

S

owetan

Magazine

STYLE & SUBSTANCE | www.sowetanlive.co.za

MEDIA KIT
2018



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Magazine

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We talk
to IT girl...
**Nandi
Mngoma**

Style & Substance _____

Sowetan **S Mag** is a vibrant and engaging lifestyle, beauty, and fashion magazine, offering a delicious dose of entertainment and lifestyle features. The magazine, aimed primarily at a female readership, also gives a nod to the men with our S Man section, in which we talk grooming and fashion, and look at the latest trends.

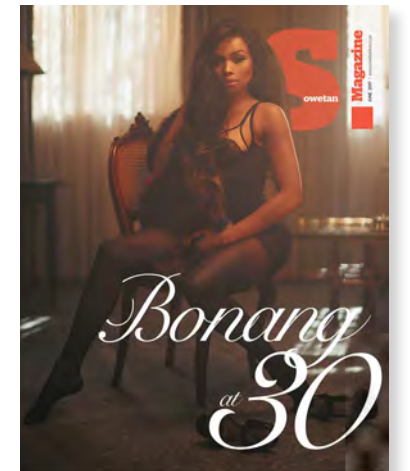




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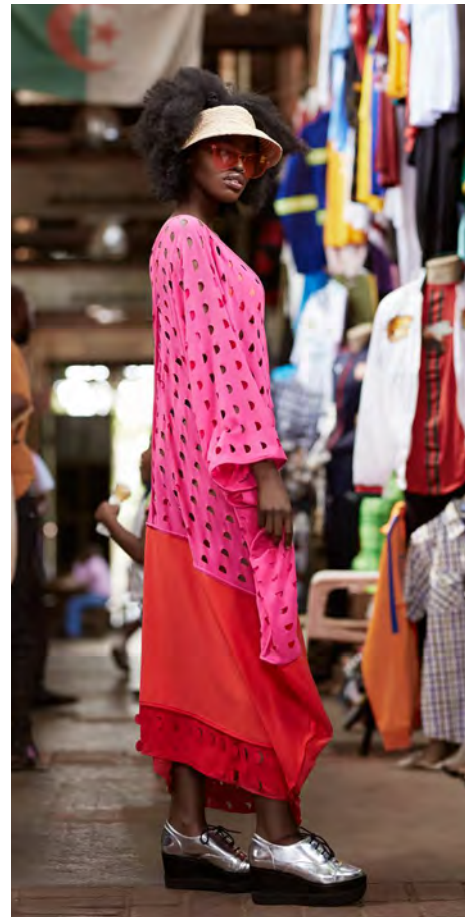
Sowetan S Mag is a vibrant and engaging lifestyle, fashion, and beauty magazine that is inserted into the iconic Sowetan newspaper on a quarterly basis. The glossy magazine is just more than a year old, and offers a mixture of on-the-pulse content that covers an assortment of topics, ranging from the latest trends and topical societal issues, to celebrity and lifestyle

features. Sowetan S Mag, which is aimed primarily at a female readership, takes a fresh approach, with exciting and beautifully designed content to showcase urban culture. With a love for all things proudly Mzansi, Sowetan S Mag also offers a section of male-specific content, including grooming and fashion. It's had some of the country's biggest names grace its covers, and Sowetan S Mag looks set to grow from strength to strength!



Celebrity

Somizi, Bonang, and Pearl Thusi are just some of the celebrities that have sat down for a chat with us, as we discover what makes them tick and the new and exciting projects they are working on.



Fashion and Beauty

Our fashion and beauty editors are on the pulse, as they create looks that will give our readers the edge by bringing international trends to life in a fresh and affordable way.



Hair

In each edition we speak to experts about how to keep the mane the main thing. Afro, relaxed, braided, or weaved hair – we have you covered.



Health and Fitness

The doctor is always on call, as different experts offer medical advice on a range of topics.



Weddings

Real-life weddings, advice from wedding planners, and expert advice from jewellers.



Décor

Our page brings you the latest home trends, whether you're on a budget or looking to spend a little bit more.



Food

Pages filled with the who's who of the culinary world, as well as recipes and tips.



23 March 2018

**FAMILY/RELATIONSHIPS
ISSUE**

Easter is a time for family, and in this edition we look at fashion, hair, and beauty for the whole family. For the new family, we talk budgeting for your new unit. If you're a new parent, we help you navigate what to expect when you're expecting, as well as sharing parenting tips for the toddler years. As usual, we offer a delicious dose of lifestyle features, including décor, travel, health, and motoring, in which we will look at some of our favourite cars of the year, from entry-level to dream cars.



29 June 2018

**HAIR AND FASHION TRENDS
ISSUE A/W '18**

SowetanS Mag gives you the lowdown on what's hot for the season: from fashion and beauty to great winter hair. We look at the latest fashion trends and zoom in on natural hair care, whether you choose to rock an Afro or go for protective styling. With wedding season coming up, we also offer you The Ultimate Wedding Guide, including décor ideas, gift-registry guides, and dresses, as well as the do's and don'ts. In the men's section, we talk grooming for the groom, fashion trends for the modern groom, and accessories (watches, cuffs, cologne, and shoes).



21 September 2018

THE HERITAGE ISSUE

The ultimate proudly South African issue! We celebrate all things Mzansi, looking at how to infuse local flavour into international trends in both fashion and beauty. We zoom in on the burgeoning art scene, looking at some of our favourite young artists coming out of Soweto and other townships, as well as the creatives who are making waves. As we ring in spring, see our décor ideas for must-have items to freshen up your home. We also help you plan your December holidays, with recommendations of the best Sho't Lefts to take, and how to plan your getaway.



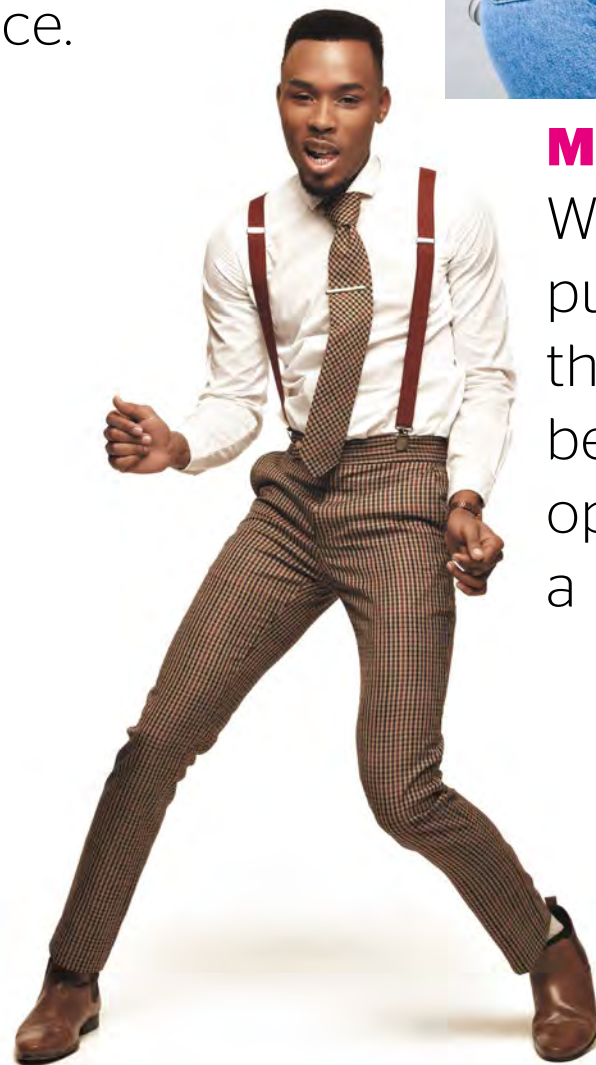
23 November 2018

**THE PARTY ISSUE: FOOD,
DRINKS, AND GIFT GUIDE**

Another year is in the bag, so let's celebrate! We take a fresh look at fashion and beauty ideas for the festive season. Just because it's the silly season, doesn't mean your health and finances need to take a dive, so we offer financial, health, and fitness tips. With travel on the cards, we look at how you can stay safe on the roads, including keeping the little ones occupied on long road trips. It's Christmas time, so let us take care of that for you, with our special focus on food and drinks ideas. Want to know how to enjoy your favourite drink? We get the lowdown on whiskies, cognacs, and cocktails from the experts. So kick off your shoes and join us at the S Mag end-of-year party!

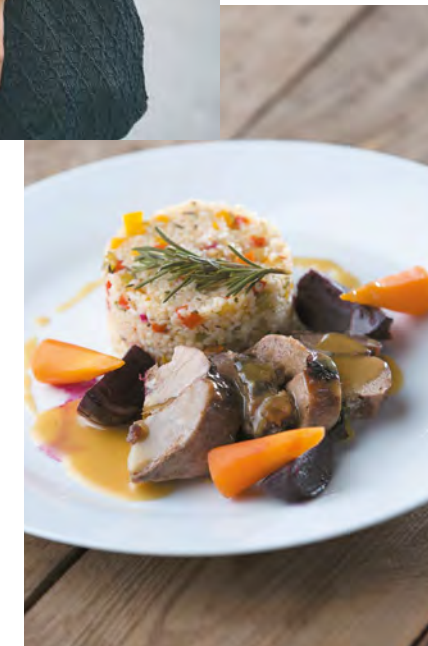
SOWETAN WOMEN'S CLUB

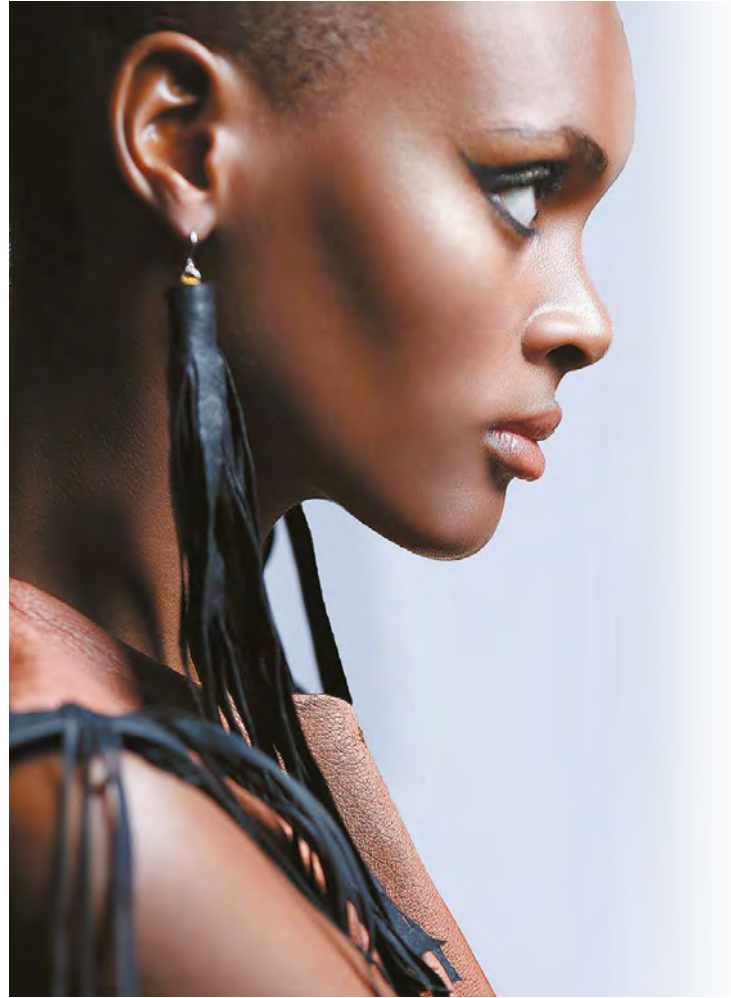
We are also igniting the power of the Sowetan Women's club – it is a 4000-strong database of engaged women who want to experience our unique editorial offerings via bespoke events. This is the perfect way to activate your products with an engaged, committed Sowetan audience.



MICRO PUBLICATIONS

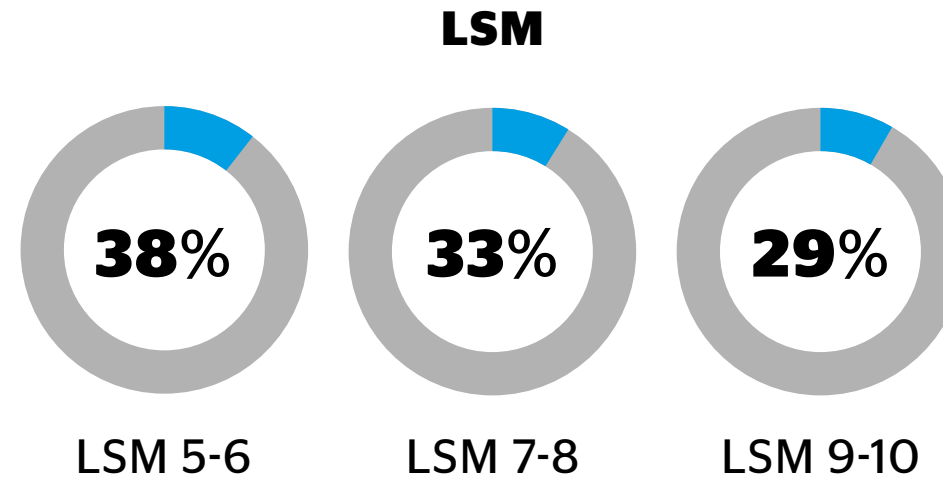
We are planning targeted micro publications sold to specific clients around themes including hair, recipes, events, beauty, fashion, and finance. This is an opportunity for clients to tell their story in a bespoke format.



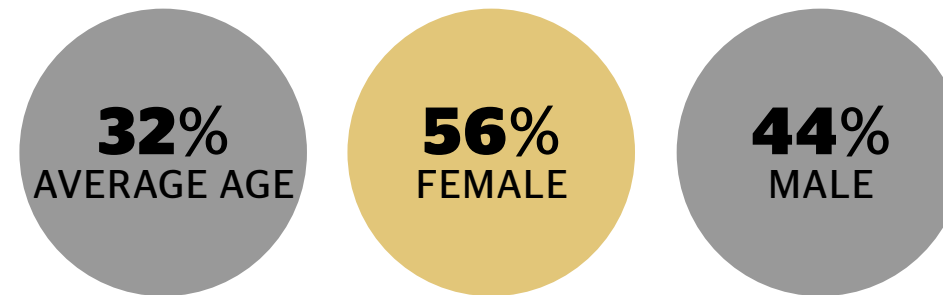


READERS' PROFILE:

U SELF-STARTER
J URBAN LOVES TRAVEL
EMPLOYED DARING
 ADVENTUROUS **B**EAUTY & FASHION
FEMALES **B**
EXPERIMENTAL **A**MBITIOUS
EASPIRATIONAL



DEMOGRAPHICS



Matric and higher education: **79%**

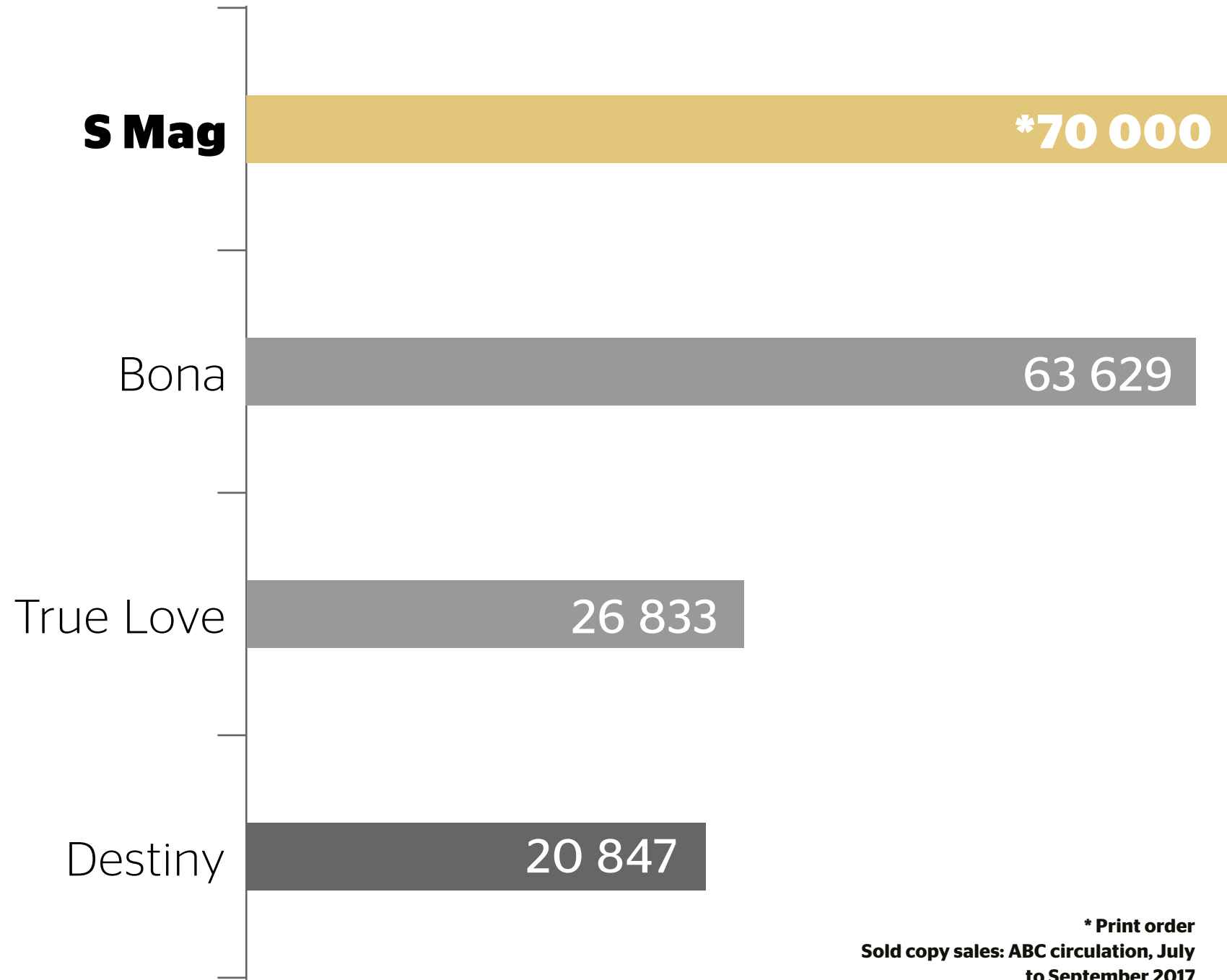
Responsible for regular purchases for self and household: **86%**

Print order: **70 000**

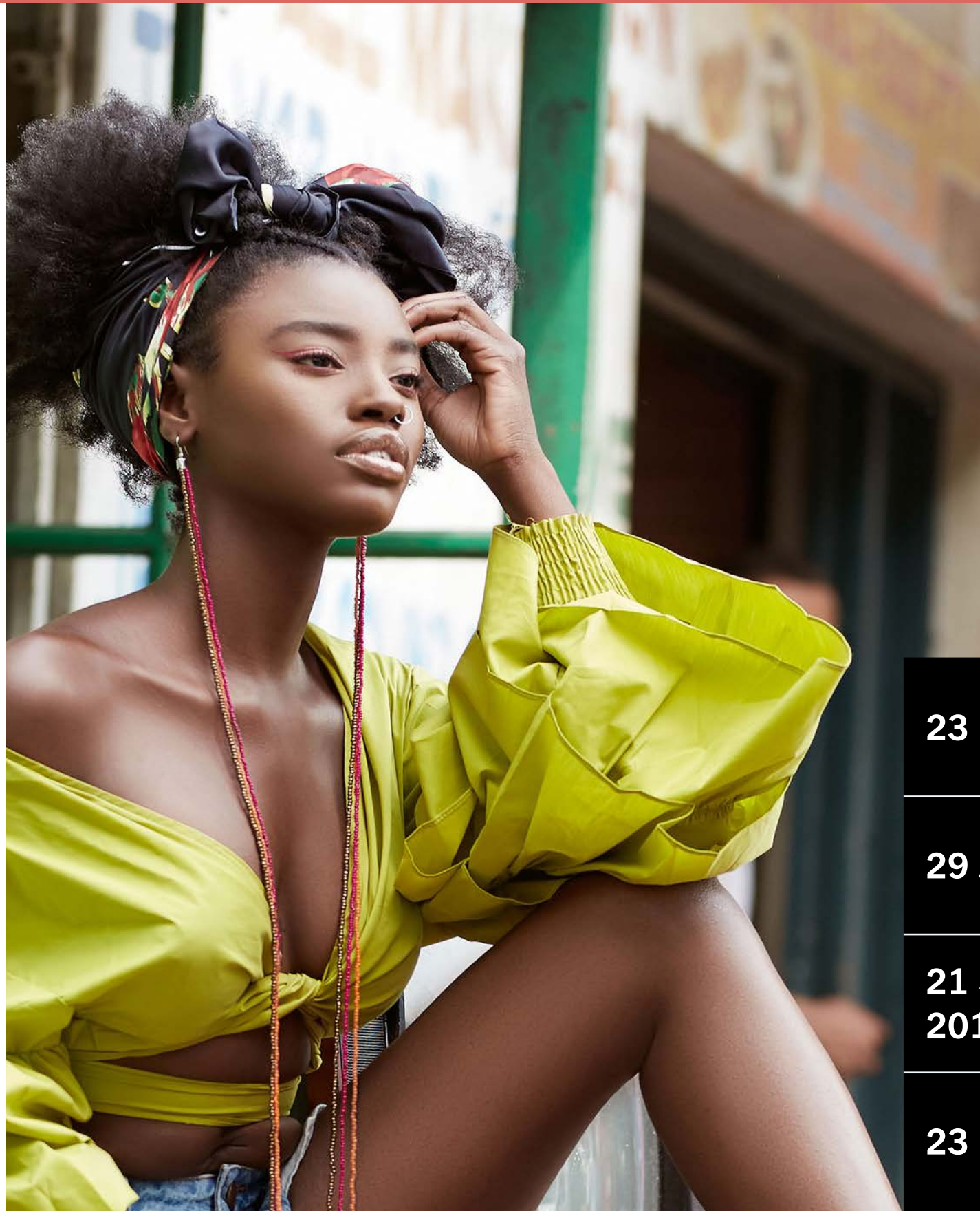
Estimated readership: **171 000**



* Source: AMPS 2016
 Sold copy sales: ABC circulation, July to September 2017

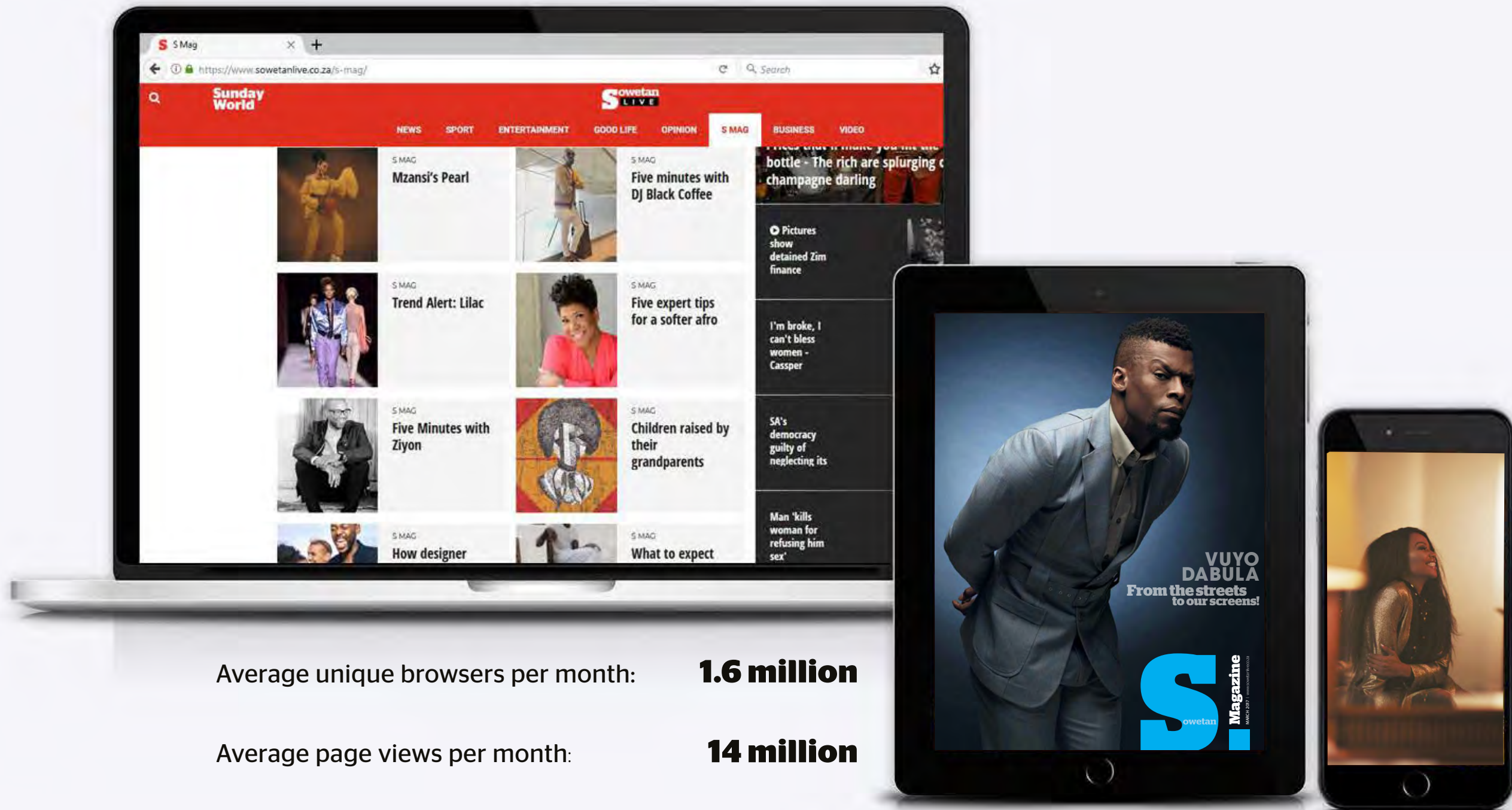


* Print order
Sold copy sales: ABC circulation, July
to September 2017



CALENDAR 2018

23 MARCH 2018	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	21 February 2018	28 February 2018	7 March 2018
29 JUNE 2018	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	30 May 2018	6 June 2018	13 June 2018
21 SEPTEMBER 2018	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	22 August 2018	29 August 2018	5 September 2018
23 NOVEMBER 2018	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	24 October 2018	31 October 2018	7 November 2018



Average unique browsers per month: **1.6 million**

Average page views per month: **14 million**

Source: Google Analytics



Age Group	15-19	20-24	25-34	35-44	45-49	50-54	55-64	65+
Percentage	7.5%	21.3%	36.2%	20.7%	6.7%	2.9%	3.4%	1.4%



Gender	Percentage
MALE	57.7%
FEMALE	42.3%



660,055



616,593

Source: Effective Measure, Google Analytics

SA AUDIENCE: 90.9%

Province	Percentage	INDEX
GAUTENG:	44.7%	120
KWAZULU-NATAL:	12.9%	76
LIMPOPO:	10.4%	123
WESTERN CAPE:	6.9%	54
MPUMALANGA:	7.3%	105

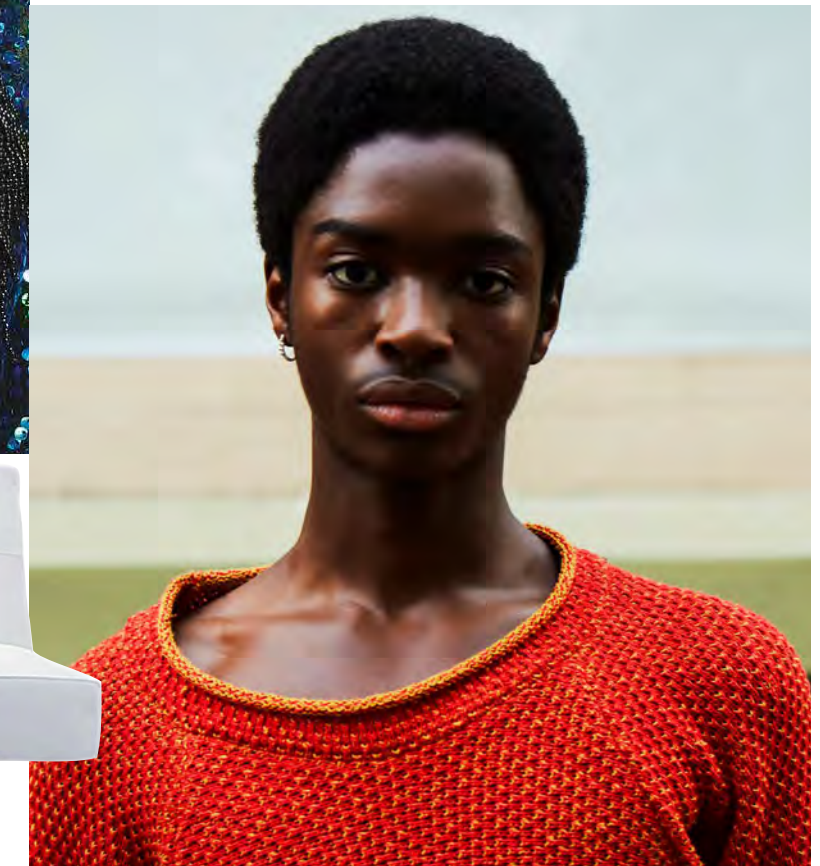
ADVERTISING RATES

Rates INCLUDE agency commission and EXCLUDE VAT

FULL PAGE	R48 874
DOUBLE PAGE SPREAD	R97 748
THIRD PAGE STRIP	R19 550
IFC	R117 300
SECOND DOUBLE PAGE SPREAD	R107 523
FULL PAGE NEXT TO CONTENTS	R53 762
FULL PAGE NEXT TO ED'S LETTER	R53 762
INSIDE BACK COVER	R53 762
OUTSIDE BACK COVER	R58 650

ADVERTORIAL RATES

Rates EXCLUDE agency commission and EXCLUDE VAT
 Extended usage will be quoted as requested.
 100% cancellation fee applies should any cancellation be made after booking deadline.





VALIDATION SPECIFICATIONS FOR DIGITAL RECEIVING

PRINTING SPECIFICATIONS

Adverts must be supplied to the exact specifications as indicated on the rate card. Any dimensions that are outside these areas will not be processed, and client will have to supply new material.

DIGITAL FILE DELIVERY

Digital adverts can be supplied using one of the following methods:

Quickcut ads.za@adstream.co.za or traffic.za@adstream.co.za
(011) 799 7846

International dialing code
+ 27 (11) 799 7846

Mediasend support@mediasend.co.za
(011) 712 5700

Jamie Kinnear Advertising Co-ordinator kinnearj@bdfm.co.za
These files should be in PDF format only.
Please include details in the SUBJECT field.

Removable media CD-ROM
ALL FILES MUST BE SENT AS PDF X1A FILES (ISO 15930-1)

GENERAL SPECIFICATIONS

Images

All images must be scanned and imported as 300dpi. Any enlargements

on page will result in a decrease in resolution.

Text

All black text must be set to overprint and must reproduce only on the black (K) plate, i.e. black text must not be made up of any other process colours. Minimum of 8pt can be reversed out of a colour background with a non-serif typeface.

Colour compensation

Total ink coverage: 300%
Grey component replacement (GCR)
Dot gain: 23%

MATERIAL MUST BE MADE UP USING CMYK PROCESS COLOURS. All material must be prepared for offset lithographic processes as per international printing standard (ISO 12647-2).

Colour proofs

Offset lithographics colour-corrected proofs should be supplied as a guide. If not supplied, accurate colour matching cannot be guaranteed.

Repeat adverts

Please note that printed advert files are archived for one month only. After this time period the files are deleted.

Material delivery

3rd Floor, Hill on Empire, 16 Empire Road, Parktown, 2193



MATERIAL SPECIFICATIONS

Width x Height

Full Page

Type: 205 mm x 252 mm
Trim: 235 mm x 297 mm
Bleed: 245 mm x 307 mm

Double Page Spread

Type: 440 mm x 252 mm
Trim: 470 mm x 297 mm
Bleed: 480 mm x 307 mm

Half Page Vertical

Type: 103 mm x 252 mm
Trim: 118 mm x 297 mm
Bleed: 123 mm x 302 mm

Half Page Horizontal

Type: 205 mm x 124 mm
Trim: 235 mm x 149 mm
Bleed: 245 mm x 154 mm



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