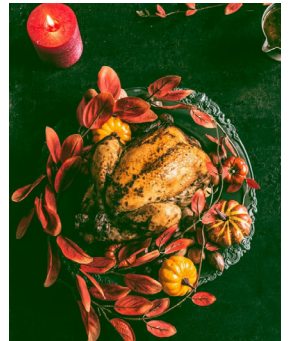
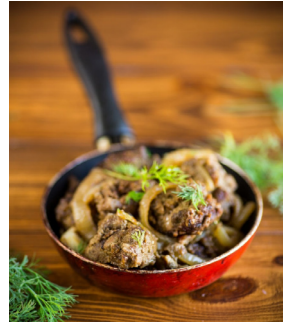


RATE
CARD
2021/22

THE FOOD AND STORIES OF OUR KOMVANDAAN

Koe'sister





About *Koe'sister*

Koe'sister magazine was launched in 2020 by award-winning communications agency, **Mikateko Media**.

When shared with family and friends, food transcends beyond its textbook definition. Smells, flavours and preparation are connected to family history – passed down from one generation to the next through storytelling. Across social statuses and racial lines, every family has a recipe (or two) that they cherish. Family recipes tell a story. They connect you to people, places or memories. *Koe'sister* magazine goes one step further, celebrating these recipes through heritage stories.



“Most magazines have become wallpaper; they’re all the same, all the same celebrities. But occasionally one or two different stories will pop out.” – David Talbot, media executive, journalist and author

Distribution and readership

Following the onset of the Covid-19 pandemic, which forced many elite magazine titles and publishing houses to close up shop, Mikateko Media was able to identify a gap in the market: *a magazine by the people, for the people* – featuring stories, recipes and comments from ordinary South Africans who rarely see themselves represented in mainstream glossy publications.

OUR READERS ARE:

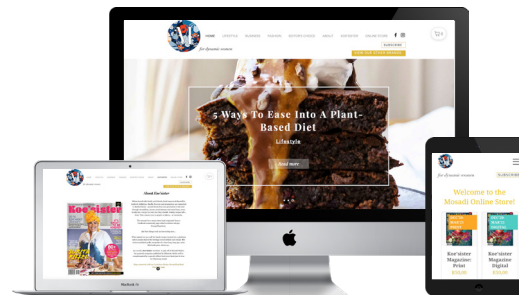
- LSM 6 – 10
- Predominantly women with purchasing power
- Educated
- Extremely loyal and engaging – an audience that continues to grow
- International representation (expats in Australia, New Zealand, Dubai, US and UK)



LAUNCH ISSUE
62,44%
sold out in stores
100%
sold out online

6 000+
printed copies
(minimum)

Produced quarterly and available from SPAR and Woolworths retailers. Nationwide and select drive-by pick up points.



DIGITAL AND SOCIAL MEDIA

Koe'sister is also available in digital format via Mikateko Media's e-commerce store, which is hosted on our own platform, *Mosadi*:
mosadionline.com/online-store

Mosadi is a premier wealth-building resource aimed at women, offering carefully curated content that always inspires, encourages and informs. The website is supported by a fortnightly newsletter and social media pages on Facebook and Instagram. Further to this, *Koe'sister* has its own private Facebook group.

This offers advertisers access to a niche audience (*Mosadi* and *Koe'sister*) of 6 009 across our digital platforms¹. This figure is based on users only and excludes Reach² – which averages around 32 000 – when we boost posts via Facebook Ads.

Mosadi
1 069

Koe'sister
3 400

average monthly visitors to mosadionline.com

443

1 580
Newsletter Subscribers

1183

¹ Figures correct as at: June 2021.

² Reach is a great metric because it gives you an idea of the awareness created around your brand.



Our community, our heart

Koe'sister magazine is supported by branded merchandise such as bespoke aprons and recipe stands, which are also sold on mosadionline.com. R15 from the sale of all branded merchandise is donated to a feeding scheme.



Editorial pillars



FOOD & FAMILY RECIPES

The magazine shares recipes from diverse cultures that make South Africa unique. The recipes are authentic and close to home, with a touch of aspiration without an artificial filter 'sanitising' a beloved dish.



STORYTELLING

In an industry where storytelling is still ring-fenced, amplifying the diverse voices of ordinary people by sharing their extraordinary stories and experiences are important to us.



COMMUNITY

We are because you are. *Koe'sister* is a community project and reflects this with recipes and stories that highlight people doing it for themselves. From how to make a 100-litre pot of soup to creating community gardens... these are their experiences.



EDUCATIONAL

Here, content is informative and sometimes instructional. Readers learn while being entertained.



Rates

MOSADIONLINE.COM/KOE'SISTER (DIGITAL ONLY)

R7 500 per month

MOSADIONLINE.COM (DIGITAL ONLY)

R7 500 per month

SPECIAL OFFER:

**Buy 9 months,
get 3 months free**

***SPONSORSHIP PACKAGES
AVAILABLE**

Full Page	R12 500
Half Page	R 7 500
Double Page Spread	R22 500
Outside Back Cover	R15 000
Inside Back Cover	R13 750
Inside Front Cover	R14 500
Inside Front Cover DPS	R25 500

Loose Insert Rates (including bagging) Up to 8 pages

Per Insert (into magazine) R1 950 per 1 000

Per Insert (out of magazine) R1 750 per 1 000

SPECIAL OFFER:

**Buy 4 issues,
get 1 free**

MOSADI/KOESISTER PACKAGE

R22 500 (35% discount)
(monthly R7 500 x 3 months)

PRINT/DIGITAL	DIGITAL
FPFC in Koe'sister Quarterly issue x3 months	Newsletter mention monthly x2
On shelf in selected retail stores countrywide in SA	Social media monthly postings: Facebook x2 per month Instagram x2 per month
Digital magazine sold on Mosadionline.com	Mosadionline.com Editor's choice listing x1
Printed copies sold at select drive by pick up points	



Specs and deadlines

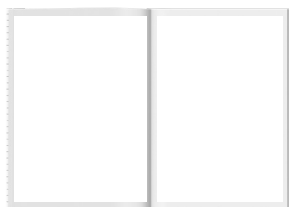
ARTWORK SPECIFICATIONS

Magazine size: 276 x 210



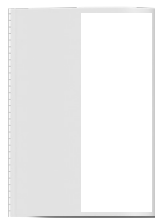
Full Page

Trim 276 x 210
Type 256 x 190
Bleed 286 x 220



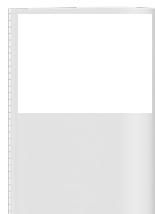
DPS

Two separate full page PDFs



Half Page Vertical

Trim 276 x 105
Bleed 286 x 115



Half Page Horizontal

Trim 138 x 210
Bleed 148 x 220

MATERIAL DEADLINES

2021/22

AUTUMN ISSUE (March, April, May)

Booking deadline: 5 March 2021

Material deadline: 10 March 2021

WINTER ISSUE (June, July, August)

Booking deadline: May 2021

Material deadline: May 2021

SPRING ISSUE (September, October, November)

Booking deadline: August 2021

Material deadline: August 2021

SUMMER ISSUE (December, January, February)

Booking deadline: November 2021

Material deadline: November 2021

MATERIAL REQUIREMENTS

- Ad material to be created on Mac, supplied in PDF/x-1a format.
- DPS ads to be supplied as two single page ads.
- All PDF files to be created as CMYK files (not RGB files). Do not use spot colours.
- All fonts, images and graphics are to be EMBEDDED into the PDF file.
- If type prints black, it needs to be 100% Black (and not made up in CMYK as 4 colour black – this makes register very difficult).
- All images need to be 300dpi resolution, not lower than 240dpi.
- For large black panels it is recommended to have a 30-50% Cyan behind the 100% black panel to ensure a rich and solid black result.
- There needs to be 5mm bleed on all documents.
- To avoid variation of trim and fold, it is recommended that no text should run within 7mm of the trim.

MATERIAL DELIVERY

ROXANNE HOLMAN

Production Manager

roxanne.holman@mikatekmedia.co.za

Contact: 076 306 6500

ISSUE	Jun-21	Sep-21	Dec-21
AD BOOKING DEADLINE	03 MAY 2021	30 JULY 2021	01 NOVEMBER 2021
AD MATERIAL DEADLINE	10 MAY 2021	06 AUGUST 2021	08 NOVEMBER 2021



Get in touch

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