

Essential

GROOM

THE ULTIMATE GUIDE FOR THE ULTIMATE GROOM

RATE CARD 2024 FOR ESSENTIAL GROOM DIGITAL MAGAZINE

Readers use Essential Groom to plan their wedding and to educate themselves and their entire wedding party - The ultimate guide for the ultimate groom. Don't miss this opportunity to showcase your products and services to a direct target market.

ESSENTIAL GROOM - DIGITAL MAGAZINE



Essential Groom magazine is the only publication in South Africa that caters to the groom, ensuring that he too is made to feel special on his big day, making this "The Ultimate Guide for the Ultimate Groom".

Essential groom offers all the essentials the groom will need to take into consideration after she has said: "Yes". Each issue of Essential Groom has a full selection of articles to cover topics such as choosing the ring, how to pop the question, writing a speech, the duties of the best man, men's attire, grooming the groom, honeymoon destination & marriage advice.

Essential Groom magazine is also a platform for all professional suppliers and service providers in the wedding industry to showcase their products and services to a direct target market for all new Grooms-to-be.

The magazine comes out 4 times a year, March, June, September & December.

Our digital magazine can be purchased from our online store on our Essential Groom website (www.essential-groom.com)



Essential Media Head Office / Sales & Marketing Director - Tracey-Anne Pienaar +27 87 163 6382 | tracey.essentialmedia@gmail.com

Company Registration: Number 2016/274933/07, Vat Number: 4390274019. Johannesburg, South Africa.

WWW.ESENTIAL-GROOM.COM

Essential GROOM

THE ULTIMATE GUIDE FOR THE ULTIMATE GROOM

RATE CARD 2024 FOR ESSENTIAL GROOM DIGITAL MAGAZINE

ADVERTISING RATES FOR DIGITAL ISSUE

PAGE RATE	COST (EXCL VAT)	VAT	TOTAL INCL. VAT
Inside front cover	R 28 500.00	R 4 275.00	R 32 775.00
Outside back cover	R 30 500.00	R 4 575.00	R 35 075.00
DPS advert	R 28 500.00	R 4 275.00	R 32 775.00
Single page advert	R 8 500.00	R 1 275.00	R 9 775.00
Advertorial	R 10 500.00	R 1 575.00	R 12 075.00

All the above prices include a 12 month online marketing campaign (limited offer) to be placed on the Essential Groom website. Please see marketing proposal attached for further details.

SPECIAL FEATURE	COST (EXCL VAT)	VAT	TOTAL INCL. VAT
5 Page profile (per issue)	R 35 500.00	R 5 325.00	R 40 825.00

* For men's wear designers only. One men's outfit per page (client can supply images of their collection or provide outfit for the photo shoot) + 1 full page advert and a 3 month online marketing campaign.

ONLINE MARKETING (website - Essential Groom)

DURATION	COST (EXCL VAT)	VAT	TOTAL INCL. VAT
12 Months	R 7 500.00	R 1 125.00	R 8 625.00

ONLINE INCLUDES

When booking a single page advert, you will also receive value added services in the form of our online marketing campaign on the Essential Groom website.

OUR ONLINE MARKETING CAMPAIGN PER ISSUE WILL CONSIST OF:

- 1 x Video Link of your products, services or venue on our website under your designated category.
- 1 x Dedicated page on our website.
- 3 x Blog post during the 3 month period. This can be a promotional post to draw traffic to your website.
- All blog posts will be linked to our social media platforms such as Facebook, Twitter and Pinterest.
- All blog posts will be updated three times a week, every Tuesday, Wednesday and Thursday before 16:00pm.
- Your company advert will also appear on the dedicated service providers page under your category.
- All of the above will be placed and marketed on our website for the 3 month period that the magazine is out on the shelves.

FOR THE ONLINE MARKETING PACKAGE TAKEN OVER A 12 MONTH PERIOD (NO PAGE TAKEN IN THE MAGAZINE):

- 1 x Video Link of your products, services or venue on our website under your designated category.
- 1 x Dedicated page on our website.
- 1 x Blog post per month for 12 months. This can be a promotional post to draw traffic to your website.
- All blog posts will be linked to our social media platforms such as Facebook, Twitter and Pinterest.
- Your company advert will also appear on the dedicated service providers page under your category.
- All of the above will be placed and marketed on our website for the 12 month period.
- Payment is in full on the signing of a 12 month contract

For the online marketing please provide us with a text document with up to 1500 words, your company contact details, website address, social media links and your logo (to be supplied as high res 300dpi JPG). Please also supply us with 10 high res (300dpi) JPG images of your services/products/work.



Essential Media Head Office / Sales & Marketing Director - Tracey-Anne Pienaar +27 87 163 6382 | tracey.essentialmedia@gmail.com

Company Registration: Number 2016/274933/07, Vat Number: 4390274019. Johannesburg, South Africa.