



Kids connection

information directory for young families



Kids Connection is the only **award winning** information directory for child-related products and services in South Africa.

■ **PRINTED NATIONAL DIRECTORY** (50% DISCOUNT on a WEBSITE Advert) distributed to :

- Top 100 Junior Schools in South Africa
- Maternity Wards in South Africa
- Paediatricians Rooms in South Africa
- Mothers Groups in South Africa
- Selected Retail Outlets in South Africa
- Printed twice a year: Winter (June) and Summer (November).
- Distribution is Audited and all clients receive the lists as well as copies of the directory for your records.

OR

■ **ONLINE DIRECTORY.**

- Join more than 1,000 happy clients.
- The Kids Connection website receives more than 123,000 hits PER MONTH – 1,5 million hits PER YEAR.
- The website averages 100 NEW PEOPLE PER DAY visiting the site.
- 77% of these visitors are referred to the site by search engines such as Ananzi and Google.
- GO LIVE IMMEDIATELY – on www.kidsconnection.co.za & self install or contact justina@kidsconnection.co.za.
- We can make-up your ads from your website in most cases.
- Website Audited Statistics are delivered to our clients.
- COST : R500 per annum excluding VAT.
- Higher exposure advertising available - website banners. Contact us for details.

FREE ADDITIONAL EXPOSURE to ALL OUR Kids Connection Clients

- **Free Updates to your Website Advert** as often as you wish – information always remains current.
- **Free option to submit Editorials / Advertorials** for upload on to the website and possible selection in to the printed directory.
- **Free access to submit information for the Emailed Newsletter** which is sent to close on 6000 members on our database every two weeks. Advertise events, new products, interesting news, developments and anything else of important via this medium on a continued basis.

The new worldclass INTERNATIONAL website is about to launch - you will be on it !



TECHNICAL SPECIFICATIONS – PRINTED DIRECTORY :

All sizes are width (w) x height (h)

Directory	Wording 10 – 20 words + Contact Details
Block	Please supply a Photo or Logo + Wording
Half page advert	Size : 91 x 137mm
Full page advert	Size : 188 x 137mm
Back Inside Cover	Size : 210 x 148mm (please include 5mm bleed)
Front Inside Cover	Size : 210 x 148mm (please include 5mm bleed)
Back Cover	Size : 210 x 148mm (please include 5mm bleed)

JPEG's, PDF's and Tiff's to be supplied at minimum 300dpi (HIGH RESOLUTION).
 Colour: CMYK. (NO special metallic inks or other Pantone spot colours.)
 (MS Word, Powerpoint, Publisher or Excel files will NOT be acceptable for print !)

Make-up adverts – TEXT: MS Word Doc, **IMAGE:** JPEG, PDF or Tiff

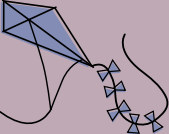
RATE CARD – WINTER 2009 : NATIONAL DIRECTORY

ADVERTISING SPACE	12 MONTH CAMPAIGN	
	I ISSUE	PRICE PER ISSUE (2 ISSUES) *
Directory Listing (text only - no image/logo/photo)	356.50	287.50
Block (text with image/photo/logo)	935.00	825.00
Half *	3,335.00	2,875.00
1 Page - A5 Size *	4,715.00	4,370.00
Bk Inside Cover *	5,980.00	5,635.00
Fr Inside Cover *	6,785.00	6,325.00
Back Cover	7,475.00	7,015.00

* Advertorials are available i.e. an Advert carrying text in the form of an Editorial

- All graphic design requirements are available at a ONCE-OFF charge of :
 Block Adverts : FREE / Half page advert : R540.00 / Full page advert : R675.00
- Changes to existing artwork on Kids Connection designed material is charged at nominal affordable rates.
- Prices EXCLUDE VAT.
 5% Discount for FULL Settlement UPFRONT
 50% Booking Deposit required to secure advert space
 50% Balance payable on final approval of artwork
 Prices subject to change without notice due to supplier increases

CONTACT US ON www.kidsconnection.co.za or our national sales manager Justina on justina@kidsconnection.co.za.

Kids connection

NATIONAL WINNER Businesswomen's Association Achievers Award - Start Up 2007
 NOMINATED Shoprite Checkers / SABC 2 – Woman of the Year 2008