUIREMENTS

Formats: *Longevity* accepts digital ads in the following formats, sent via websend or wetransfer

PDF: Press optimised PDFs including all elements, eg high resolution images (minimum 300 dpi) and all fonts embedded. The PDF should be pre-flighted and verified prior to transmission.

EPS: Fonts and high-resolution images embedded.

Proofs: A high-colour proof is essential, colour/laserinkjet printouts are not sufficient. *Longevity* will not be held responsible for variations in the final printed colour.

Colour: *Longevity* is not responsible for colour discrepancies that might occur when images are converted from RGB to CMYK.

Furniture: Remove all furniture (ie: coloured bars, exposure bars and registration marks). Crop marks can be added, but only if absolutely necessary.

MAINBOOK MATERIAL SPECIFICATIONS

FORMAT	TRIM	WITH BLEED	TYPE
DPS	275mm X 460mm	285mm x 470mm	245mm x 430mm
Full Page	275mm X 230mm	285mm X 240mm	245mm x 200mm
½ page horizontal	137mm X 230mm	147mm X 240mm	107mm x 200mm
½ page vertical	275mm X 115mm	285mm X 125mm	245mm x 90mm
⅓ page horizontal	90mm X 230mm	100mm X 240mm	80mm x 220mm
⅓ page vertical	275mm x 77mm	285mm x 87mm	265mm x 60mm
Classified block	98mm x 38mm	103mm x 43mm	92mm x 32mm

LONGEVITY WILL QUOTE ONLINE ADVERTISEMENTS, E-CONTENT, E-COMMERCE OPPORTUNITIES AND E-NEWSLETTERS ON REQUEST DUE TO THE BESPOKE NATURE OF OUR SITE AND AUDIENCE.
PLEASE CONTACT EDITOR@LONGEVITYMAG.CO.ZA FOR DETAILS.

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INFORMATION KIT

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	PRINT DEADLINE	ON SHELF
APRIL/MAY:	24/02/2017	3/03/2017	10/03/2017	27/03/2017
JUNE/JULY:	28/04/2017	5/05/2017	12/05/2017	29/05/2017
LONGEVITY SPA	22/05/2017	02/06/2017	09/06/2017	26/06/2017
AUGUST/SEPTEMBER:	30/06/2017	07/7/2017	14/7/2017	31/7/2017
LONGEVITY FIT	24/07/2017	04/08/2017	11/08/2017	28/8/2017
OCTOBER/NOVEMBER:	25/08/2017	1/09/2017	8/09/2017	25/09/2017
LONGEVITY HEALTH DIRECTORY	15/10/2017	22/10/2017	03/11/2017	27/11/2017
DECEMBER/JANUARY 2018:	27/10/2017	3/11/2017	10/11/2017	27/11/2017

ADVERTISING RATES

RUN OF PAPER, PER INSERTION	
Full Page	R23 850
DPS	R46 110
½ page	R15 370
⅓ page	R10 547
Classified*	R3 710
Directory**	R1 007

* Classified ⅓ page
(81 mm height by 93mm width)

** Directory Business card (40mm height by 98mm width). Minimum 3 insertions

COVERS	
IFC DPS	R47 170
OBC	R25 970
IBC	R24 910

SPECIAL RATES ON REQUEST

Gatefolds, perforation, gluing, split, bagging, sampling, bookmarks, stickers, backing boards and headerbags. Please contact your account executive.

IMPORTANT

All the above rates are subject to the current rate of value added tax (not included).

PACKAGING OF INSERTS

1. Inserts must be properly packed in a firm carton container or box on a pallet.
2. Individual stacks must be uniformly packed, facing the same direction.
3. Inserts must be delivered face up.
4. The container must be clearly marked with the publication name, date and issue number, and the number of inserts. Print orders are meant as guidelines only and they can fluctuate at any time with every issue.
5. In the event of our printers not being able to handle the insert due to incorrect packaging or shortages, no liability will be accepted of any losses arising from the omission of the insert.

(Pre-printed tip-in bound insert: R945/1 000. Please send all bound inserts to us for a quote.)

Subject to increased postage where applicable. Maximum size should not exceed 270mm X 200mm.

All insertion rates exclude agency commission and VAT.

INSERTS

PRE-PRINTED INSERTS (LOOSE)

SIZE	RATE PER 1000
Single	R540
2 - 4 pages	R680

PRE-PRINTED INSERTS (BOUND)

SIZE	RATE PER 1000
Single	R710
2 - 4 pages	R870
Pre-printed tip-in	R1060

DIGITAL INFORMATION KIT



LONGEVITY

DIGITAL INFORMATION KIT

ONLINE ADVERTISEMENT CREATIVE SPECIFICATIONS

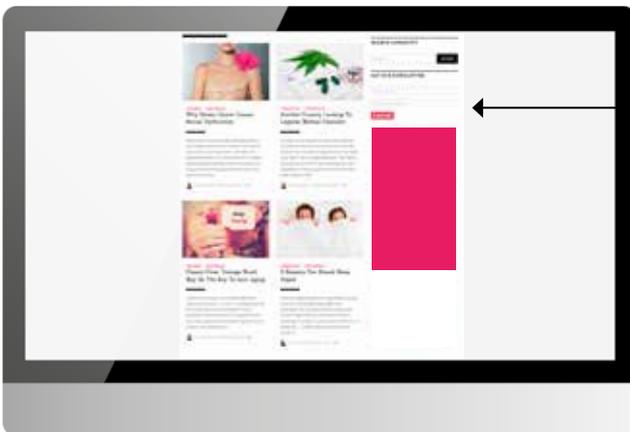


LEADERBOARD ADVERTISING:

Positioned at the top of the *Longevity* website, this is prime real estate for your brand message to be broadcasted.

R350 CPM

Size: 728 x 90 pixels



SKYSCRAPER ADVERTISING

Positioned on the right-hand side of our website, this placement ensures that your ad sits side-by-side with editorial content.

R350 CPM

Size: 300 x 600 pixels



SIDE BANNER

Positioned on the right-hand side of our website, this placement ensures that your ad sits side-by-side with editorial content.

R350 CPM

Size: 300 x 250 pixels



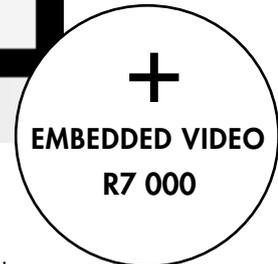
HOMEPAGE TAKEOVER

Leaderboard (728 x 90)
+ Side banner (300 x 250)
+ Side banner (300 x 600)

R7 500 A WEEK

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DIGITAL INFORMATION KIT



NATIVE POST OUTLINE

Let us tell your brand's story in the authoritative *Longevity* tone. The client provides the angle, images and copy and we will turn this into an enticing bespoke post for our viewers.
(+ 200 words copy, 3-5 images)

R6 400



FACEBOOK POST OUTLINE

Enjoy the benefits of premium placement on our Facebook profile, being endorsed by our brand and, in return, receiving valued engagement from our readers. Facebook posts include supplied copy, images and are linked to your designated profiles and pages.

R500 PER POST



TWEETED OUT ON TWITTER

The quickest way to spread the word, let us give you a shout-out to our loyal followers and friends.

R500 PER POST



WE HAVE SEVERAL DIGITAL CONTENT CASE STUDIES TO SHARE. OUR AUDIENCE NO'S GROW DAILY AND ARE AVAILABLE ON REQUEST. PLEASE CONTACT US FOR MORE INFORMATION

LONGEVITY

TERMS AND CONDITIONS

- All copy for advertisements / advertorials is subject to the approval of the publisher, who also reserves the right to decline or cancel any advertisements / advertorials or series of advertisements / advertorials.
- No responsibility will be accepted by the publishers for loss arising from typographical or other errors. The publisher's responsibility is limited to industry standard scanning and printing quality. No responsibility is taken for picture selection, enhancement or layout. The publisher is not responsible for any apparent discrepancy in this regard and clients are not exempt from liability for the full insertion price reflected on orders and or copy instructions, should an error have occurred.
- It is a client's responsibility to supply material suitable for space bookings by the publisher's copy deadlines. If copy is not forthcoming, the publisher has the right to make up copy for space booked. Furthermore, the cost of making up the material will be debited to the client.
- The publisher accepts no responsibility for incorrect material supplied. All litho material supplied is assumed to be correctly sized, marked and appropriate in screen.
- The proprietors and publisher shall not be liable for any loss occasioned by the failure of an advertisement to appear on any special day, or at all, for any cause whatsoever.
- The publisher will use their best endeavours to place the advertisement correctly under this agreement, but will not be liable for any loss of profits or damages suffered by the client as a result of their failure to do so and the account rendered in any respect. The publisher shall be exempt from any liability arising from force majeure or where performance of their obligations is prevented by circumstances outside their control.
- While an enquiry service number may be supplied, this in no way forms part of the contract. The publisher is not responsible for an omission of an enquiry number nor the failure to supply the client with enquiries. The client may not, in any way, hold back payment or part thereof should the enquiry number service, for whatever reason, not be supplied.
- Whilst every effort will be made to place advertisements / advertorials / insertions in requested positions, no guarantees can be given. The placement of advertisements / advertorials / insertions is at the sole discretion of the editor. A guarantee of position is subject to a 10% (ten percent) surcharge being paid by the client, otherwise no guarantee will be given.
- No cancellation of space can be accepted less than (1) one month before publication date. Verbal cancellation will not be valid, only a written cancellation confirmed by the publisher will serve as notice.
- Series rate quoted apply only to firm orders and insertions must be taken up within a (12) twelve month period unless otherwise arranged. Where the number of insertions taken does not justify the series rate, a surcharge will be made.
- All production costs will be for the account of the client as per the publisher's client service rates. This includes all photography and layout expenses.
- Payment is required within 30 (thirty) days of date of invoice and the publisher reserves the right to suspend services if payment is not received within 60 (sixty) days. This action by the publisher will not constitute a breach of agreement. The insertion charge is excluding Value Added Tax, and is, unless specified to the contrary, exclusive of production costs.
- Nothing herein contained shall be interpreted as obliging the publisher to afford the client any indulgence to effect payment after due date.
- All overdue accounts will bear interest at the rate of 2% (two percent) per month, the interest to be capitalised monthly. All accounts which are in arrears will be handed to a professional debt collection agency and all legal cost incurred, inclusive of a debt collection commission of 20% (twenty percent), will be for the account of the client, and by placing his/ her signature on the order form, the client agrees to his account being debited with such costs.
- In the event of the publisher instructing its attorneys to collect any amounts, all legal fees and collection charges and tracing agents' fees as between attorney and client shall be borne by the client.
- Once an account has been handed over for collection, all payments made shall firstly be allocated towards such collection/tracing fees and charges, thereafter to interest and finally to capital.
- A certificate under the hand of any director, manager or accountant of the publisher whose valid appointment need not be approved by the publisher, in respect of any indebtedness of the client to the publisher or in respect of any other fact, including but without limiting the generality of the foregoing, the fact that professional publishing services were rendered, shall be prima facie evidence of the client's indebtedness to the publisher and prima facie evidence of such other fact and prima facie evidence of the services rendered, for inter alia the purpose of summary judgement.
- In all cases where the client uses the postal service or any other service to effect payment, such service shall be deemed to be the agent of the client.
- Where a client is a company, close corporation, partnership or other legal entity, whether or not the liabilities of the entity exceed the assets either at the time of entering the agreement or on publication, the authorising individual does hereby bind himself/herself as coprincipal debtor, in solidum, for the due and punctual payment of all amounts and sums of money which may now or at any time hereafter be or become due as a result of this contract with the publisher, irrespective of any changes which may now or in the future take place in the nexus between client and the authorising individual.
- The authorising individual hereby expressly renounces the benefits of division, excussion and cession of action as well as the benefits of the legal exceptions non causa debiti, de duobus vel pluribus reis debendi, non numeratae pecunia, errore calculi, no value received and revision of accounts and declares that he/she is fully acquainted with the meaning, legal effect and consequences of these renunciations.
- The client does hereby irrevocably and in rem suam cede, pledge, assign, transfer and make over unto and in favour of the publisher all of its right, title, interest, claim and demand in and to all claims/debts/book debts of whatsoever nature and description and howsoever arising which the client may now or at any time hereafter have against all and any persons, companies, corporations, firms, partnerships, associations, syndicates and other legal personae whosoever without exception as a continuing covering security for the due payment of every sum of money which may now be due or at any time hereafter be or become owing by the client to the publisher from whatsoever cause or obligation howsoever arising which the client may be or become bound to perform in favour of the publisher.
- Should it transpire that the client at any time entered into prior deeds of cession or otherwise disposed of any of the right, title and interest in and to any of the debts which will from time to time be subject to this cession, then this cession shall operate as a cession of all the client's reversionary rights. Notwithstanding the terms of the foregoing cession, the client shall be entitled to institute action against any of its debtors provided that all sums of money which the client collects from its debtors shall be collected on the publisher's behalf and provided further that the publisher shall at any time be entitled to terminate the client's right to collect such monies/debts.
- By placing his/her signature in the face hereof the client agrees to the terms and conditions as set out above, agrees that this order constitutes a valid contract with the publisher and certifies that the information given herein by him to the representative of the publisher is true and correct.
- Ownership in all material handed to the publisher and subsequently published shall remain vested in the publisher until the full publishing price in respect thereof has been paid, in the event of a breach of contract by the client after material was handed back to him, the publisher shall be entitled, forthwith, to take possession of the material without prejudice to any further rights vested in it and is hereby irrevocably authorised to enter upon the client's premises to take delivery of such material without Court order. Where material was published and not claimed by the client within a period of 12 (twelve) months from date of publication, such material may be destroyed at the discretion of the publisher without prior notice to the client.
- This agreement is governed by South African Law and is subject to the jurisdiction of the South African courts. The publisher is allowed to institute legal proceedings for the recovery of any amount owing hereunder in the Magistrate's Court of any district which by virtue of Section 28 of the Magistrate's Court Act has jurisdiction over the client, but this does not preclude the publishers at their own discretion from instituting legal proceedings in the Supreme Court of South Africa which has jurisdiction over the client.
- The client chooses as his domicillium citandi et executandi the physical address contained herein for the purpose of giving or sending any notices provided for or required hereunder, or such other address as may be substituted by written notice given thereof.
- All terms and conditions relating to the services are set out herein. All other terms and conditions are excluded unless agreed to in writing by the publisher and no other conditions, warranties or representations, whether oral or written, express or implied by statute or otherwise, shall apply hereto.
- No concession, latitude or indulgence allowed by the publisher to the client shall be construed as a waiver or abandonment of any of its rights hereunder.
- Each of the terms herein, excluding liability on the part of the publisher, shall be a separate and divisible term and if any such term becomes unenforceable for any reason whatsoever, that term shall be severable and shall not affect the validity of the other terms.



PARTNER WITH

LONGEVITY

All Editorial Enquiries: Editor@longevitymag.co.za

All Sales Enquiries: Fay@longevitymag.co.za

Go to **LongevityLive.com** for an updated list of editorial and sales representatives in your area.

Click on the **About Us** tab.

For General Enquiries Telephone:

010 591 7431