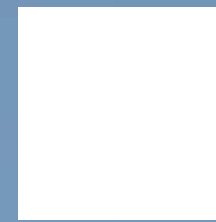


# S

owetan

## Magazine

STYLE & SUBSTANCE | [www.sowetanlive.co.za](http://www.sowetanlive.co.za)



# MEDIA KIT 2021

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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 five times a year into the newspaper for our loyal readership to enjoy. Our magazine offers on-the-pulse content that covers an assortment of topics, ranging from celebrities 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

A lot may have changed in the world but keeping positive is one thing we are still all about. While we cannot ignore the effects of the pandemic on our lives, environment, and the world as we knew it, there is still a lot to be grateful for and to celebrate. Over the past few years, S Mag has continued to grow into one of the must-read magazine glossies, with not only our iconic and creative celebrity covers, but also with powerful content that starts important conversations around issues that affect our community. This year we are continuing the conversation, with a marked focus on making our content relevant for a changed world. Excitingly, we are also adding one extra edition, meaning you can enjoy S Mag more often in the year. As always, we will continue

to offer strong, relevant content that will keep our readers not only interested, but also engaged. The world might have slowed down somewhat, but we are still offering on-trend content. We give you insights into the latest trends in fashion and beauty, financial management advice, as well as our other pillars you have come to love, such as food, drinks and motoring. Remember to enjoy S Mag 365 days on our different platforms, including the dedicated section on SowetanLive that has seen exponential growth in our online audience, and our weekly page in the Sowetan newspaper that's out every Thursday. With our continued national reach, we look forward to another big year for S Mag!

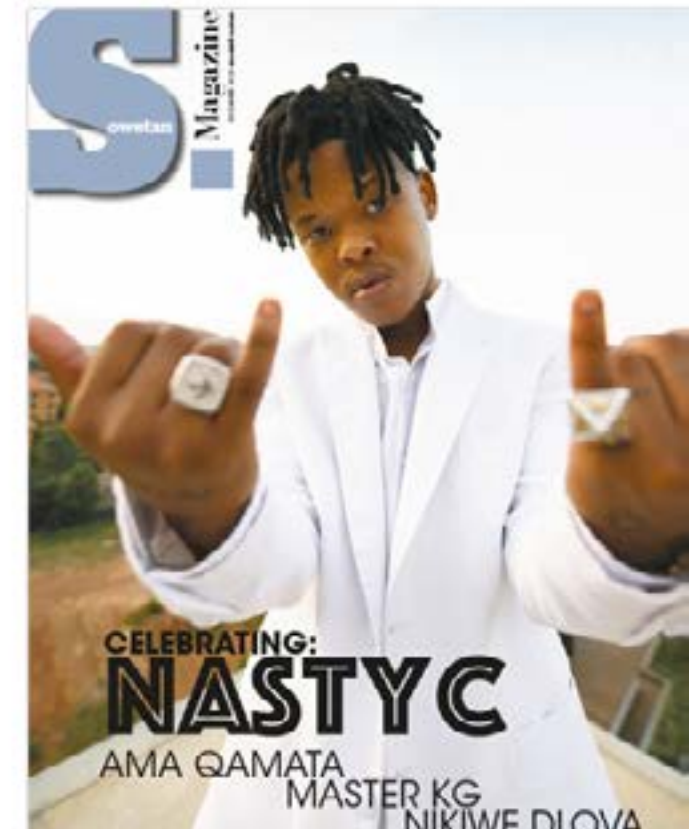
**THEMBALETHU ZULU**  
**SOWETAN SMAG EDITOR**

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direct: +27 (0)11 280 5301  
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**PUBLISHER**

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# COVERS







## WEDDINGS



## FOOD & DRINK

## CELEBRITIES

Bonang, Connie Ferguson, Ricky Rick, and Nasty C 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.

## 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.



## MOTORING



## DECOR

## FINANCE

Knowledge is power, and that is especially true when it comes to your finances. Our expert-driven advice columns keep you in the green, no matter your budget.

## S MAN

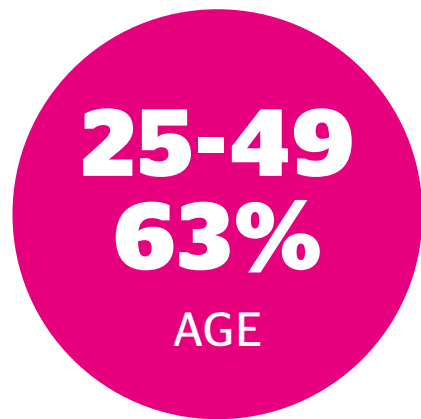
Our section dedicated to our male readers offers the best in men's fashion, grooming, and lifestyle. With our fresh take on what makes the modern man, we also touch on topical issues like male mental health. This is the place to be if you're looking for what's hot and happening — be it in motoring, tech,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



# PRINT AUDIENCE

S Mag Print order: **40 000**  
 Readership: **1,228,000**

## DEMOGRAPHICS



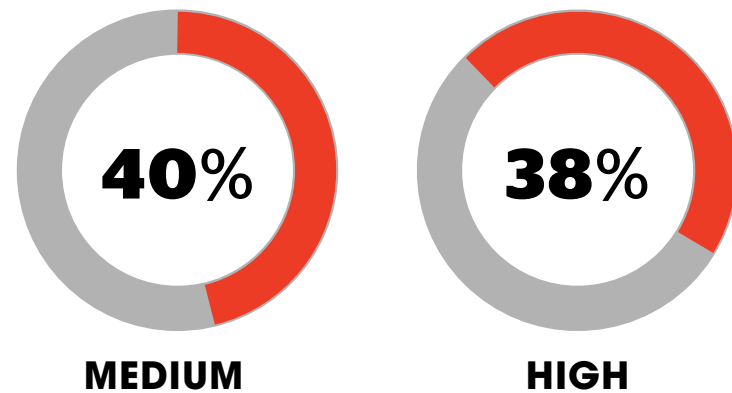
## HOUSEHOLD PURCHASER

Matric	<b>61%</b>
Are banked	<b>82%</b>
Looked for or bought clothing in past six months	<b>70%</b>

## READER PROFILE

**U** SELF-STARTER  
**R** URBAN LOVES TRAVEL  
**E** EMPLOYED DARING  
 ADVENTUROUS **BEAUTY &**  
**W** WOMAN FASHION  
**E** EXPERIMENTAL **AMBITIOUS**  
**A** ASPIRATIONAL

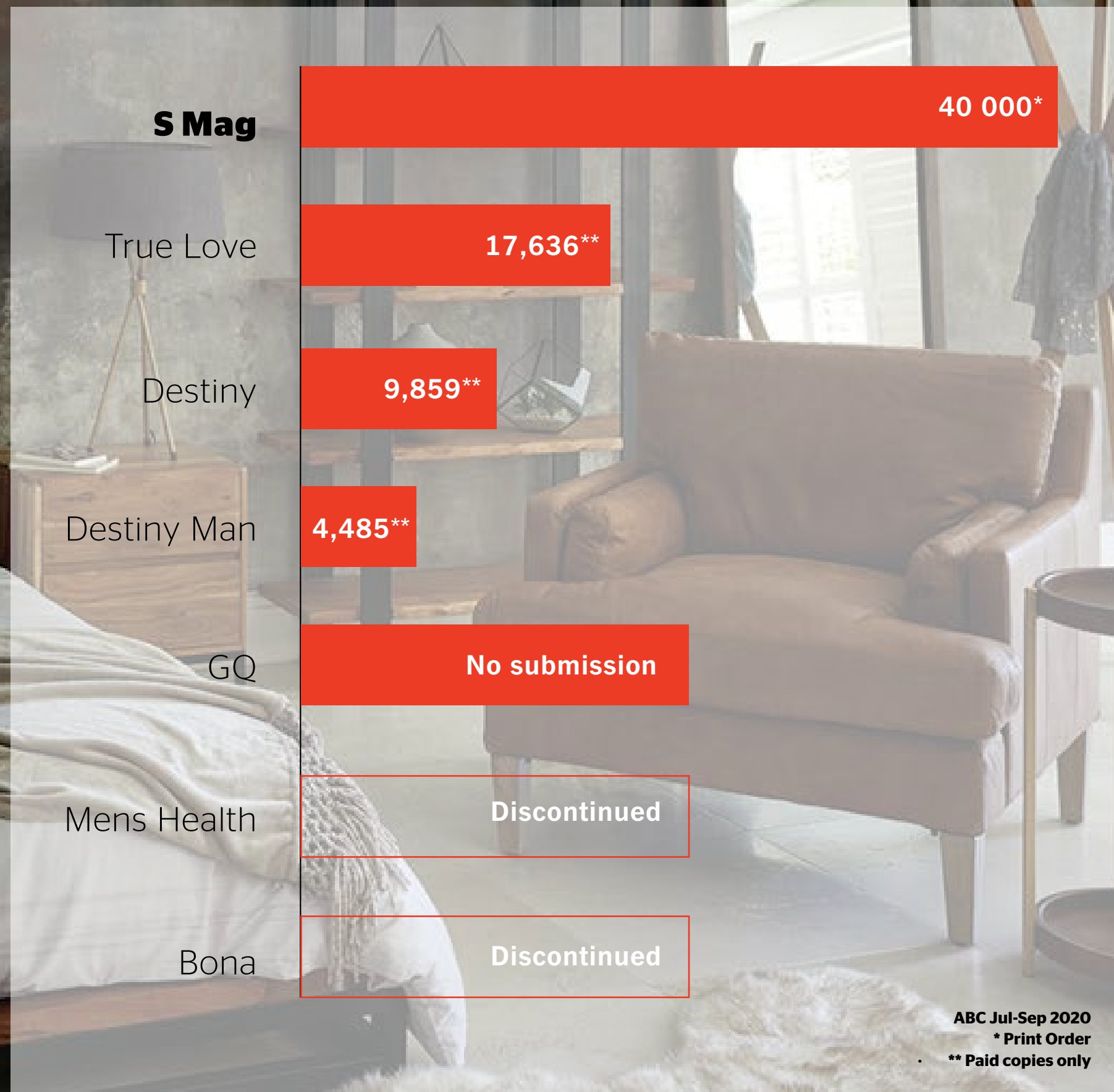
## SEM SUPERGROUP



Source: PAMS FUSION 2020



# COMPETITORS & CIRCULATION



ABC Jul-Sep 2020  
 \* Print Order  
 \*\* Paid copies only



# THEMES & PUBLICATIONS



**26 March 2021**

## **THE WELLNESS ISSUE**

Whether you are looking to improve your physical health, or your financial or mental wellbeing, we have you covered. We also show off the latest trends and how you can incorporate them into your wardrobe. When it comes to beauty, sustainability is the name of the game as we look at beauty with a conscience. We also show you how to eat yourself happy and healthy with these food ideas for the person on the go. In S Man, we offer the ultimate modern man's guide to health, wealth, and what's hot in 2021.



**28 May 2021**

## **THE YOUTH ISSUE**

Our May 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.

# THEMES & PUBLICATIONS



**30 July 2021**

## **WOMEN'S MONTH**

Women are the backbone of society and this month we are putting them first as we celebrate those who have made a difference in their industries. We will take a particular focus on women in Stem as we talk to the champions of their respective industries. For the hottest trends in women's fashion and beauty, look no further as our beauty and fashion experts give you the low down. Being financially independent is important for any woman, and we speak to experts about achieving your goals. Our pages will also showcase food, drinks, and how to host your perfect celebration.



**17 September 2021**

## **THE HERITAGE EDITION**

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 focus on the creatives that are leading the charge. 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, as well as how to update your life and space by infusing some of the latest international trends.



**26 November 2021**

## **THE CELEBRATIONS ISSUE**

As we round up another year, we celebrate making it through! 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 guides to the hottest items we'd love to have under our tree.



# CALENDAR 2021

**INSERT****26 MARCH 2021****28 MAY 2021****30 JULY 2021****17 SEPTEMBER 2021****26 NOVEMBER 2021****BELOW THE LINE**

5 March 2021

30 April 2021

2 July 2021

20 August 2021

29 October 2021

**ABOVE THE LINE**

10 March 2021

5 May 2021

7 July 2021

25 August 2021

3 November 2021

**MATERIAL**

12 March 2021

14 May 2021

16 July 2021

3 September 2021

12 November 2021

# ADVERTISING RATES

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

<b>FULL PAGE</b>	R52 354
<b>DOUBLE PAGE SPREAD</b>	R104 708
<b>HALF PAGE</b>	R31 412
<b>OPENING DOUBLE PAGE SPREAD</b>	R125 650
<b>SECOND DOUBLE PAGE SPREAD</b>	R115 180
<b>FULL PAGE NEXT TO CONTENTS</b>	R57 590
<b>FULL PAGE NEXT TO ED'S LETTER</b>	R57 590
<b>INSIDE BACK COVER</b>	R57 590
<b>OUTSIDE BACK COVER</b>	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



# RATES 2021

<b>BOUND IN</b>	
* 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
<b>LOOSE INSERTS</b>	
Single item (2 pages)	R672 per 1000
4 to 12 pages	R968 per 1000
12 to 24 pages	R1162 per 1000
25 and above	Price quoted on request depending on insert
<b>SPOT GLUE</b>	
Cover Mount (Supplied)	R842 per 1000
Cover Mount (Printing)	Price on request
Items Spot-glued onto a specific page	R1 098 per 1000
<b>BELLY BAND</b>	
Around section inside the magazine (vertical or horizontal)	R2 268 per 1000
Around outside of magazine	R1 424 per 1000
<b>BOOKMARK &amp; RIBBON</b>	
Paste ribbon on specific page with round sticker and placement of bookmark between specified pages	R1 685 per 1000 (bookmark printing costs on request)
<b>BAGGING</b>	
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

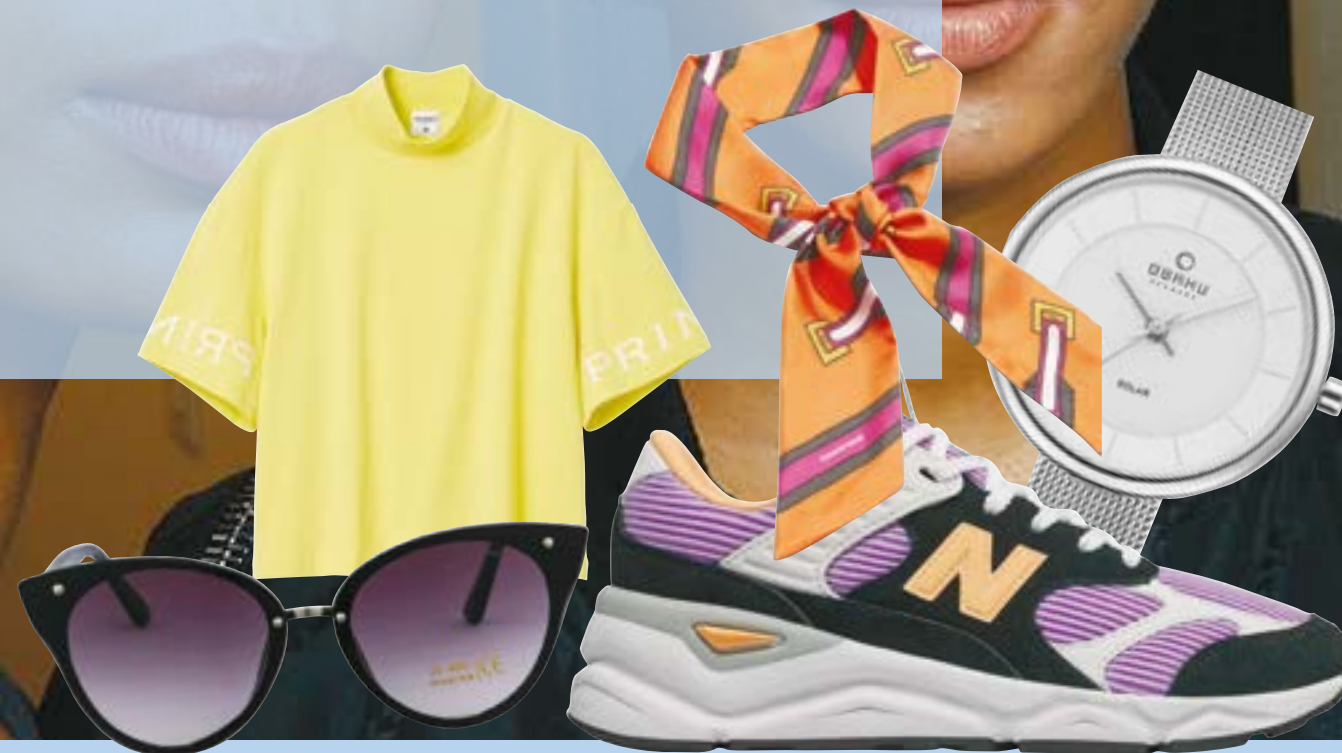
**ATTENTION: RICHARD MALULEKE**  
**PAARL MEDIA LINBRO PARK,**  
**GAUTENG**  
**(011) 201-3400**

**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.





# MICRO PUBLICATIONS

Our offering includes curating and printing **micro publications** for 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 Yvonne Shaff on +27 (82) 903 5641

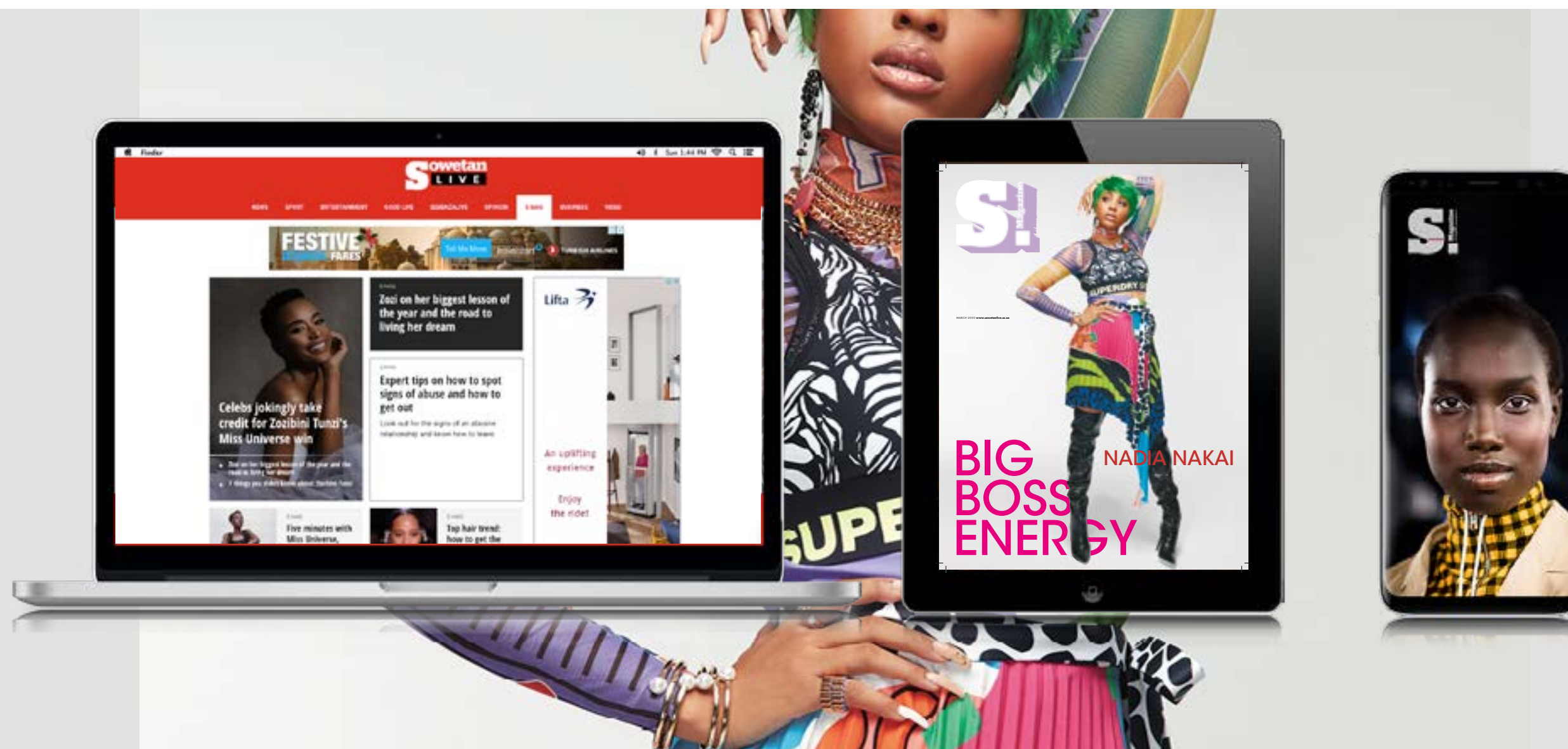




# SMAG ONLINE: SowetanLIVE

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](https://sowetanlive.co.za/s-mag)

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

# SowetanLIVE

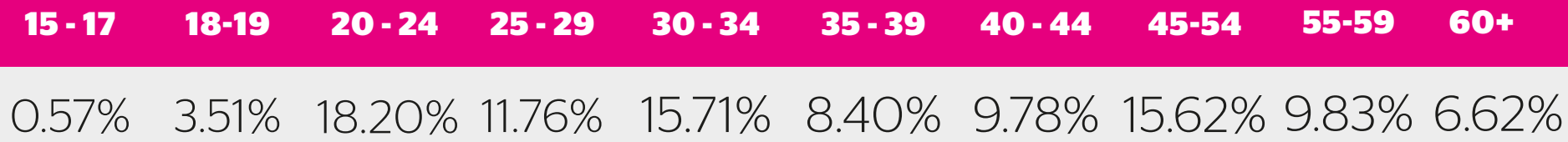
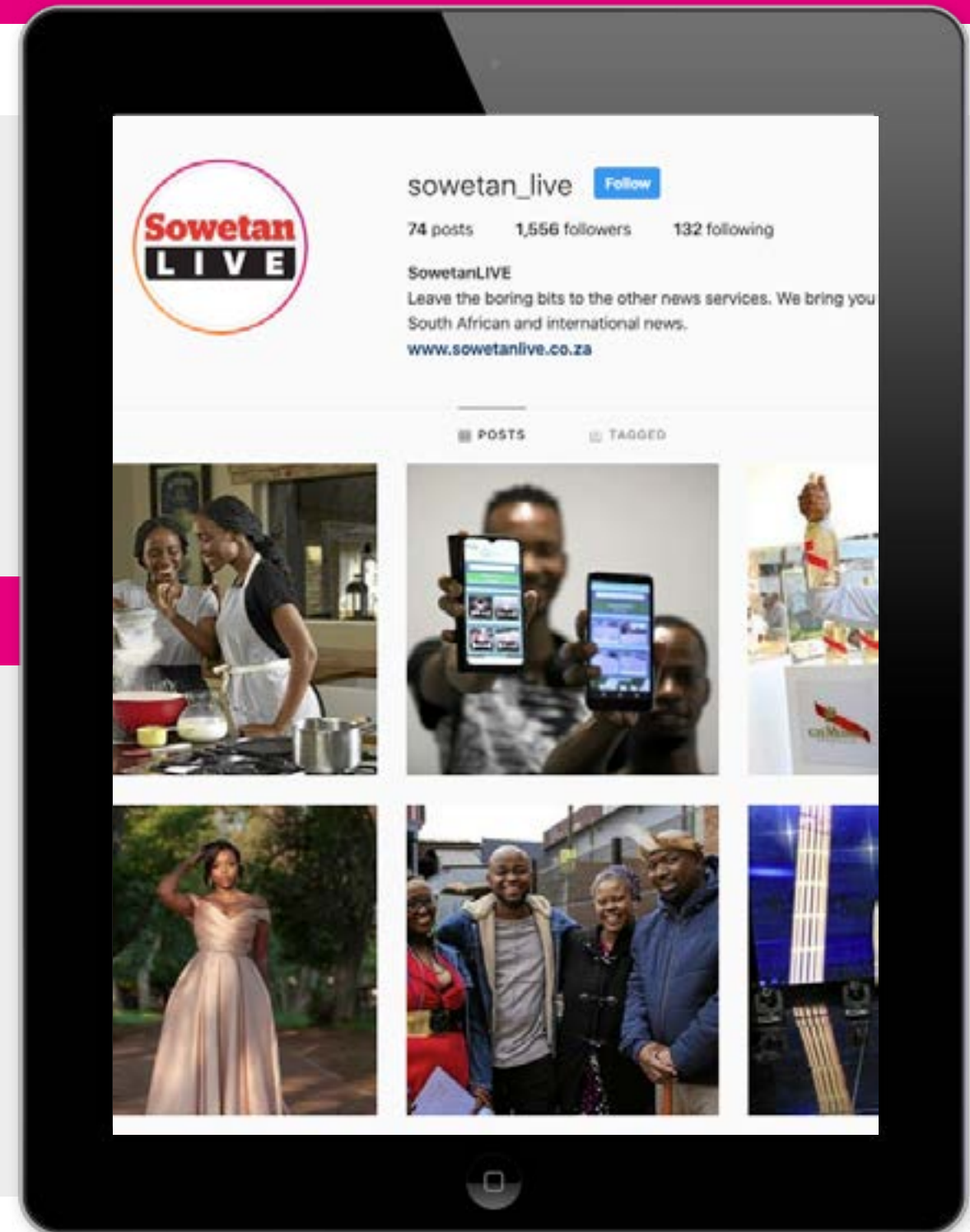
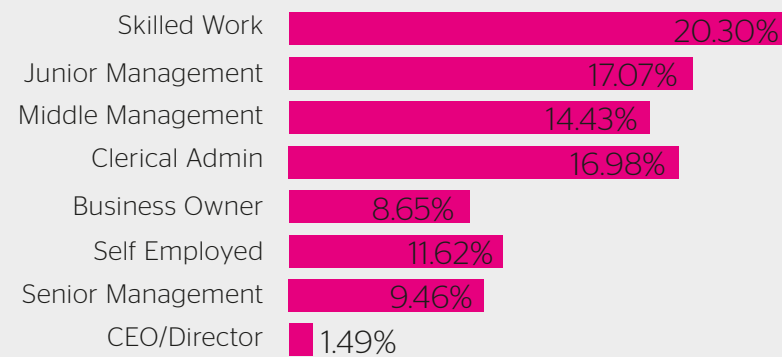
Average unique browsers per month:  
Average page views per month:

**2,257,257**  
**13,816,470**

Source: Narratiive Oct-Dec 2020



### Employment level (%)



### DEVICES USED



Mobile: 91.02%



Tablet: 2.59%



Desktop: 8.29%

Source: Narratiive, GA, Social Media



# ONLINE: S Mag

Average unique browsers per month:

**80 018**

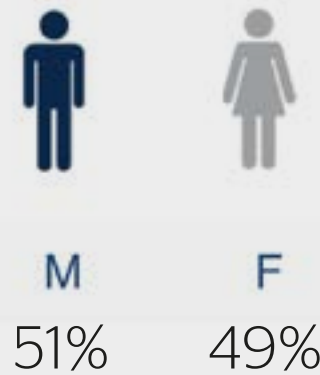
Average page views per month:

**108 363**

Average duration:

**1:16**

Source: Narrative Oct-Dec 2020



GAUTENG	48.9%
WESTERN CAPE	8.3%
KWAZULU-NATAL	12.4%
EASTERN CAPE	8%
LIMPOPO	10.1%



20 - 24	25 - 29	30 - 34	35 - 39	40 - 49	50 - 54	55 - 59	60+
14.7%	17.4%	15.9%	11.3%	20.1%	4.2%	8.7%	4.2%

DEVICES USED



Mobile:89%

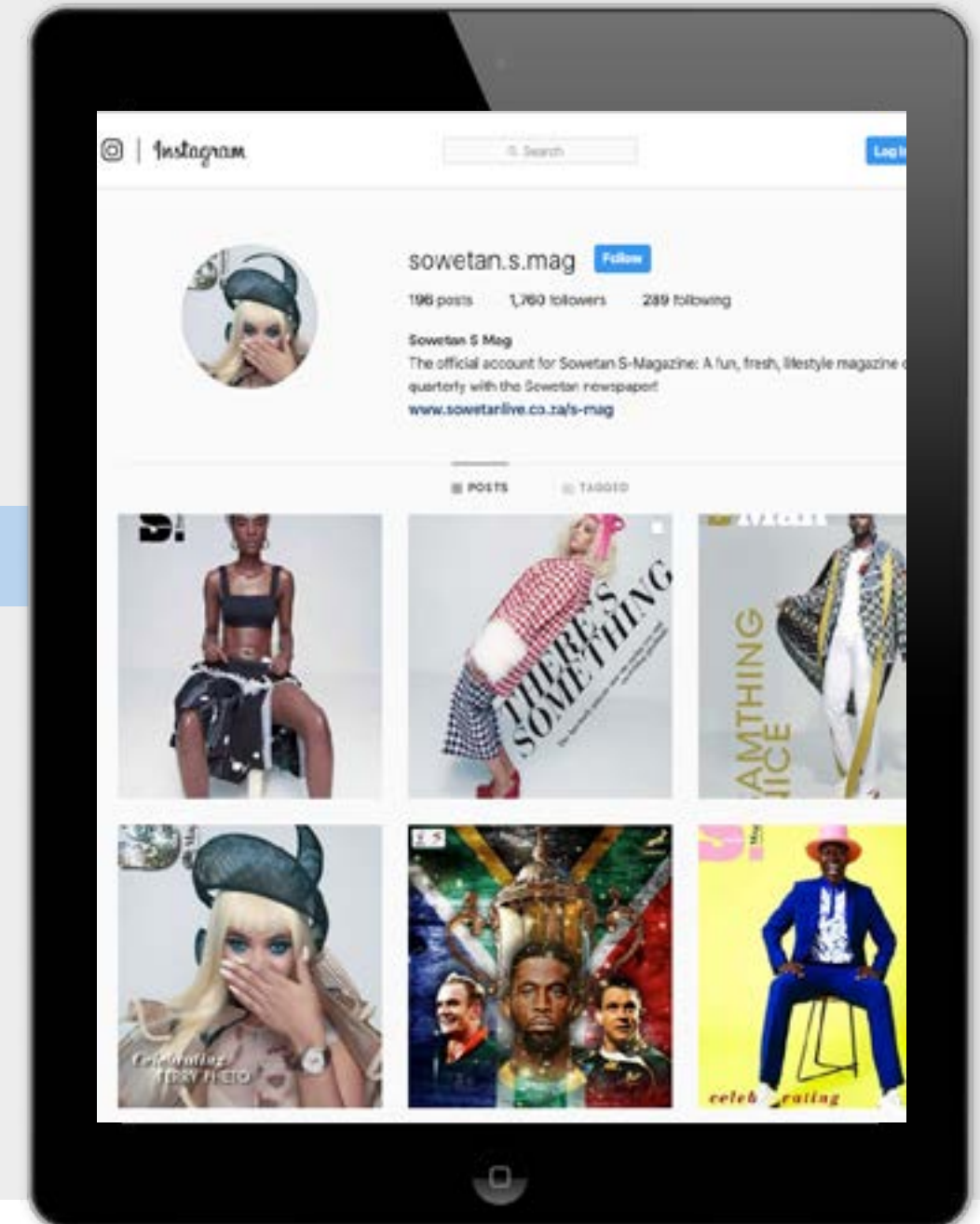


Tablet: 2%

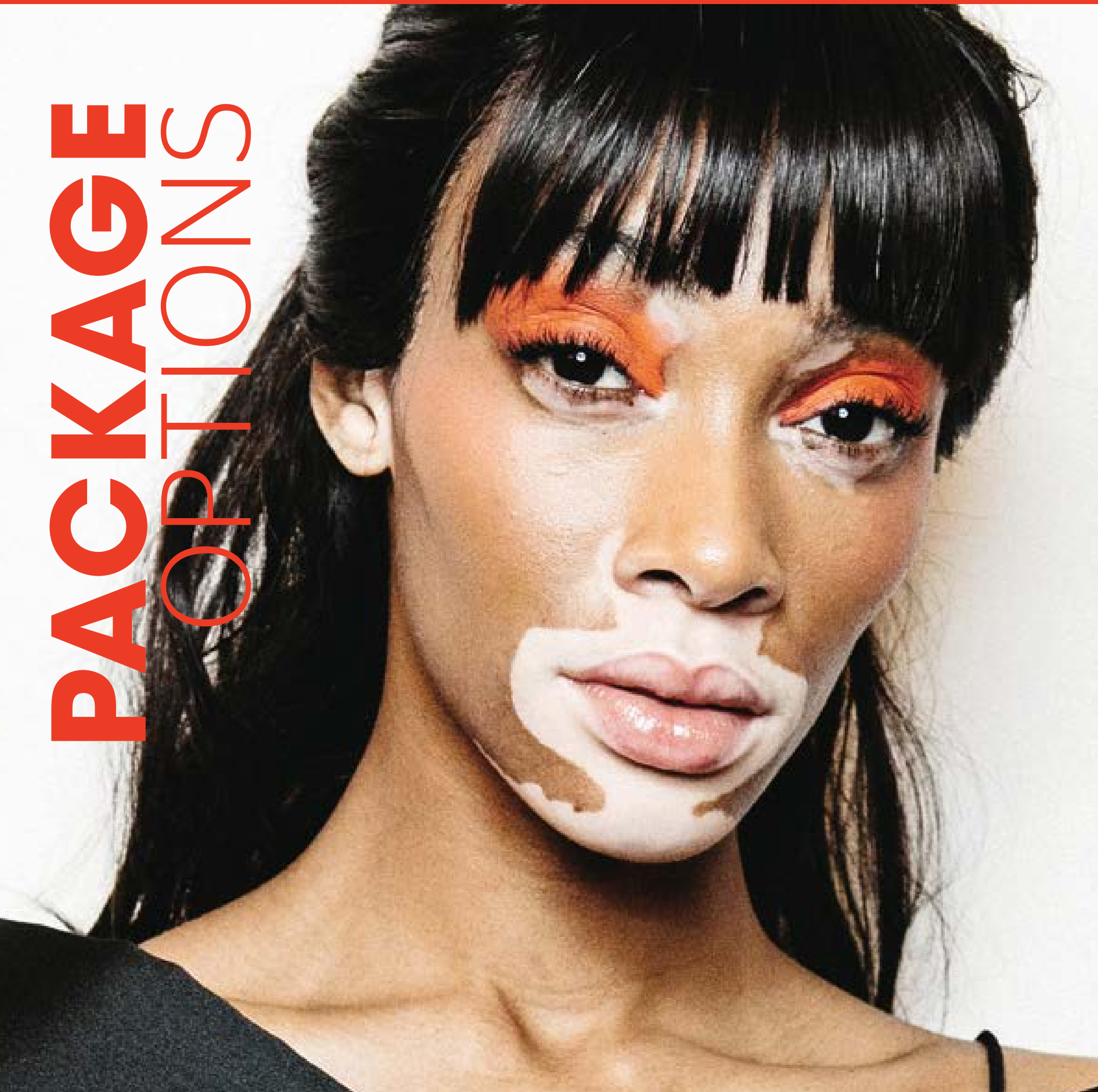


Desktop:9%

Source: Narrative, Social Media



# 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; hosted in most relevant website section.

**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; to be hosted in most relevant web section.

**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**

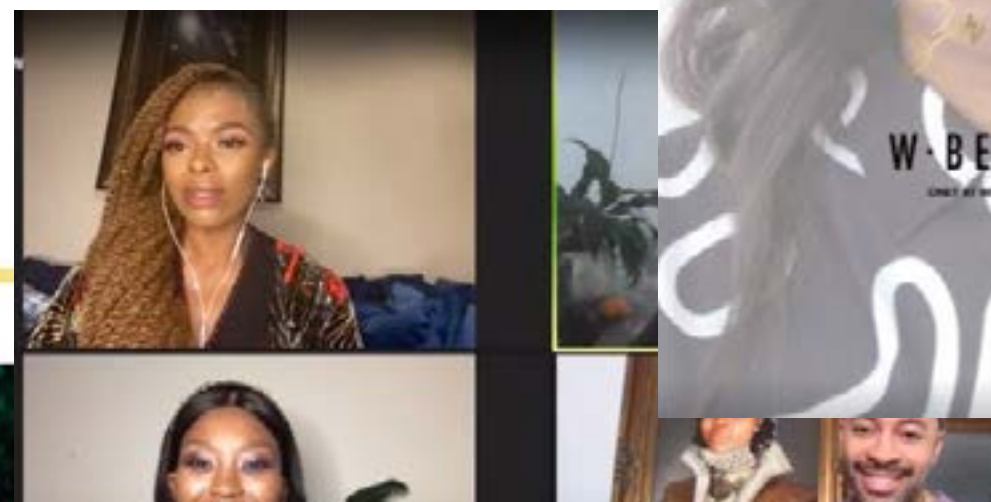
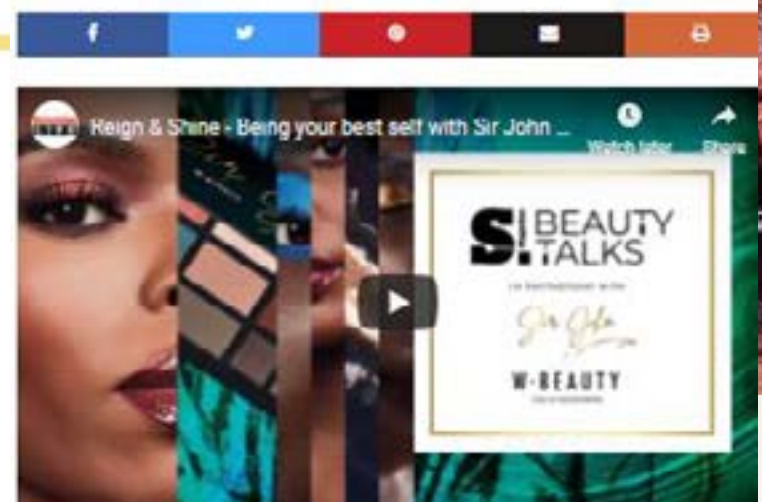


# Eventing opportunities including Webinars

Speak to us about special Eventing Opportunities to engage with one of the most important and growing market segments in SA! Life as we knew it will return, but in the meantime we offer Webinar Events curated by the most professional team led by our editor, Thembaletu Zulu and which offers our clients the opportunity to engage with our audience and your potential clients!

▶ [Click here to view a Webinar Report Back example](#)

**WATCH LIVE | S Mag Beauty Talks with Sir John and Idols judge Unathi Nkayi**  
 Join the Sowetan S Mag Beauty Talks in partnership with W.Beauty on September 22 at 6.30pm  
 16 September 2020 - 07:43







# SOWETAN WOMEN'S CLUB

We have ignited the power of the Sowetan Women's Club – our over 2000-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.

**S Mag own events** are being planned for later this year. 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 Yvonne Shaff +27 82 903 5641 for more information.







# CONTACTS

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Business Manager

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Account Manager KZN & JHB

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**SAMANTHA PIENAAR**

Account Manager CT

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**JAMIE KINNEAR**

Advertising Co-ordinator

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Direct: +27 (0)11 280 3183





**S** Magazine **BEAUTY TALKS**  
owetan

IN PARTNERSHIP WITH

*Sir John*  
x

**W·BEAUTY**

ONLY AT WOOLWORTHS



The *S Mag* Beauty Talks in partnership with Sir John x W.Beauty online discussion, was hosted on Tuesday, 22 September 2020, to highlight and launch the limited edition V3 makeup collection.

The discussion was facilitated by the Editor of *Sowetan S Mag*, **Themba lethu Zulu** and the panel included:

- **Sir John** - World-renowned makeup artist
- **Unathi** - Idols judge, author, and media personality
- **Nokubonga Thusi** - Beauty Editor, *Sowetan S Mag*

**Registrations:** 767

**Viewers (total):** 7 090 (4 425 live)

- Webpage: 400 (365 live)
- Facebook: 6 690 (4 060 live)

**Gender:**

- Male = 18%
- Female = 82%

**Age:**

- 18-24 - 11%
- 25-34 - 37%
- 35-44 - 25%
- 45-54 - 10%
- 55-64 - 10%
- 65+ - 7%



**Sir John**



**Unathi**



**Themba lethu Zulu**



**Nokubonga Thusi**



<https://arenaevents.africa/s-mag-beauty-talks-reign-shine-be-your-best-self-with-sir-john-x-wbeauty/>



## REGISTRATION LANDING PAGE



### Reign & Shine - Be your best self with Sir John x W.Beauty

22 September 2020  
18h30

South African women are fiercely strong and are deeply and authentically rooted in their South African heritage, but most importantly, we celebrate our natural and diverse beauty.

Join the editor of Sowetan S Mag Thembalethu Zulu in conversation with world renowned makeup artist Sir John, Idols judge, author, and media personality Unathi Nkayi, and S Mag Beauty editor Nokubonga Thusi as we provide the tools to harness the power of self-expression through the limited edition range.

It's time to Reign & Shine!



**Sir John**  
World renowned global makeup artist



**Unathi**  
Idols judge, author, and media personality



**Nokubonga Thusi**  
Beauty Editor S Mag



**Thembalethu Zulu**  
Editor S Mag

Want to let your friends or family know?



Submit your details to register and get reminders closer to the start of the live digitized event.

Full Name:

Email Address:

Mobile Number:

Company:

Designation:

Would you like to receive information and updates from Arena Events and its partners?

Yes  No

[Register Now](#)

## STREAMING LANDING PAGE



Add event to calendar



Live Chat Feedback

Hydrate

Unathi Nkayi

Event wait

Event wait time is needed

Event wait to book

Event Registration

Looking forward to meeting this night

Looking forward to being a member of this event

Type your message here

*Sir John*  
W-BEAUTY  
SHOP THE COLLECTION

W-BEAUTY  
SHOP W-BEAUTY

**Sir John**  
World renowned global makeup artist

**Unathi**  
Idols judge, author, and media personality

**Nokubonga Thusi**  
Beauty Editor S Mag

**Thembalethu Zulu**  
Editor S Mag



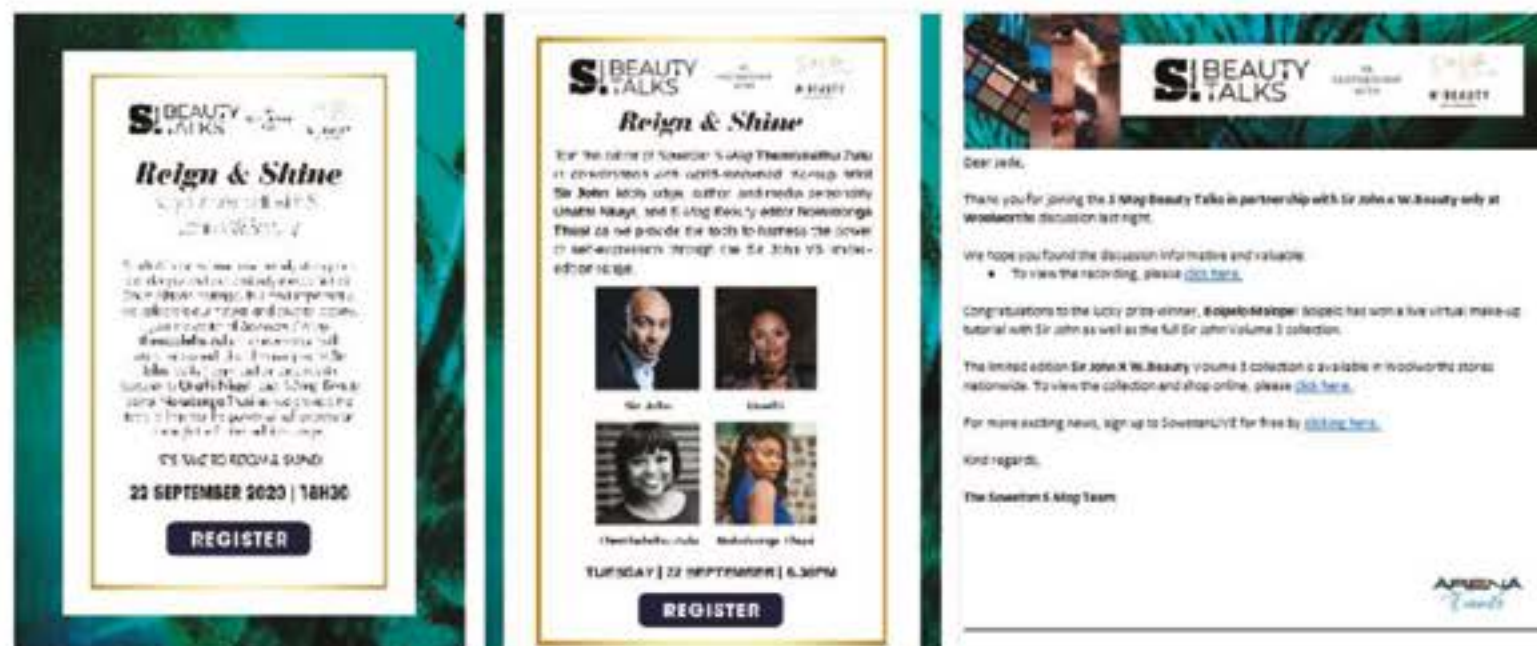
**Direct marketing mailers** were sent to the *Sowetan* subscribers to promote the online discussion and encourage readers to register to watch:

The **automated mailers** were sent to the viewers that registered to watch the event:

- Confirmation mailer (sent as viewers registered for the online discussion)
- Reminder to watch (sent the afternoon before – 21 September 2020)
- We're starting shortly (sent 15 minutes before – 22 September 2020)

The post-event 'Thank you' mailer was sent to the 767 people that registered with links to the recorded session and to the Sir John x W.Beauty collection webpage. Viewers were also offered a complimentary 3-month subscription to *SowetanLive*.

## Direct and thank you mailers



## Confirmation and reminder mailers





The promo article was uploaded to the *Sowetan* homepage and the Arena Event's 'Articles' page.

- <https://www.sowetanlive.co.za/s-mag/2020-09-16-join-s-mag-beauty-talks-with-sir-john-and-idols-judge-unathi-nkayi/>
- <https://arenaevents.africa/join-s-mag-beauty-talks-with-sir-john-and-idols-judge-unathi-nkayi/>

**Join S Mag Beauty Talks with Sir John and Idols judge Unathi Nkayi**

South African women are fiercely strong and deeply and authentically rooted in their South African heritage. Most importantly, we celebrate our natural and diverse beauty through self-expression.

Woolworths has once again joined forces with Sir John to collaborate on an exclusive, limited-edition make-up range within the WBeauty brand in a collection inspired by and made for South African women. From concept and art direction to the formulas themselves, Sir John and WBeauty sought to honour the wave of women reigning and shining, and aptly named the collection "Reign & Shine".

Join Sowetan S Mag editor **Thembaletu Zulu** in conversation with world-renowned global makeup artist **Sir John**, Idols judge, author, and media personality **Unathi Nkayi**, and S Mag beauty editor **Nokubonga Thusi**, on the tools you need to harness the power of self-expression and celebrate what makes us uniquely South African through the limited-edition range inspired by South African women and beauty.

Register for the S Mag Beauty Talks in partnership with Sir John x WBeauty now in the link below.

**Date:** September 22 2020  
**Time:** 6.30pm  
**Cost:** Free

[Click here to register >>>](#)

**Join S Mag Beauty Talks with Sir John and Idols judge Unathi Nkayi**

Register for the Sowetan S Mag Beauty Talks in partnership with W. Beauty on September 22 at 6.30pm  
16 September 2020 - 17:43

SA women are fiercely strong and deeply and authentically rooted in their SA heritage. Most importantly, we celebrate our natural and diverse beauty through self-expression.

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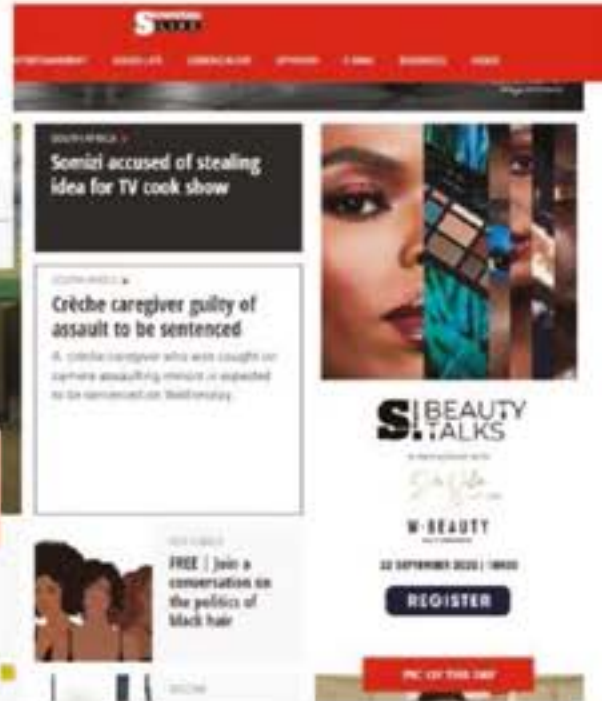
**TRENDS**

- 1 **FREE |** Read the full September edition of S Mag online
- 2 **Jerry Mofokeng wa Makhele** opens up about cancer battle
- 3 **Expert tips** on how to choose colours for your home
- 4 **'Inzulana' for Heritage Day** Mxani responds to Ramaphosa's call
- 5 **Join S Mag Beauty Talks** with Sir John and Idols judge Unathi Nkayi



# MARKETING INITIATIVES – WEB BANNERS

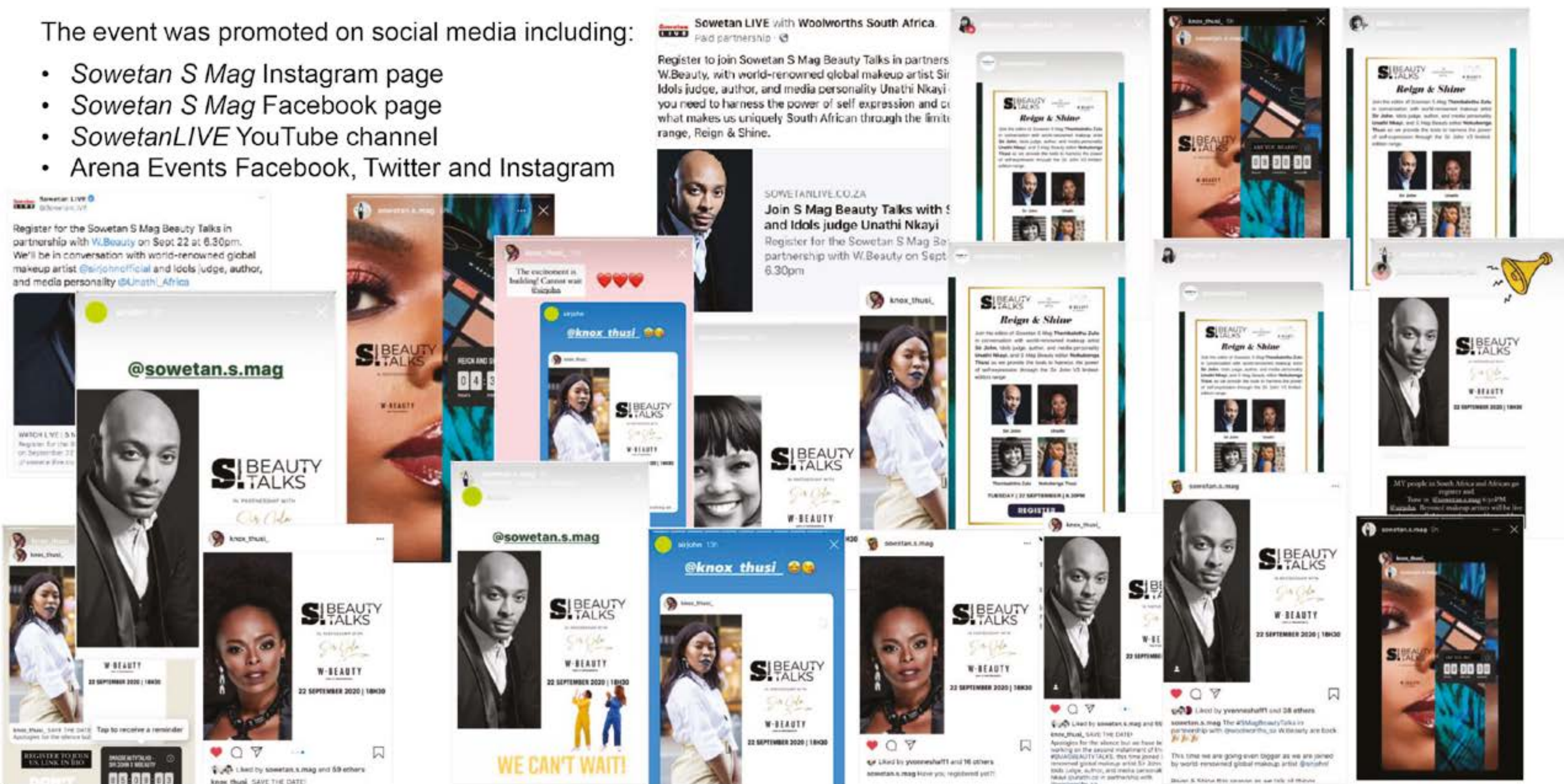
The web banners were uploaded to the *SowetanLIVE* and *TimesLIVE* websites from 10 - 22 September 2020.





The event was promoted on social media including:

- Sowetan S Mag Instagram page
- Sowetan S Mag Facebook page
- SowetanLIVE YouTube channel
- Arena Events Facebook, Twitter and Instagram



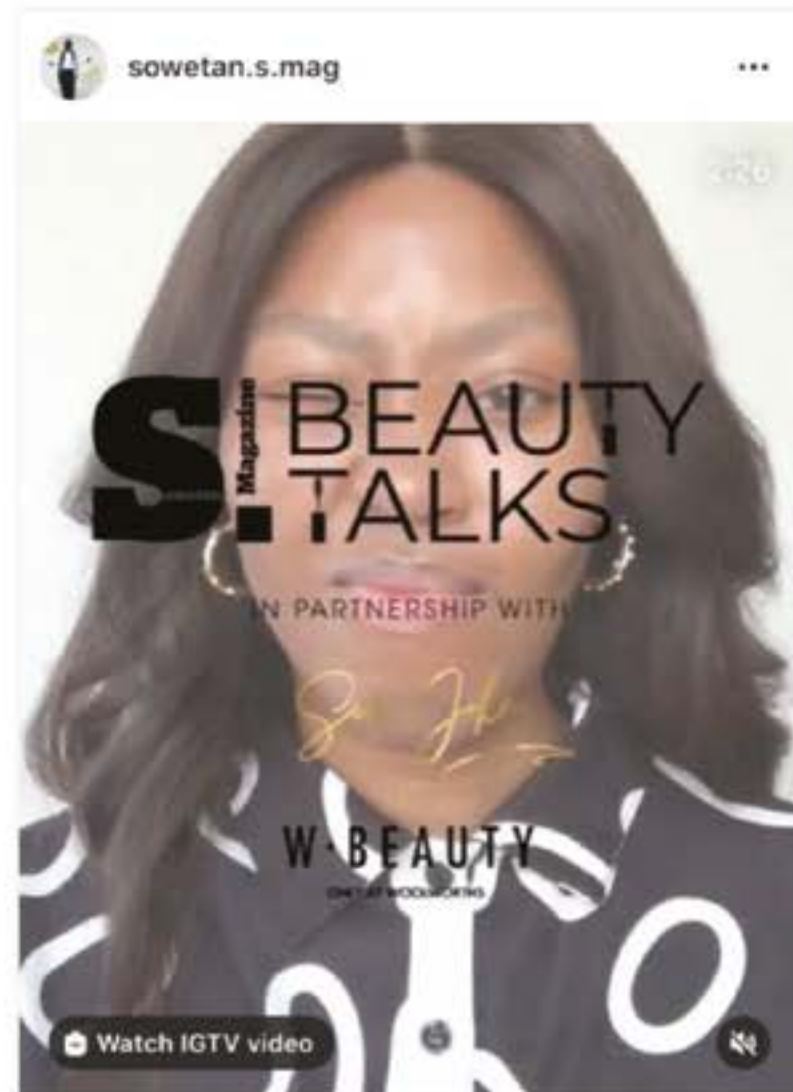


# MARKETING INITIATIVES – INSTAGRAM VIDEO

A pre-event teaser video was created by the *Sowetan S Mag* Beauty Editor, Nokubonga Thusi. The video promoted the limited edition Sir John x W.Beauty Volume 3 collection and encouraged registrations for the online discussion.



[https://www.instagram.com/tv/CFUvvUNjqf2/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/tv/CFUvvUNjqf2/?utm_source=ig_web_copy_link)





# WHAT MAKEUP PRODUCT MAKES YOU FEEL FIERCELY STRONG?

**Linda Appie** - Lipstick makes me feel fierce and strong

**Sally Merckel** - Mascara makes me feel fiercely strong

**Setsoali** - A masterclass!! For me it's a mascara. A good mascara makes me feel so confident looking people in the eye.

**Maddy Mutati** - Lipstick! A bold lip makes me feel as though I can conquer the world!

**Tumi Padi** - Red lipstick

**Anne Hammond** - Lashes are my favourite!

**Ngwana Matloa** - Plum or red matte lipstick

**Nuraan** - For me it's mascara, without any other makeup it livens my eyes and I feel fierce

**Nobom Mkondweni** - Foundation concealer is what makes me feel strong.

**Lynda Jennings** - Eyebrows! Mine are going grey, so I need and love to power up my brows.

**Lerato Modikoe** - Matte nude Lipstick

**Danielle** - It used to be a bold, red lip but now due to face masks - It is a beautiful shimmer eyeshadow and eyeliner to accentuate my eyes and add some sparkle into my life

**Bridgette** - For me it's a good foundation, it evens out my skin tone therefore making me feel confident under my own skin, fierce and strong

**Yolanda** - Red lips lift me up no matter how I feel. They make me feel in control

**Lerato Modikoe** - Matte pore less foundation

**Boipelo Malope** - Being a dark-skinned female, what makes me feel fiercely strong is definitely a great matte pore less foundation colour that blends well with my skin tone and a great eye-shadow palette to make highlight one of my best facial features!!

**Michelle Jaftha** - a simple, eyeliner, Wbrand waterproof mascara and my Sir John Wbeauty Illuminator

**Khanya Faith Mbakaza** - I feel fiercely strong when I apply liquid foundation on my face because it gives my skin beautiful extra glow.

**Fadwa** - Highlighter makes me feel fierce and strong and gives me all the feels



# WHAT MAKEUP PRODUCT MAKES YOU FEEL FIERCELY STRONG?

**Lerato Modikoe** - Waterproof Fork Tip Eyebrow Tattoo Pencil is my favourite

**Tasneem Gasnola** - Eyeshadow Palettes. I love Eyes that pop as they are your windows to the World.

**Ayanda** - What make up product makes me feel fiercely strong? Being me it's what makes me fiercely strong. No amount of makeup can make me strong

**Shirley** - makeup product that make me feel fearlessly strong is a RED LIPSTICK it makes me feel like a force to be reckoned with, it makes me feel like I can handle anything. It makes me feel powerful, confident, and sexy

**Kefiloe Tsotetsi** - I feel fiercely strong when I take care of the canvas board which is my face. I for one believe that skincare is absolutely essential. Most definitely the cleansers, moisturizers and treatments.

**Miriam** - Eye liner transforms my Eyes makes them more beautiful

**Matshidiso14** - Nothing beats red bold lipstick

**Matshidiso14** - Nothing beats red bold matte lipstick with liquid liner for a classic vintage look, it makes me feel like a superwoman & ready to conquer

**Sizakele** - What make up product makes you feel fiercely strong? Liner, ( not just black) mascara ( not just black) and eye shadow

**Ruby** - A bold lip and a good cheek highlighter always makes me feel like I can take on the world!

**Zingisa Diyelela** - A red lip for an outing and a nude glossy lip makes me feel fierce and wild not forgetting a good contour and highlight

**Anne Hammond** - Lashes make me feel fiercely strong because they allow the 'windows to the soul (eyes)' to really REIGN & SHINE xx

**Michelle Modika** - Lipstick and eyeliner makes me fiercely strong

**Danielle** - It used to be a bold, red lip but now due to face masks - It is a beautiful shimmer eyeshadow and eyeliner to accentuate my eyes and add some sparkle into my life

**Lerato Modikoe** - Mascara makes my eyes pop out. Love it after all beauty is in the eye

**Mia warner** - Mascara!

Anna Oliphant - Red lipstick empowers me always

**Bonolo Radebe** - The Sir John X W.Beauty makes me feel damn fierce!



# WHAT MAKEUP PRODUCT MAKES YOU FEEL FIERCELY STRONG?

**Yaya Mavundla** - Make up product that makes me feel fiercely strong is definitely a good foundation, powder and lipstick. This gives me courage to be confident especially because of the work I do, with foundation, powder & lipstick I can spend my day with clients and attend an event later on without having to worry about banking the bank as I use these every day and I still look great. The lipstick I'm still able to use it as a blush.

**Denise Hendricks** - My signature product is a bold lip. I feel that's all you need even on a no makeup day. It brightens your face, it makes you feel amazing even on a down day. When you walk into a room you lighten and brighten it.

**Lerato Sekgopi** - Lipstick

**Joan** - Mascara does it for me...it compliments myself love and self-acceptance and is the power filled oomph to any day

**Nadiyah3** – I love love love sir johns cheek stick, I use it every time I go into a presentation because it gives me the confidence to slay!!!

**Tasneem Gasnola** - Eyes that pop as they are your windows to the World June Taukobong - I have big eyes so eye shadows are my favourites

**Samukelisiwe** - A bold red lip definitely makes me feel bold and fierce! I have a little gap between my front teeth that peeps through even more when I wear a red lip & that really makes me feel so beautiful and confident to show it off!

**Alicia Thompson** - Mascara makes me feel like I am looking at the world with my eyes wide open! Powerful.

**Ryna** - Great foundation and pressed powder give me a bounce in my step and I always turn to Sunflower Cosmetics.

**Mantsila** - I love the Velvet Touch lipstick, it gives my lips some volume

**Sizakele** - A liner, good mascara and bold eye shadow for me on a perfect moisturizer

**Naeema** - What makes me feel fiercely strong? Lip paint, without a doubt! And I say paint because I wear my lip colour like war paint - to go to war each day with whatever the day ahead holds - it brings out that inner confidence and power to take on the world! #beautyfromwithin

**Zingisa Diyelela** - A good red lip when out with friends and a nude glossy lip with nice contour and highlights on a work day make me feel fierce and wild

**Maddy Mutati** - A bold lipstick makes me feel strong, fierce and confident! A bold lip really takes my confidence to another level



W.Beauty x Sir John gave away a live virtual make-up tutorial with Sir John as well as the full Sir John Volume 3 collection.



*Congratulations to Boipelo Malope*



**Maddy Mutati** - What are the biggest makeup trends for Spring?

**Ngwana Matloa** - As a person with eczema, I am careful about the skincare and makeup products that I use. Do the Sir John products work for people with sensitive skin?

**Maddy Mutati** - How do you see the beauty industry shifting in the next 5 years?

**Ngwana Matloa** - many celebrities are becoming lighter due to skincare products and some are not revealing the truth about using skin lighteners. Unathi, what are your thoughts on skin lighteners and would you use them?

**Joan** - What is the best way to keep foundation matt or set (and does not rub off) on oily skin?

**Vicky Denise Chili** - I'd like to know from Unathi...what advice can she give to young women who are suffering from low-esteem? Especially that is related to their appearance...

**June Taukobong** - I've stopped using a mascara because of sensitive eyes, my eyes would itch a lot. Are SJ's products cater for sensitive eyes?

**Yaya Mavundla** - For someone who uses make-up everyday for extremely long hours, what advice would you have to make sure skin doesn't get damaged?

**Vicky Denise Chili** - Do you guys recommend anti-aging make up or should we need to embrace our senior years?

**Matshidiso14** - Any skincare range coming up as well?

**Nolwazi** - Do you advise different makeup products for different seasons, such as summer and winter OR one product for all seasons?

**Bonolo Radebe-Mpete** - Sir John, what is your advice to mean who struggle with scars caused by in-grown hairs due to shaving. Can you advise on that?

**Nobathembu** - How long can I keep my products for? Does it expire?

**Michelle Jaftha** - I am not so clued up with colour trends on make-up, @Sir John, what was your colour inspiration for this edition and would it be a complimenting range for the summer to come?

**Miriam** - What can I use to clear blemishes on my skin? Does skin bleach help?

**Ruby** - Sir John, what's your best advice for a girl with hooded eyes looking for beautiful eye makeup - e.g. eyeliner, smokey eye and colourful lids (or no lids)

**Vicky Denise Chili** - Unathi I know you love to work out and how has that helped you with your skin?

**Siwe Lawrence** - With some of us still working from home due to the pandemic, what should our relationship with make-up be? It's so easy to get lazy and it's so important to still make that effort to make your face beautiful

**Tamara Nicholson** - If you don't wear make-up, what's the starting block?

**Lindelwa Mahonga** - Any make-up advice for uneven skin tone and dark circles please?



**Kat** - Great session guys....please do it again!

**Boipelo** - Please have another session. This was definitely amazing and so informative!! I'M HERE FOR THIS!!!! THANK YOU

**Michelle Jaftha** - I loved, loved this and you guys has been awesome! Unathi is an entire VIBE!

**Bonolo Radebe-Mpete** - Many many thanks for a fabulous session!!

**Alicia Thompson** - This has been so wonderful! Thank you very much to the panel and the comments from everyone in the audience.

**Matshidiso** - Thank u so much beautiful people. Interesting discussion and eye opening. I will certainly will use all the valuable information shared

**Danielle** - Thank you - such a wonderful and inspiring session

**Maddy Mutati** - This was great! Thanks to W Beauty and the panellists!

**Tumi Padi** - A night well spent. Thank you for such an incredible panel.

**Nokuthula** - Enjoyed every minute of it. Looking forward to similar future beauty engagements. Very informative.

**Zee** - Great learning experience! W Beauty 3 here I come.

**Boipelo** - Love how the brand accommodates us with dark skin. I LOVE IT!! I always struggle with finding products for my skin tone

**Fadwa** - Amazing beauty talk, loved the tips and content. Well done and thank you

**Maddy Mutati** - Love how lots of African models were used in the campaign. Empowered and reflective of the African market

**Boipelo** - Yaaasssss Sis Unathi!! Love how the campaign embraces African women and their beauty. From our hair, skin tone and differences. Very Intentional!

**Nadiyah3** - waiting for payday to go get my new set of the volume 3 collection!!

**Bonolo Radebe** - Soooooo star struck, lol! I have zero skills when it comes to putting make-up on. Am noting all the tips

**Yaya Mavundla** - This is really a great chat!

**Julia** - I wanna try that blush stick

**Danielle** - The Dual Ended Face & Cheek Stick looks fantastic

**Shirley** - This was very informative, thank you so much guys

**Lindelwa Mahonga** - These products sound and look great!

**Bonolo Radebe-Mpete** - Reign and Shine! My ultimate favourite is the Amour colour lipstick! The packaging itself is fieeeerce!!!

**L Z** - This chat is amazing, so much more than about makeup. It's about the mind, the body and the soul!!! Great work!!!!

**Samantha** - Have learnt so many interesting facts tonight - THANK YOU





**S** Magazine **BEAUTY TALKS**  
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We look forward to future collaborations with W.Beauty

