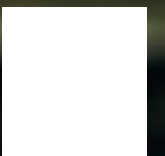




Magazine

STYLE & SUBSTANCE | www.sowetanlive.co.za



MEDIA KIT
2020



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Sowetan **S Mag** is the place to go to for the latest in trends, fashion, beauty, and lifestyle! The flagship glossy magazine for the national treasure that is the Sowetan newspaper, **S Mag** is inserted quarterly into the newspaper for our loyal readership to enjoy. Our magazine offers on-the-pulse content that covers an assortment of topics, ranging from celebrity to topical societal issues.

Sowetan **S Mag**, while primarily aimed at a female readership, also has a dedicated male section – **S Man**. With exciting and beautifully designed content, we offer our wide readership a realistic take and showcase of urban culture, while keeping abreast of the latest trends. With some of the country's biggest celebrities gracing the cover, S Mag always brings a new take on what's hot: from fashion, grooming, and decor to food and drinks – what's not to love?



FROM THE EDITOR

In 2020, we welcome the new decade in style with an even fresher and funkier look at the world of fashion, beauty, and lifestyle. Over the last few years, S Mag has steadily grown into one of the must-read magazine glossies, with not only our iconic and creative celebrity covers, but also powerful content that starts important conversations around issues that affect our community.

Having started out as a female-focused publication, we heard our male readers' pleas to join in on the action, and have since built up a strong S Man section just for the brothers. Ever evolving, this year we are looking to up the ante as we continue to produce strong, relevant content that will keep our readers not only

interested, but also up-to-date and at the front row of all that's happening in lifestyle. We are also proud of the growth the S Mag offering has shown, with a dedicated section on SowetanLive that has seen exponential growth in its online audience, which averages in excess of 150 000 users per month. The weekly page in the Sowetan newspaper — out every Thursday — also means we are able to keep the conversation going throughout the year.

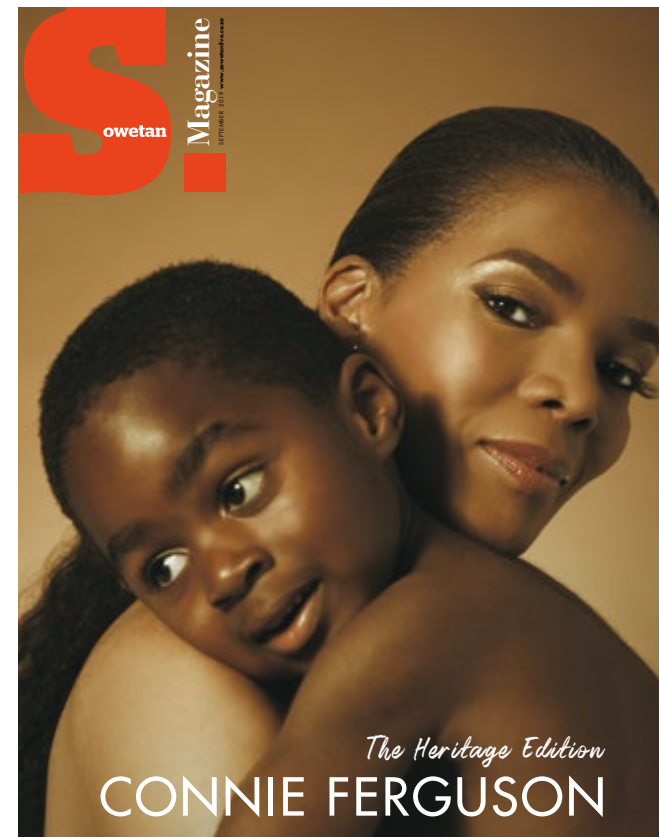
Our S Mag community also now boasts a series of event opportunities with our Sowetan Women's Club, a gathering of like-minded women, sharing in the top-notch experiences we offer. With our continued national reach, we look forward to another big year for S Mag!

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CELEBRITY

Bonang, Connie Ferguson, Riky Rick, and Somizi are just some of the big-name celebrities who have graced our covers. The stars not only come out to play, but also chat to us, in-depth, about their lives and future plans.



FINANCE

Knowledge is power, and that is especially true when it comes to your finances. Our expert-driven advice columns keep you on top of things, no matter your budget.



HAIR

We keep the mane thing the main thing with our educational features on hair. Whether you keep it natural, straightened, or use extensions, we always have the 411 on the latest trends to adopt and how best to keep your hair healthy.



S MAN

Our S Man section in the S Mag is dedicated to our male readers offers the best in men's fashion, grooming, and lifestyle. With our fresh take on what makes the modern man, we also touch on topical issues like male mental health. This is the place to be if you're looking for what's hot and happening — be it in motoring, tech, food, drinks, and more!

Minimum Print order: **60 000**
Readership: **697 000**

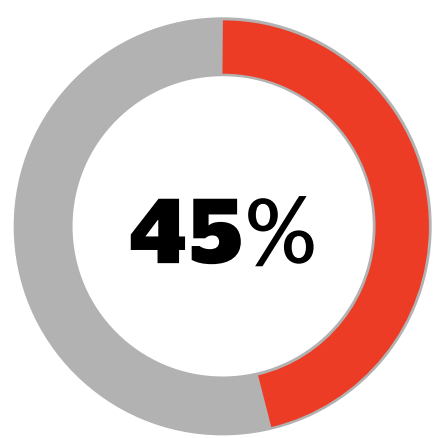
PRINT AUDIENCE



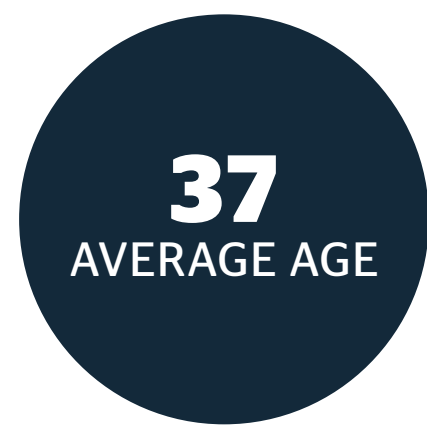
READER PROFILE

URBAN **SELF-STARTER**
EMLOYED **LOVES TRAVEL**
WOMAN **DARING**
EXPERIMENTAL **BEAUTY & FASHION**
ASPIRATIONAL **AMBITIOUS**

SEM 7-8

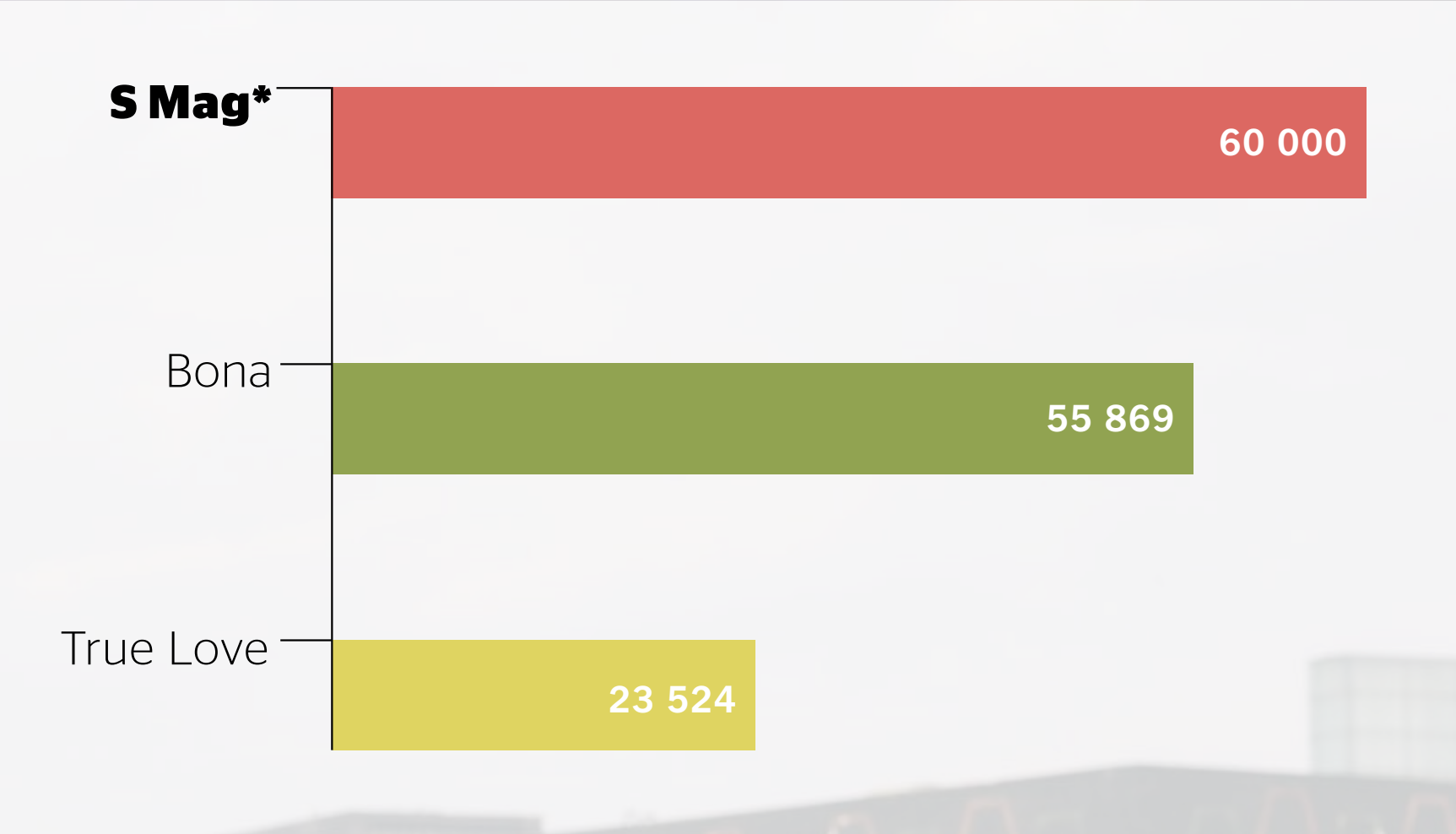
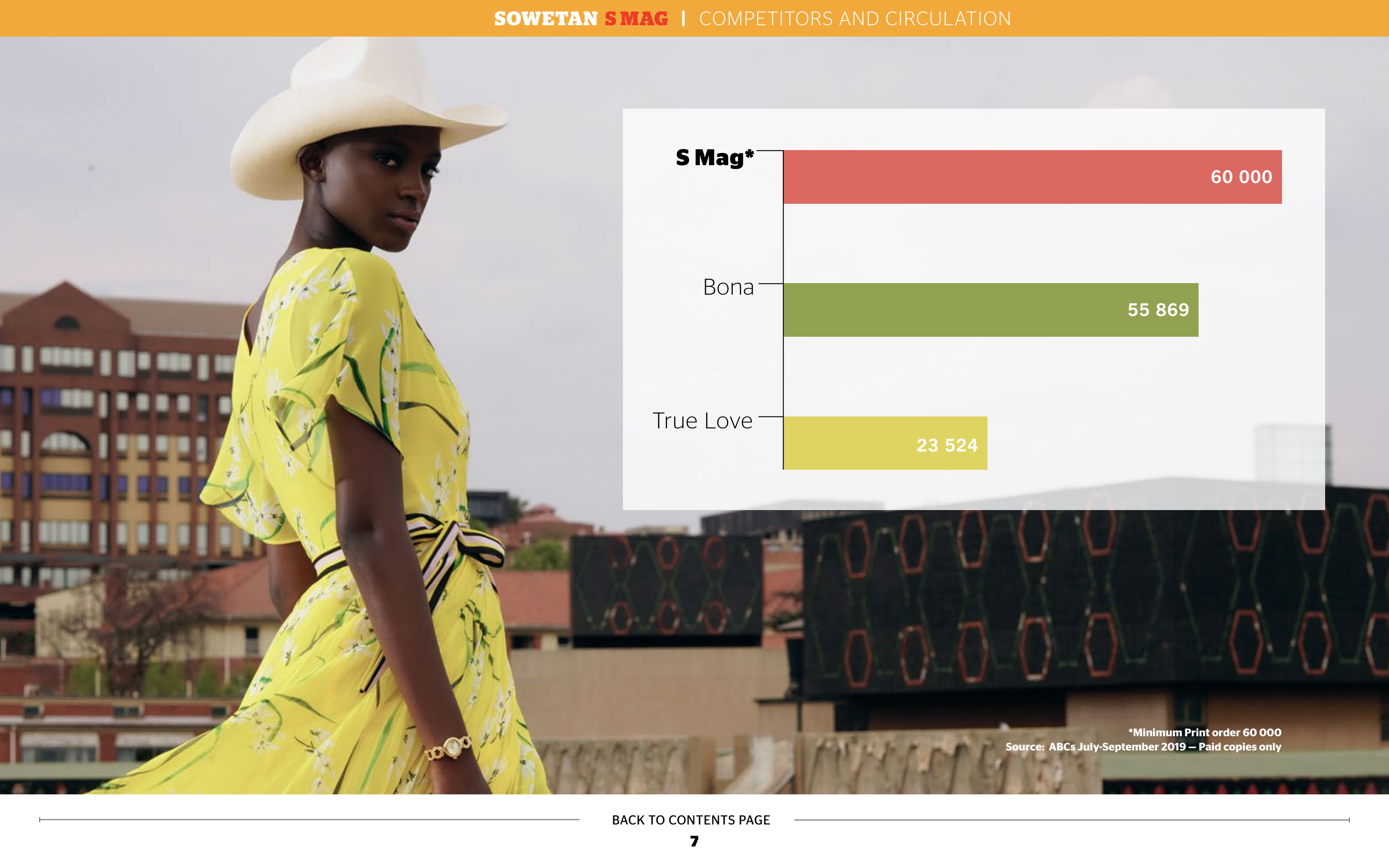


DEMOGRAPHICS



| | |
|--|------------|
| 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% |

Source: PAMS 2018 Print



*Minimum Print order 60 000
Source: ABCs July-September 2019 – Paid copies only



27 March 2020

THE SELF-CARE EDITION

Self care is not selfish, it's important! As we kickstart the year, we're calling in only good vibrations as we focus on ways to take care of yourself – not only health wise, but also in terms of your pocket and mind. Of course, we wouldn't be S Mag if we didn't do this in style as we also look at the top fashion and beauty trends. But with care top of our minds, we also talk sustainable fashion and beauty.



12 June 2020

THE YOUTH ISSUE

Our June issue will celebrate Youth Month in style, looking at some of the biggest change agents across different industries. As we celebrate young people, we also highlight the biggest fashion and beauty trends to adopt, especially as we hit the A/W season. We also have a special focus on finances, since there's no better time to save and invest than the present.



18 September 2020

THE HERITAGE EDITION

Not only one of our favourites, but also one of the best, our annual Heritage edition will be back with a bang! A celebration of all things South African, this September we are going even bigger, with a strong focus on fashion and beauty. There is no doubt that, locally, we are producing not only some of the best in entertainment talent, but also some of the best products that reflect our culture. We look at some of our favourite proudly home-grown talent and products, but also how to update your life and space by infusing some of the latest international trends.



27 November 2020

THE CELEBRATIONS ISSUE

As we round up another year, we celebrate all things 2020! From the celebrities who had a big year to the best in fashion and beauty, this is the edition where we celebrate ourselves and all the good stuff that made the year a winner. With the festive season upon us, we also look at food and drinks ideas to give your celebrations that extra-special touch. If you're looking for a gift for yourself or a loved one, we share our gift guide to the hottest items we'd love to have under our tree.

CALENDAR 2020

INSERT

27 MARCH 2020

12 JUNE 2020

18 SEPTEMBER 2020

27 NOVEMBER 2020

BELOW THE LINE

4 March 2020

13 May 2020

26 August 2020

4 November 2020

ABOVE THE LINE

11 March 2020

20 May 2020

2 September 2020

11 November 2020

MATERIAL

13 March 2020

29 May 2020

4 September 2020

13 November 2020



ADVERTISING RATES

Rates **INCLUDE** agency commission and **EXCLUDE VAT**

| | |
|-------------------------------|----------|
| FULL PAGE | R52 354 |
| DOUBLE PAGE SPREAD | R104 708 |
| HALF PAGE | R31 412 |
| OPENING DOUBLE PAGE SPREAD | R125 650 |
| SECOND DOUBLE PAGE SPREAD | R115 180 |
| FULL PAGE NEXT TO CONTENTS | R57 590 |
| FULL PAGE NEXT TO ED'S LETTER | R57 590 |
| INSIDE BACK COVER | R57 590 |
| OUTSIDE BACK COVER | R62 825 |

ADVERTORIAL RATES

PARTNERSHIPS/ADVERTORIAL RATES
Rates, as above, but **EXCLUDE** agency commission and **EXCLUDE VAT**
Extended photo usage will be quoted as requested
100% cancellation fee applies should any cancellation be made after booking



VALIDATION SPECIFICATIONS FOR DIGITAL RECEPTION

MATERIAL SPECIFICATIONS

Width x Height

Full Page

| | |
|-------|-----------------|
| Type | 205 mm x 252 mm |
| Trim | 232 mm x 297 mm |
| Bleed | 242 mm x 307 mm |

Double Page Spread

| | |
|-------|-----------------|
| Type | 440 mm x 252 mm |
| Trim | 464 mm x 297 mm |
| Bleed | 474 mm x 307 mm |

Half Page Vertical

| | |
|-------|-----------------|
| Type | 103 mm x 252 mm |
| Trim | 116 mm x 297 mm |
| Bleed | 121 mm x 302 mm |

Half Page Horizontal

| | |
|-------|-----------------|
| Type | 205 mm x 124 mm |
| Trim | 232 mm x 149 mm |
| Bleed | 242 mm x 154 mm |

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

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.

RATES: custom quoted. Please contact the Business Manager and your relevant Account Manager.



RATES 2020

BOUND IN

* Applicable to saddle stitched: price custom quoted on request depending on insert

| | |
|-----------------------|-------------------------|
| Single item (2 pages) | R775 per 1000 |
| 4 to 8 pages | R890 per 1000 |
| 12 to 24 pages | R1 068 per 1000 |
| 25 and above | Price quoted on request |

LOOSE INSERTS

| | |
|-----------------------|---|
| Single item (2 pages) | R672 per 1000 |
| 4 to 12 pages | R968 per 1000 |
| 12 to 24 pages | R1 162 per 1000 |
| 25 and above | Price quoted on request depending on insert |

SPOT GLUE

| | |
|---------------------------------------|------------------|
| Cover Mount (Supplied) | R842 per 1000 |
| Cover Mount (Printing) | Price on request |
| Items Spot-glued onto a specific page | R1 098 per 1000 |

BELLY BAND

| | |
|---|-----------------|
| Around section inside the magazine (vertical or horizontal) | R2 268 per 1000 |
| Around outside of magazine | R1 424 per 1000 |

BOOKMARK & RIBBON

| | |
|--|---|
| Paste ribbon on specific page with round sticker and placement of bookmark between specified pages | R1 685 per 1000 (bookmark printing costs on request) |
|--|---|

BAGGING

| | |
|---------------------------------------|-----------------|
| Insert of magazines into bag and seal | R1 350 per 1000 |
|---------------------------------------|-----------------|

**INSERTS: All inserts incl. Agency Commission
Note: All inserts are subject to approval by the media owner before insertion*

DETAILS

DELIVERY DETAILS FOR INSERTS/SAMPLING

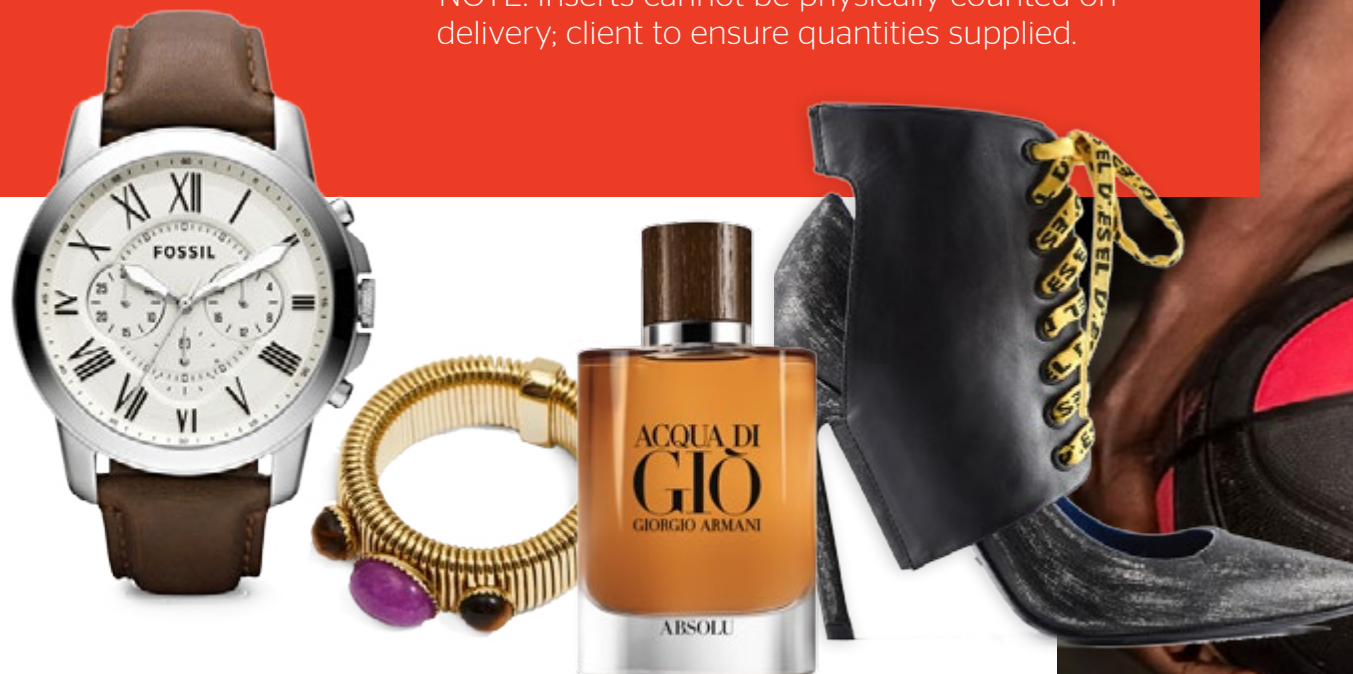
ATTENTION: RICHARD MALULEKE
PAARL MEDIA LINBRO PARK,
GAUTENG
(011) 201-3400

48 Milky Way
Linbro Park
Gauteng

Delivery Times:
Monday - Friday
08h00 - 16h00

Please ensure consignments are properly marked with the below:

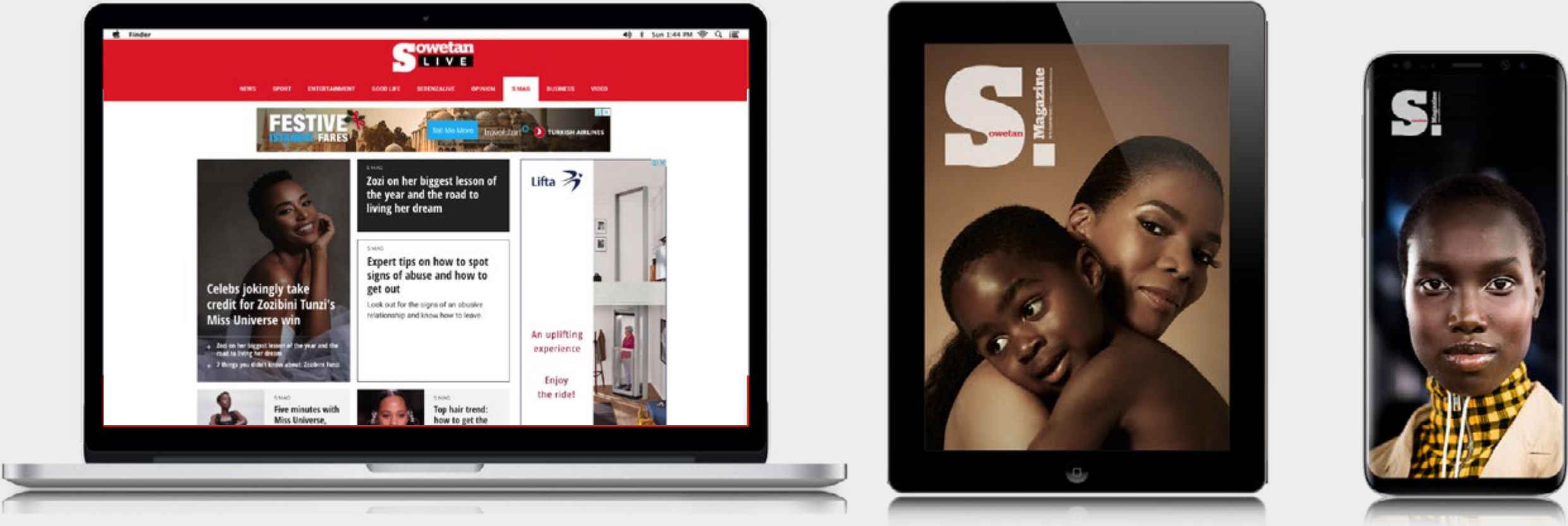
- Magazine, Issue with number of inserts/samples
- Distribution: Full print run or specific number/area/ retailer.
- Inserts to be delivered in boxes on pallets, securely packed and clearly marked with the name of insert, number per box, weight per box, number of boxes, name and issue of publication
- Client contact details for queries to be supplied.
- NOTE: Inserts cannot be physically counted on delivery; client to ensure quantities supplied.



SMAG ONLINE: SowetanLIVE

The **S Mag Online** is hosted on **SowetanLIVE.co.za** and is available for all Sowetan S Mag readers on the platform, giving them the best fashion content at their finger tips. The Sowetan newspaper has been part of the lives of South

Africans since 1981, and online it delivers even more news and need-to-know information from the world of politics, comprehensive local soccer coverage, entertainment news and gossip, and consumer, relationship, and lifestyle advice.



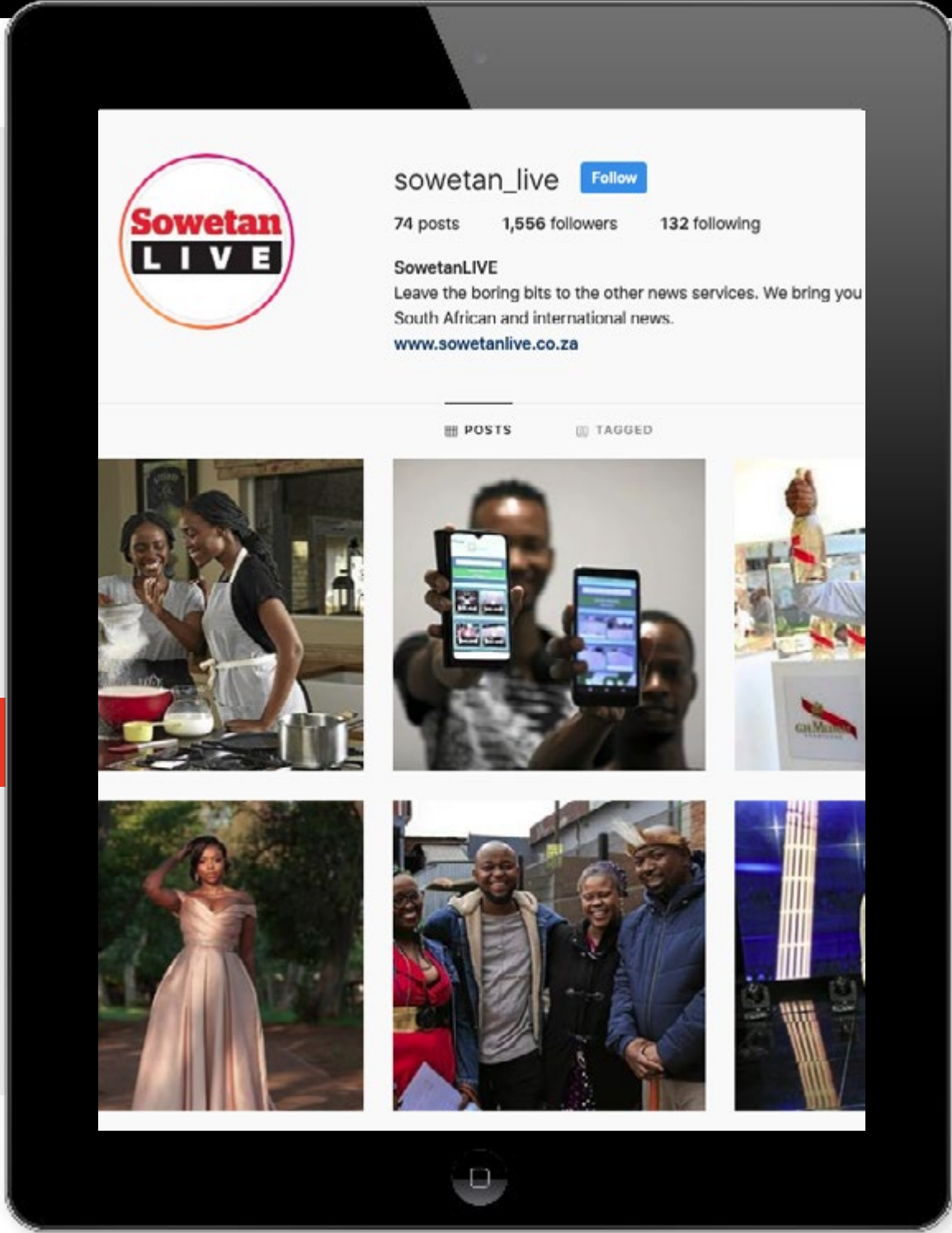
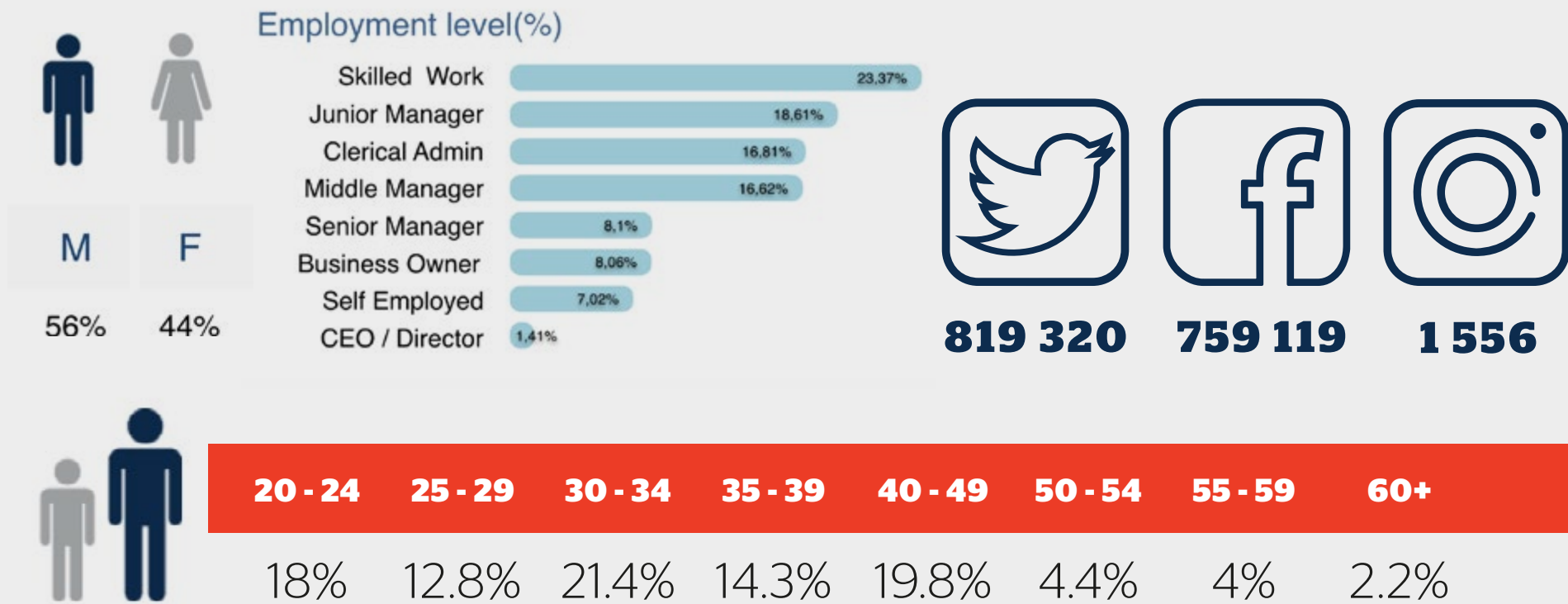
sowetanlive.co.za/s-mag

[instagram.com/sowetan.s.mag](https://www.instagram.com/sowetan.s.mag)

SowetanLIVE

Average unique browsers per month:
Average page views per month:

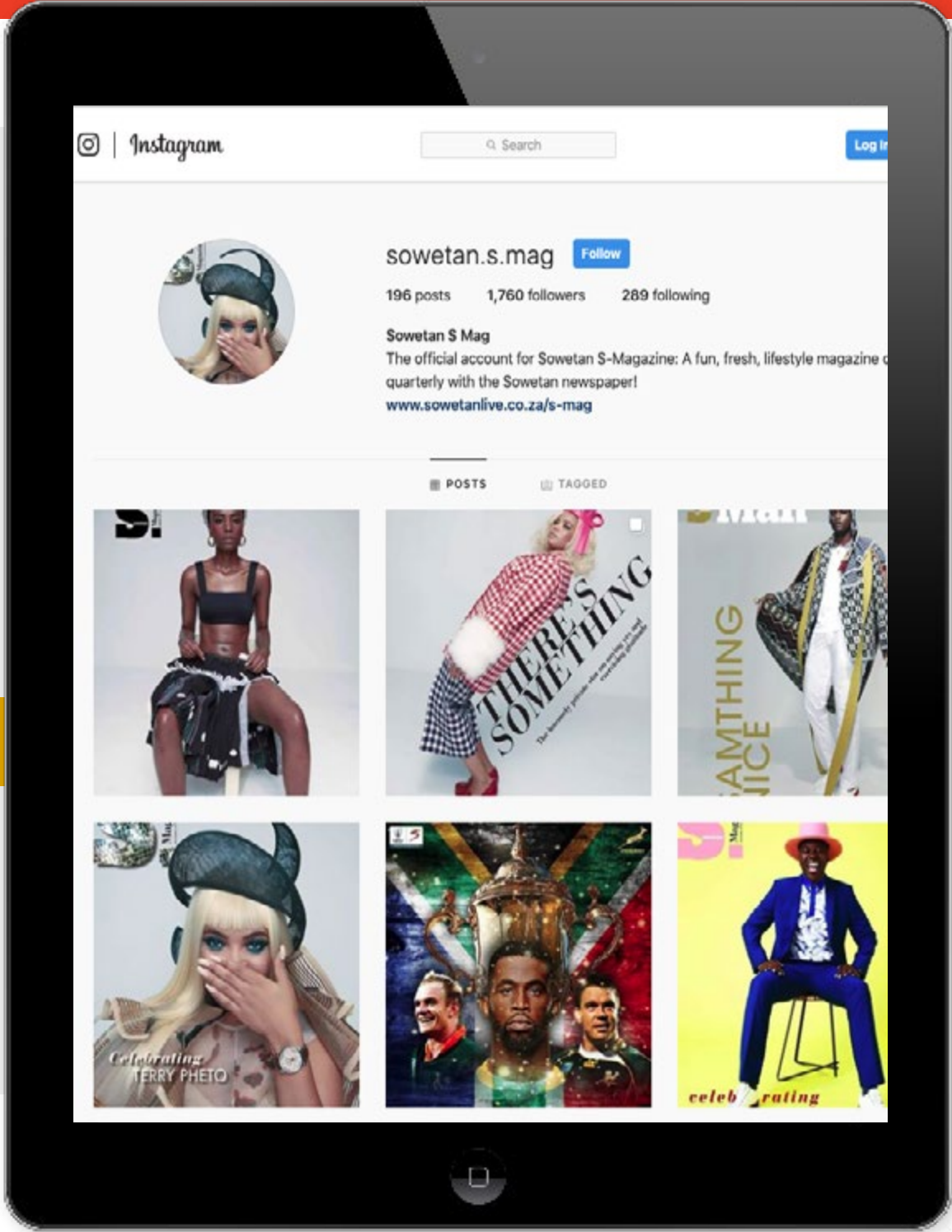
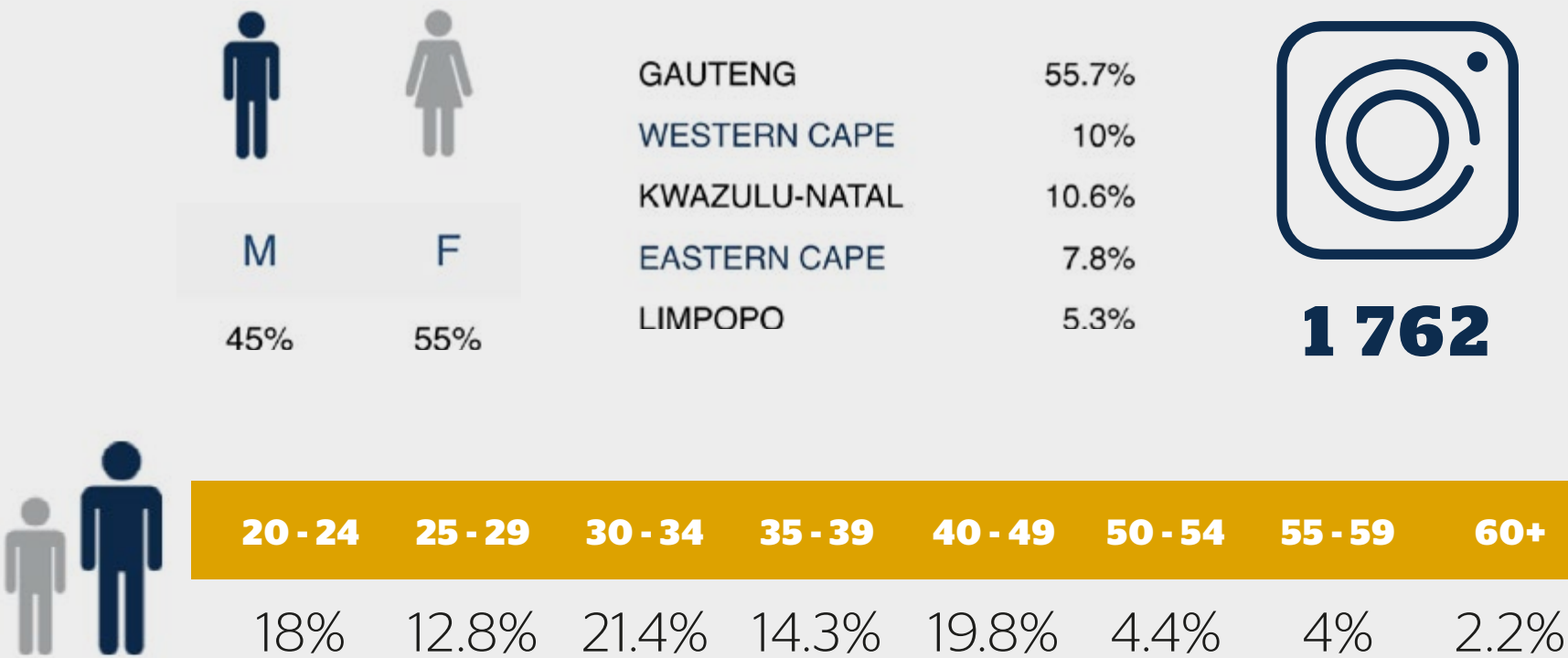
3 747 971
18 234 551



Source: Narratiive, June-Nov 2019

ONLINE: S Mag

Average unique browsers per month: **152 609**
Average page views per month: **240 287**



Source: Narrative, June–Nov 2019

PACKAGE OPTIONS



NATIVE CONTENT HOSTING AND PROMOTION

- One week of promotion for client-provided content.
- We require a main header image for each article and any additional in-article images.
- We can embed videos where available (YouTube links or video file).
- Content is on the S Mag page on SowetanLIVE
- Content is promoted on home page (1 day) and in the S Mag section (1 week) as a main article feature.
- 1 Facebook boosted post on SowetanLIVE.
- 2 tweets on SowetanLIVE - leading readers back to the article page.
- One Instagram post/story is included in the package at the editor's discretion.
- Promotion is for one week only, but the article page remains in our digital archive and can be used by clients in their own promotions.
- Note that we can consult regarding best content, or be briefed to create content for clients.

PACKAGE ONE



ONE WEEK

One week's hosting of a client-provided native content article with accompanying image or up to four images. Can include up to two embedded videos.

Value: R17 500. Package offer: R10 000.

One week of 100% sponsorship/ownership on the S Mag Online page with all ad space including background skin.

Value: R25 000. Package offer: R12 500.

One Facebook post for the week on SowetanLIVE, linking back to the S Mag native article.

Value: R6 000. Package offer: R3 000.

Two tweets for the week on SowetanLIVE, linking back to the to the S Mag native article.

Value: R5 000. Package offer: R2 000.

A free Instagram post for the week to S Mag Online followers, at the editor's discretion.

TOTAL VALUE:

R53 500

TOTAL PACKAGE OFFER:

R27 500

PACKAGE TWO



TWO WEEKS

Two weeks’ hosting of a client-provided native content article with accompanying image or up to four images. Can include up to two embedded videos.
Value: R17 500. Package offer: R10 000.

Two weeks’ of 100% sponsorship/ownership on the S Mag Online page with all ad space including background skin.
Value: R50 000. Package offer: R25 000.

One Facebook post for the week on SowetanLIVE, linking back to the S Mag native article.
Value: R12 000. Package offer: R6 000.

Two tweets for the week on SowetanLIVE, linking back to the to the S Mag native article.
Value: R10 000. Package offer: R4 000.

A free Instagram post each week to S Mag Online followers, at the editor's discretion.

| | |
|-----------------------------|----------------|
| TOTAL VALUE: | R89 500 |
| TOTAL PACKAGE OFFER: | R45 000 |



SOWETAN WOMEN'S CLUB

We have ignited the power of the Sowetan Women's Club – our 2 200-strong database of engaged women who want to experience our unique editorial offerings via bespoke events. The perfect way to activate your products to an engaged, committed audience.

Two S Mag own events are planned for 2020. Additionally, The S Mag team is excited to offer our clients the opportunity for **bespoke curated events**.

Rates: Customised Packages from R150 000

Contact the S Mag Business Manager and your relevant Account Manager for more information.





YVONNE SHAFF

Business Manager

Email: shaffy@arena.africa

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