

life in balance

inspiring a sustainable culture

www.lifeinbalance.co.za

media pack 2011

Showcasing the best in design, news and innovations, travel, food and drink, wellness, art and books, and daily living, Life in Balance presents a bi-monthly, nationally-distributed lifestyle magazine; THE WEEK - a weekly e-newsletter; the DIRECTORY - an online resource guide to sustainable living and innovative design; and the Life in Balance WEBSITE. The four formats complement one another and reach a broad readership that enjoys the fresh, chic take on all aspects of conscious, balanced living.

Life in Balance cuts through the jargon, allowing readers to make informed choices based on clear, reader-friendly content, whether they have already embraced a conscious lifestyle or taking their first steps towards balanced living.



the magazine

The magazine showcases news and innovations, design, products and services, and all elements of a balanced lifestyle. The publication is bi-monthly in our popular A3 format presenting 20 000 copies nationally.

deadlines 2011

Issue No.	Material deadline	On street
Issue #12	9 June	23 June
Issue #13	11 August	25 August
Issue #14	13 October	27 October
Issue #15	1 December	15 December
Issue #16	9 February 2012	23 February 2012
Issue #17	12 April 2012	26 April 2012

rates 2011

OBC	R15 000
1/4 page advertorial	R3 500
1/2 page advertorial	R6 500
Full page	R12 500
DPS (one per issue)	R22 500
Partner DPS branding	R7 500

online

THE WEEK E-NEWSLETTER cuts through the clutter and presents instant access to selected topical content, products and services. THE WEEK goes out 4 times per month to our database of 42 000 subscribers.

rates

Advertorial: R1500

Including a free featured listing in THE DIRECTORY for a year (12 months)

Repeat advertorial: R750

Once already featured in the directory

Article feature: R550

Article Banner: R250

Banner ad: R950

THE DIRECTORY presents a comprehensive resource guide to sustainable living, natural & organic products and services and supports the print and electronic offerings. The Directory offers monthly access to 65000 directory page views & our subscriber base of 30 000.

rates

A featured listing: R900 for the year (12 months)

A featured listing PLUS one advertorial in THE WEEK: R1500 for the year (12 months)

THE WEBSITE is the gateway to all Life in Balance offerings. It presents exclusive content and daily news from around the world, as well as selected content from both the magazine and THE WEEK e-newsletter, all of which are actively promoted via our publications and social media. Offers 9 250 unique users per month and in excess of 350 000 page views per month.

banner rates

Masthead position: R2500

Home page: R1850

Directory home page: R1850

who to contact

MICHAEL BEATHAM
DIRECTOR
082 573 3035
michael@lifeinbalance.co.za

MELISSA BAIRD
EDITOR
072 104 7536
melissa@lifeinbalance.co.za

NEIL FRYE
ACCOUNTS MANAGER
072 075 3978
neil@lifeinbalance.co.za

MICHELE BEATHAM
ONLINE EDITOR
021 788 1733
michele@lifeinbalance.co.za

ALEX TULLEKEN
GENERAL MANAGER
072 039 5542
alex@lifeinbalance.co.za