



STYLE & SUBSTANCE | www.sowetanlive.co.za

MEDIA KIT 2019

tiso blackstar
group.





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. At just more than two years old, the glossy magazine offers a mixture of on-the-pulse content that covers an assortment of topics, ranging from the latest trends and societal issues to celebrity and lifestyle features.

Sowetan S Mag is aimed primarily at women and 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 content aimed specifically at men, including grooming and fashion advice. Having had some of the country's biggest names grace its covers, Sowetan S Mag looks set to go from strength to strength!





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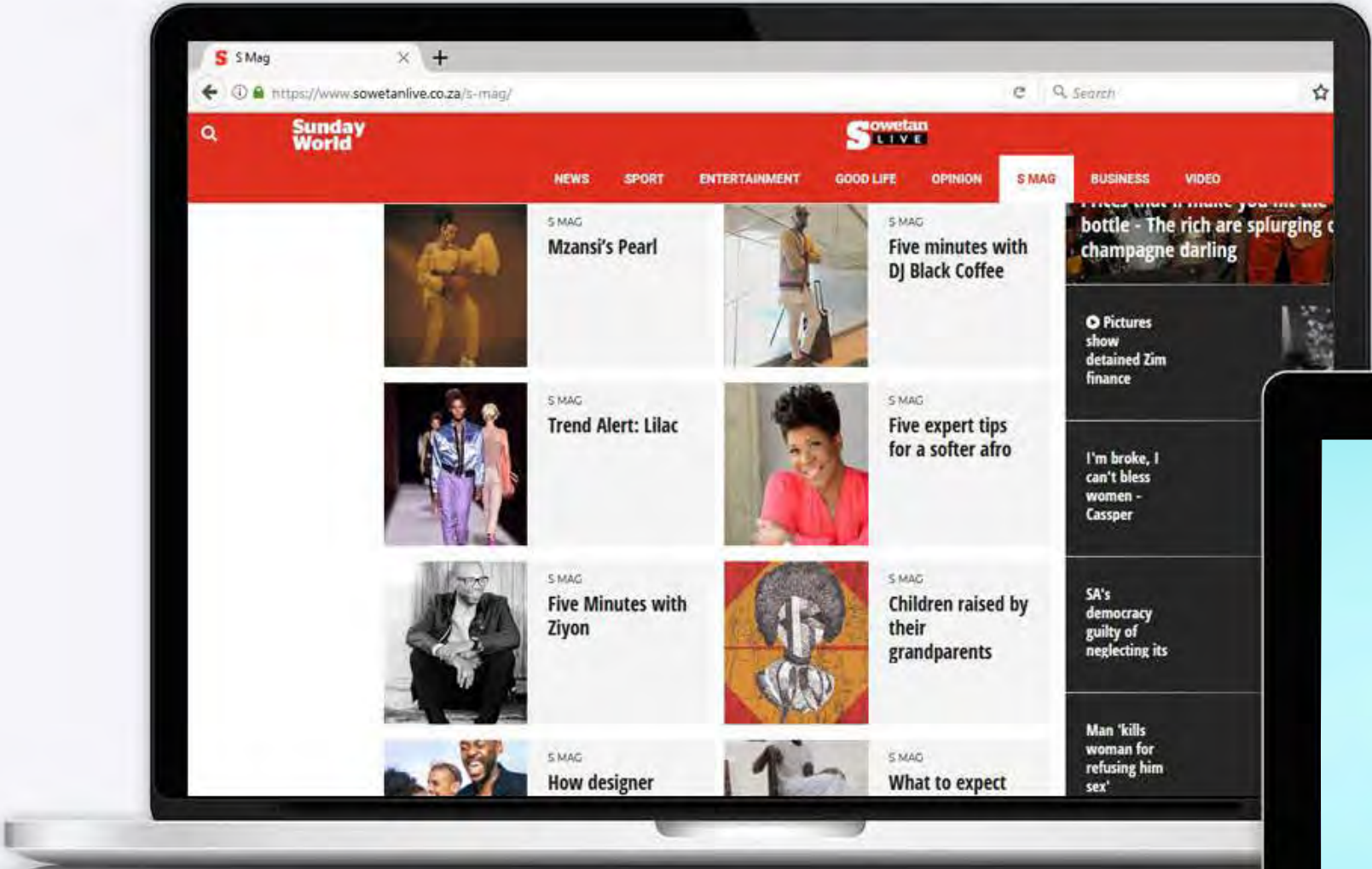
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FROM THE EDITOR

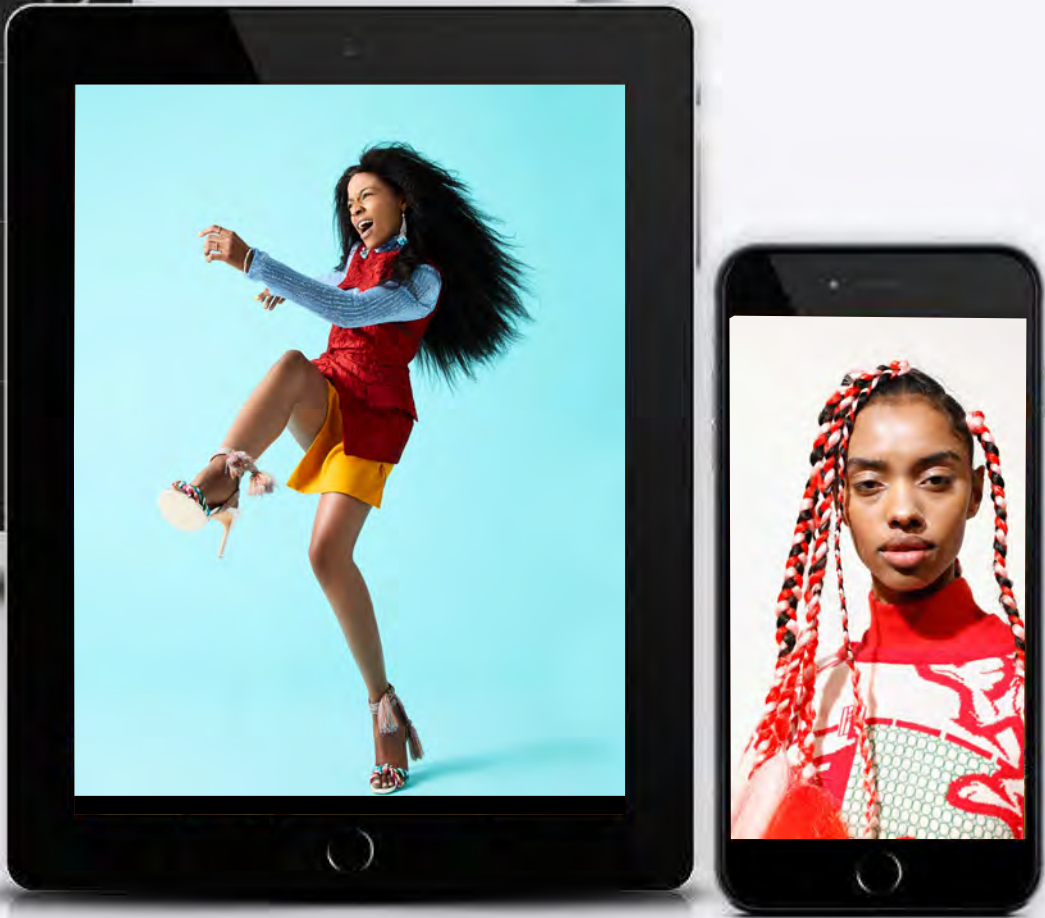


In 2019 we are upping the ante on the magic we have been creating as **Sowetan S Mag**. With our dedicated following, we have managed to provide a platform that has on-the-pulse content that covers an assortment of topics ranging from celebrity profiles and the latest trends to important societal and lifestyle issues. This year we are including a dedicated men's section to make sure they're also in the loop when it comes to the latest and hottest threads

and trends. **Sowetan S Mag** has also now gone online with a dedicated tab on the SowetanLive site, one of the country's biggest news sites. You can also now enjoy more content in the newspaper, with our dedicated **S Mag** weekly page every Thursday. With our national reach as the glossy quarterly supplement for the iconic Sowetan newspaper, we can't wait to spread more #melaninmagic to an audience that is hungry for content that is positive and representational.



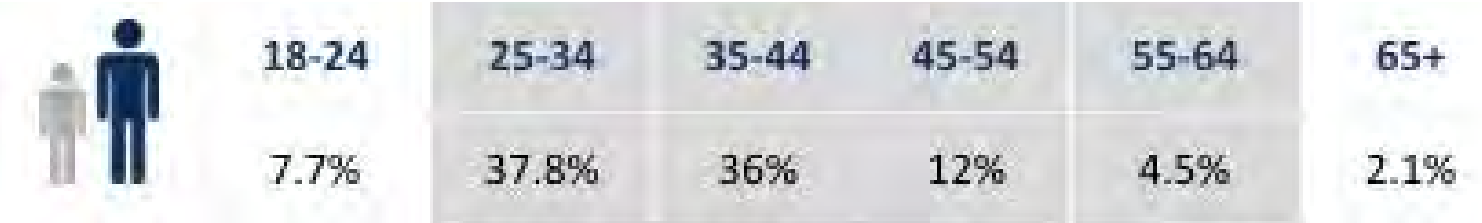
The Sowetan newspaper has been part of the lives of South Africans since 1981. Digitally, SowetanLIVE delivers even more news and need-to-know information, including regular **S Mag** lifestyle content.



Average unique browsers per month: **81 372**

Average page views per month: **605 979**

Source: Google Analytics, Apr-Oct 2018





CELEBRITY

Somizi, Bonang, the Ranakas and Xolani Gwala are just some of the celebrities who have graced our cover. With some of the biggest names agreeing to chat to us, there is no doubt that we have become one of the most exciting publications for celebrity news.



FASHION AND BEAUTY

With one of the best fashion and beauty teams in the country, Sowetan S Mag is the authority on trends, tips and what's hot on the fashion and beauty scene.



HAIR

Always top of our mind is keeping the mane thing the main thing. No matter how you choose to wear your hair, we have you covered with our expert tips, trend watch, and how-tos.



FINANCE

With practical advice and information, Sowetan S Mag's finance writer uses her banking experience to keep your finances in check.



HEALTH AND FITNESS

Health is wealth, which is why we have a dedicated page for health and fitness to keep you and your family in tip-top shape.



WEDDINGS

Who doesn't love a wedding? We always celebrate real love and weddings, get advice for your big day and keep you on trend with advice from wedding planners and jewellers.



DÉCOR

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



MOTORING

Our motoring feature offers car reviews and practical maintenance advice and safety tips.



FOOD AND DRINKS

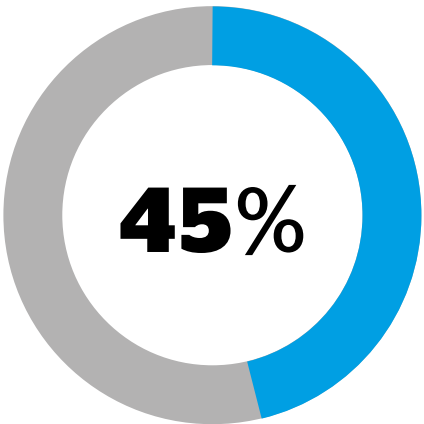
Recipes, tips and tipples to whet your appetite! Our food and drinks pages are sure to fill you up with the best on the culinary scene.



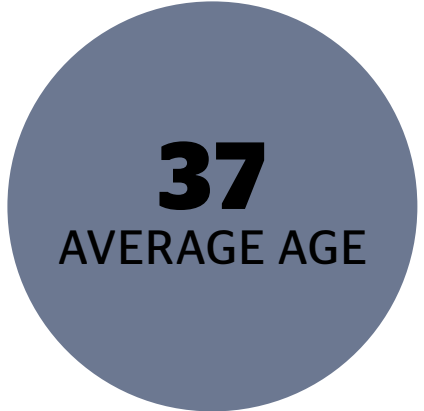
READER PROFILE

U SELF-STARTER
R LOVES
B TRAVEL
A EMPLOYED
N DARING
ADVENTUROUS
W BEAUTY &
O FASHION
M EXPERIMENTAL
A AMBITIOUS
S ASPIRATIONAL

SEM 7-8



DEMOGRAPHICS



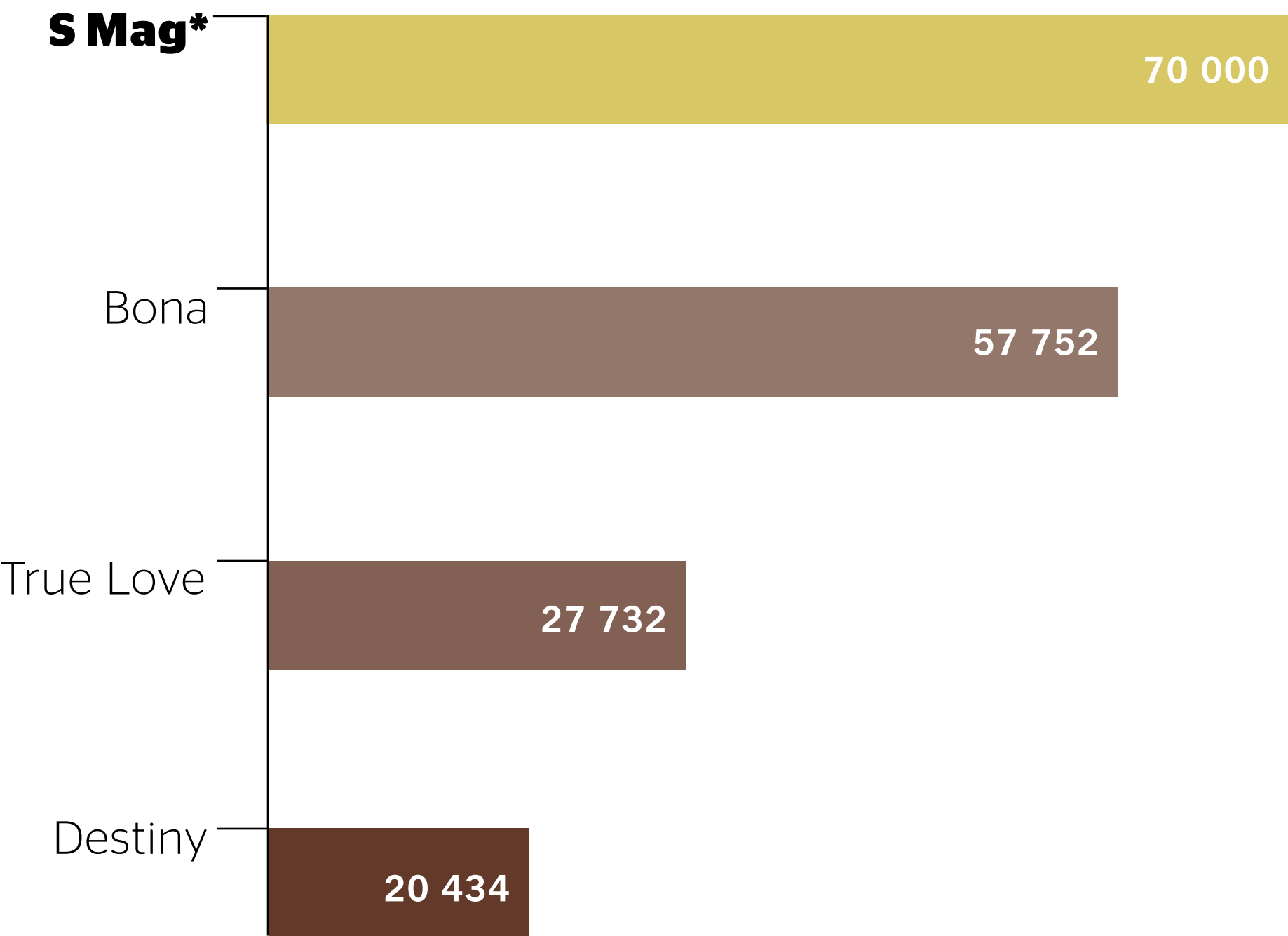
Matric and higher education	74%
Responsible for day-to-day purchases	67%
Are banked	89%
Looked for or bought clothing in past six months	73%

Print order: **70 000**

Readership: **697 000**



Source: PAMS 2017 Print



*Print order
Source: ABCs July-September 2018 – Paid copies only



29 March 2019

THE TRENDSETTER ISSUE

Our first issue of 2019 offers you the insight on what is hot and happening for the year, from the people who are setting their different industries alight to the trends to watch and follow in fashion, beauty, and grooming. We look at innovative ways to save, the food trends you can adopt easily in your meals, and the latest car technology that can improve your driving experience. As usual, we offer a delicious dose of lifestyle, including décor, travel ideas for Easter and fitness.



28 June 2019

THE A/W 2019 ISSUE

Sowetan S Mag gives you the low-down on what's hot for the season, from fashion and beauty to great winter hair. We look at the best in winter fashion and zoom in on protective styling as the weather gets cooler. With the month also celebrating fathers, we focus on young fathers with tips on self care and raising your toddler, as well as what modern masculinity means in 2019. There is also a dedicated wedding guide for men showcasing gift-registry guides, suits and accessories.



20 September 2019

THE HERITAGE ISSUE

This is our annual Proudly South African issue! We celebrate all things Mzansi, looking at how to infuse local flavour into international trends in both fashion and beauty. This year, we go back to go forward, as we do a retrospective look at the things that have gotten us to where we are. We celebrate the things we grew up with, and as the season rings in spring, see our décor ideas for the 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. Read this before you plan your break.



29 November 2019

THE TURN-UP ISSUE: LIVE BOLDLY

We are pulling out all the stops as we celebrate living life boldly, loud and proud. We look at the coolest fashion and beauty ideas from the runways that you can incorporate into your festive season. We celebrate the year that was. But just because we are living boldly doesn't mean that self care is not on the cards, as we look at responsible eating and drinking, and how you can stay safe on the roads, including keeping the little ones occupied on long road trips.



CALENDAR 2019

29 MARCH 2019	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	27 February 2019	6 March 2019	15 March 2019
28 JUNE 2019	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	29 May 2019	5 June 2019	14 June 2019
20 SEPTEMBER 2019	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	21 August 2019	28 August 2019	6 September 2019
29 NOVEMBER 2019	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	30 October 2019	6 November 2019	15 November 2019

ADVERTISING RATES	
Rates INCLUDE agency commission and EXCLUDE VAT	
FULL PAGE	R50 340
DOUBLE PAGE SPREAD	R100 680
THIRD PAGE STRIP	R20 140
IFC	R120 820
SECOND DOUBLE PAGE SPREAD	R110 750
FULL PAGE NEXT TO CONTENTS	R55 375
FULL PAGE NEXT TO ED'S LETTER	R55 375
INSIDE BACK COVER	R55 375
OUTSIDE BACK COVER	R60 410
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 RECEPTION**

PRINTING SPECIFICATIONS

Adverts must be supplied to the exact specifications indicated on the rate card. Any dimensions that do not comply 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 dialling 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 sans-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 lithographic 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

Third 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





BOUND IN:	
* Applicable to saddle stitched: price custom quoted on request depending on insert	
Single item (2 pages)	R745 per 1000
4-8 pages	R855 per 1000
12-24 pages	R1 026 per 1000
25 and above	Price quoted on request
LOOSE INSERTS:	
Single item (2 pages)	R645 per 1000
4-12 pages	R930 per 1000
12 – 24 pages	R1 116 per 1000
25 and above	Price custom quoted on request depending on insert
SPOT GLUE:	
Cover Mount	R 810 per 1000 (cover mount supplied) Printing: price on request
Item spot glued onto a specific page	R1 055 per 1000
BELLY BAND:	
Around section inside the magazine (vertical or horizontal)	R2 180 per 1000
Around outside of magazine	R1 368 per 1000
BOOKMARK & RIBBON:	
Paste ribbon on specific page with round sticker and placement of bookmark between specified pages	R1 620 per 1000 (bookmark printing costs on request)
BAGGING:	
Insert magazines into bag and seal	R1 124 per 1000

INSERTS: *All rates incl agency commission.
Note: All inserts are subject to approval by the media owner before insertion

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DELIVERY DETAILS

DELIVERY DETAILS FOR INSERTS/SAMPLING:

ATTENTION: RICHARD MALULEKE
PAARLMEDIA GAUTENG
(011) 201-3400

48 Milky way
Linbro park
Gauteng

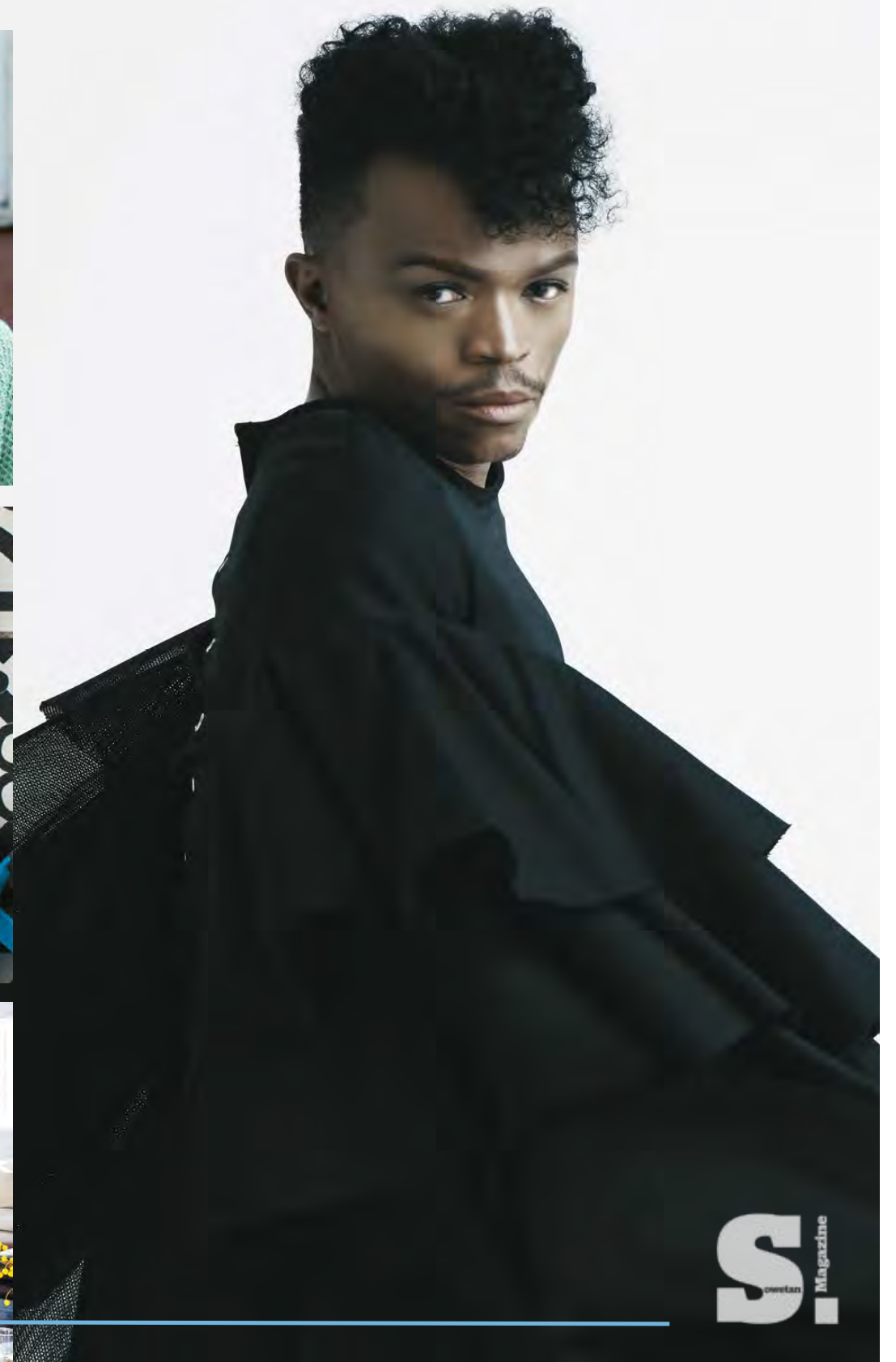
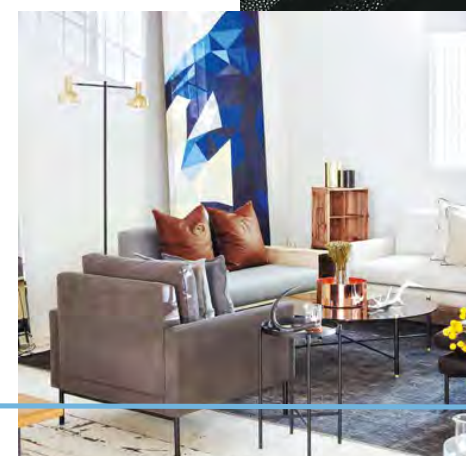
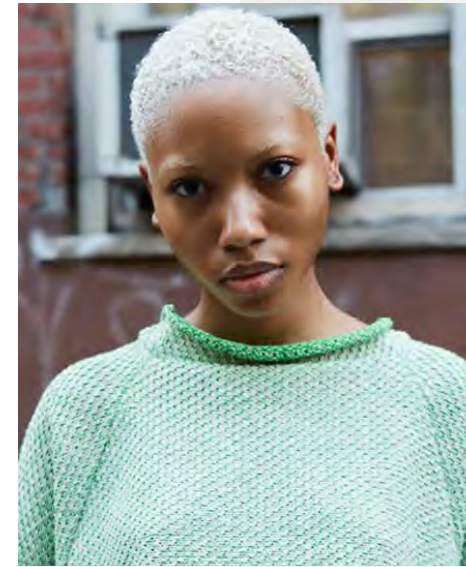
Delivery Times:
Delivery Monday – Friday: 08h00 - 16h00

Please ensure consignments are properly marked: Magazine, Issue, Number of inserts / samples. Distribution: Full Print Run or specific number / area / retailer

Inserts to be delivered in boxes on pallets, securely packed and clearly marked with the name of insert, number per box, weight per box, number of boxes, name and issue of the publication.

Client contact details for queries to be supplied.

Inserts cannot be physically counted on delivery, client to ensure correct quantities supplied.



S!
 Sowetan
 Magazine

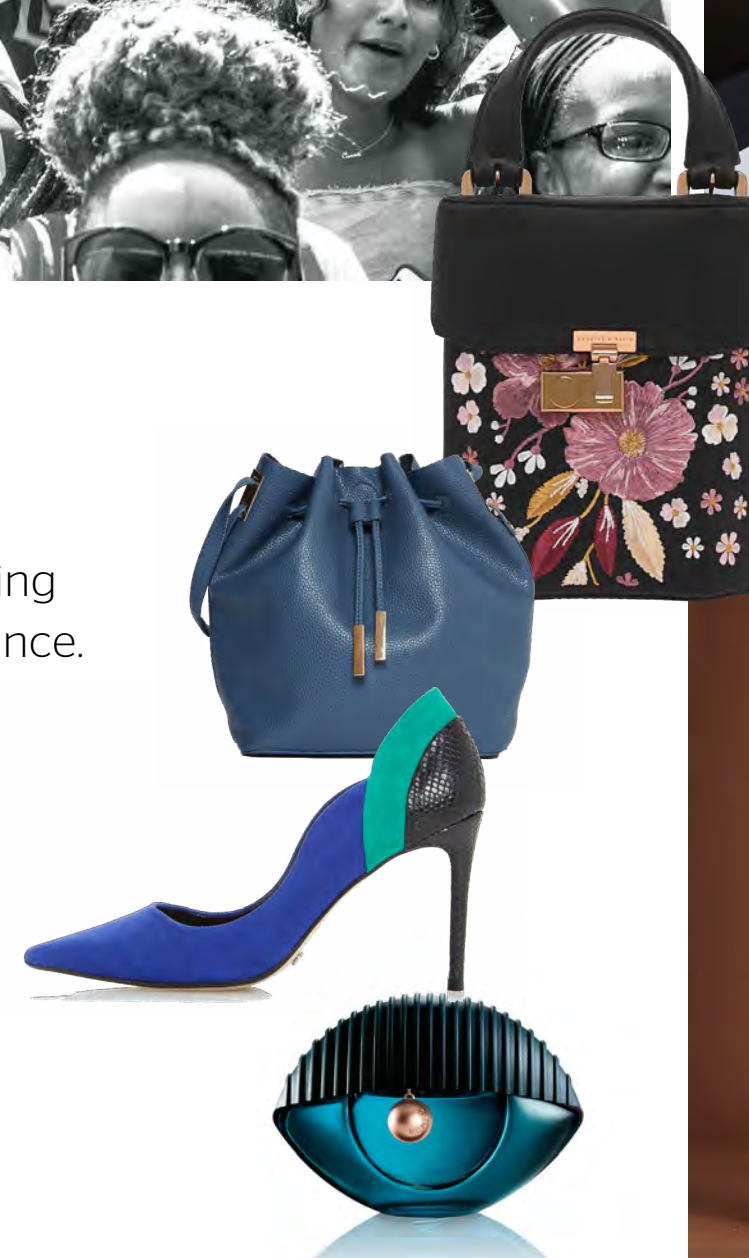
SOWETAN WOMEN'S CLUB

We are also igniting the power of the Sowetan Women's Club – our newly relaunched 4 400-strong database of engaged women who want to experience our unique editorial offerings via bespoke events. The perfect way to activate your products with an engaged, committed 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.



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