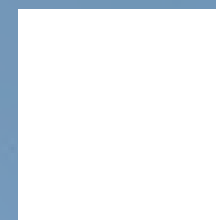




Magazine

STYLE & SUBSTANCE | www.sowetanlive.co.za



MEDIA KIT 2021

CONTENTS

Introduction	2
Ed's letter	3
Covers	4
Content breakdown	5
Print audience	6
Competitors and circulation	7
Themes and publication dates	8
Calendar	10
Advertising rates	11
Material specifications	12
Insert rates	13
Delivery details for inserts	14
Micro publications	15
S Mag Online: SowetanLIVE	16
Package details	19
Available packages	20
Eventing opportunities including Webinars	22
Sowetan Women's Club	23
Advertising contacts	24

2
3
4
5
6
7
8
10
11
12
13
14
15
16
19
20
22
23
24



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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COVERS





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.



WEDDINGS



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.



FOOD & DRINK



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.



MOTORING



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!



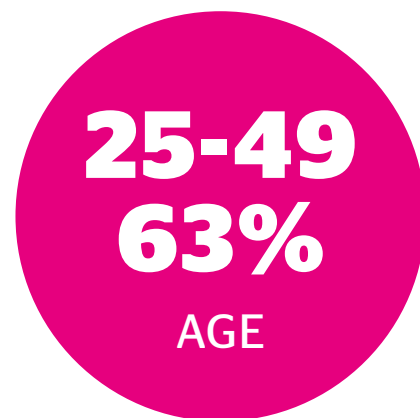
DECOR

PRINT AUDIENCE

S Mag Print order: **50 000**

Readership: **1,228,000**

DEMOGRAPHICS



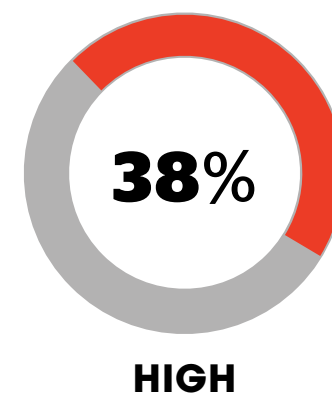
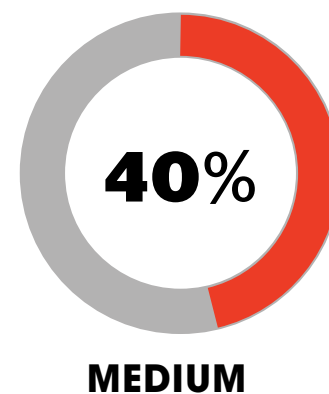
HOUSEHOLD PURCHASER

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

READER PROFILE

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

SEM SUPERGROUP



Source: PAMS FUSION 2020



COMPETITORS & CIRCULATION

S Mag	50 000*
True Love	23,851**
Destiny	No submission
Destiny Man	No submission
GQ	3 943**
Mens Health	Discontinued
Bona	Discontinued

ABC Oct-Dec 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	BELOW THE LINE	ABOVE THE LINE	MATERIAL
26 MARCH 2021	5 March 2021	10 March 2021	12 March 2021
28 MAY 2021	30 April 2021	5 May 2021	14 May 2021
30 JULY 2021	2 July 2021	7 July 2021	16 July 2021
17 SEPTEMBER 2021	20 August 2021	25 August 2021	3 September 2021
26 NOVEMBER 2021	29 October 2021	3 November 2021	12 November 2021

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



RATES 2021

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	R1162 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.



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.

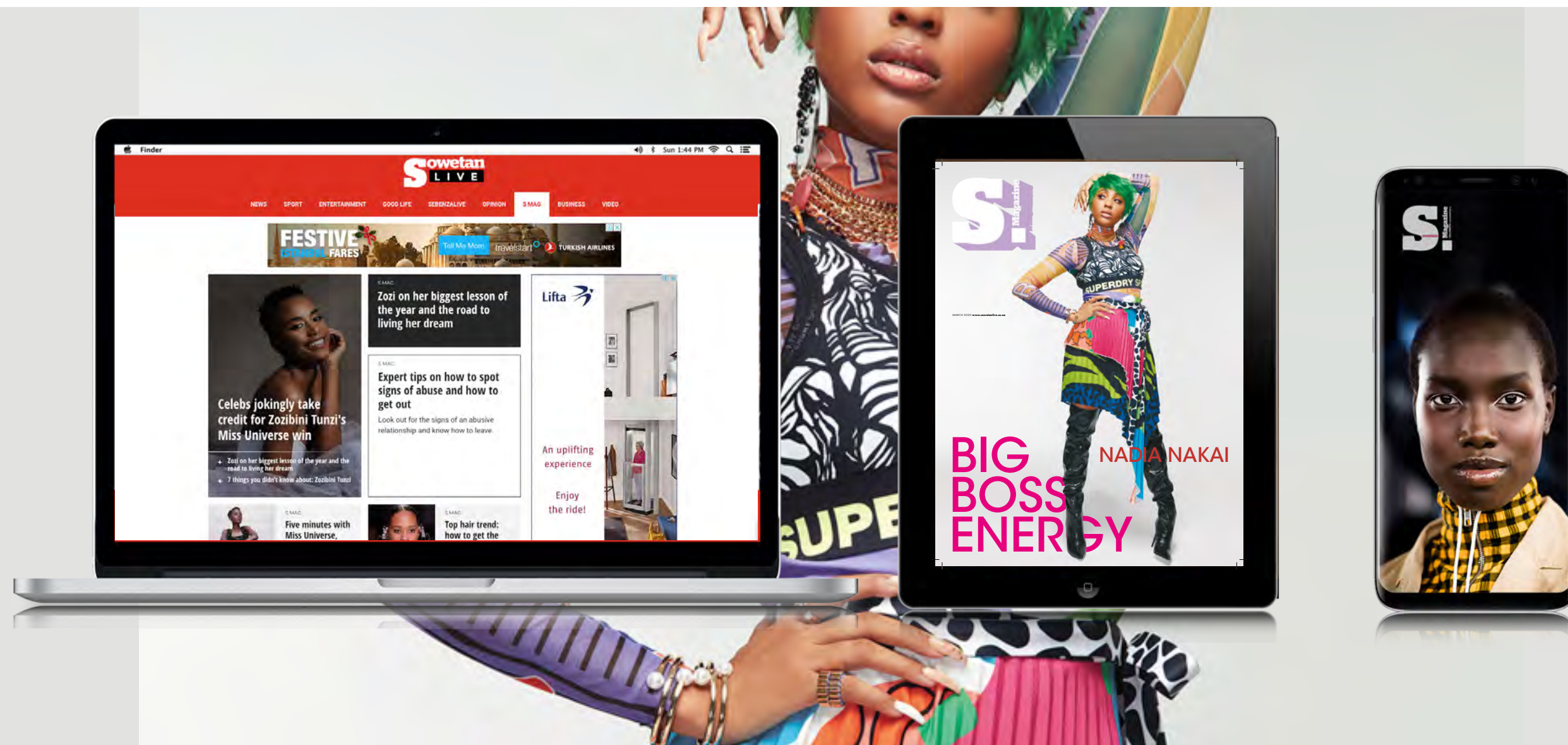
RATES: custom quoted, please contact the Business Manager Yvonne Shaff on +27 (82) 903 5641



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

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

SowetanLIVE

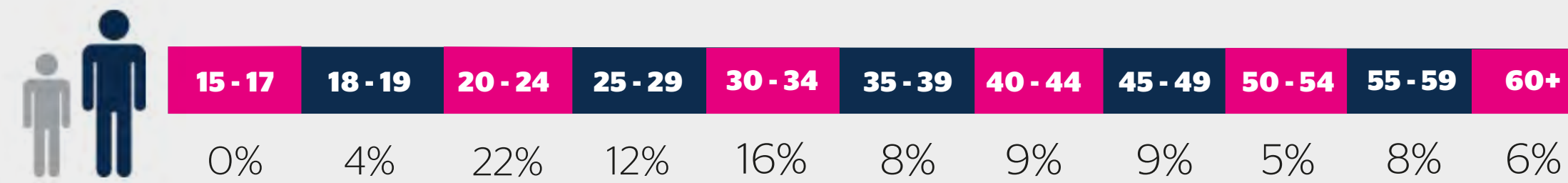
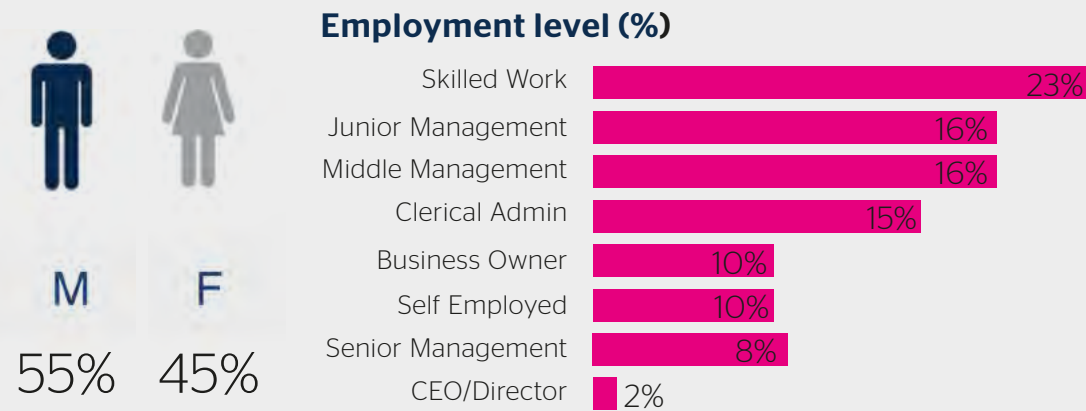
Average unique browsers per month (Global):

2,690,940

Average page views per month (Global):

14,582,487

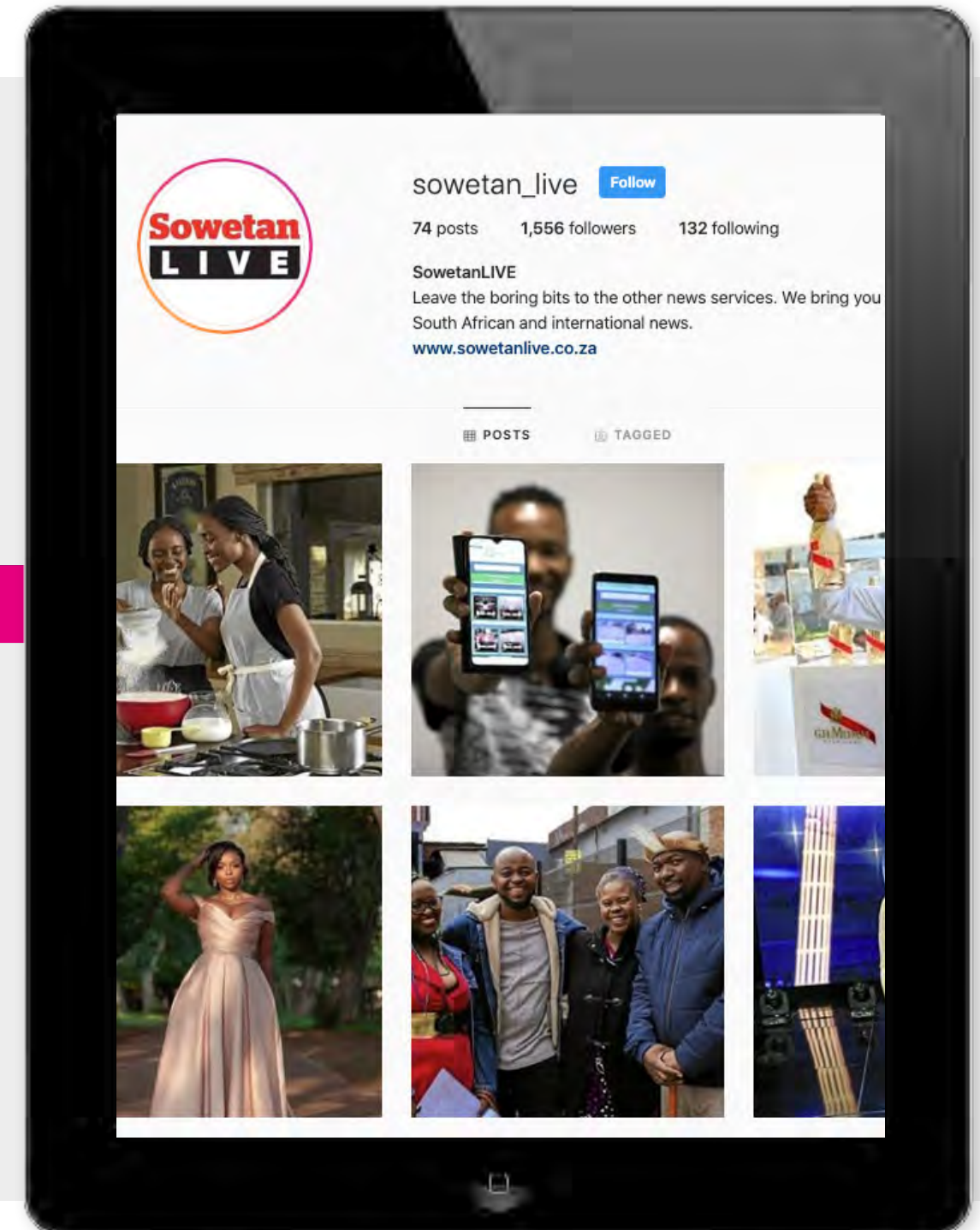
Source: Narratiive Jan-Apr 2021



DEVICES USED



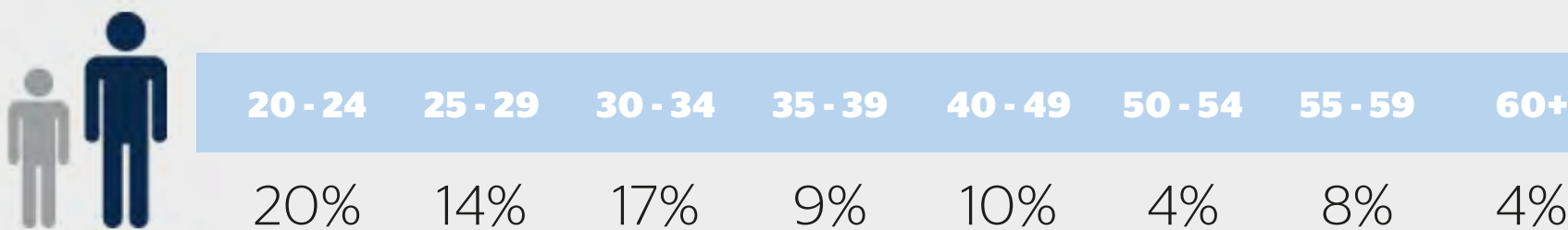
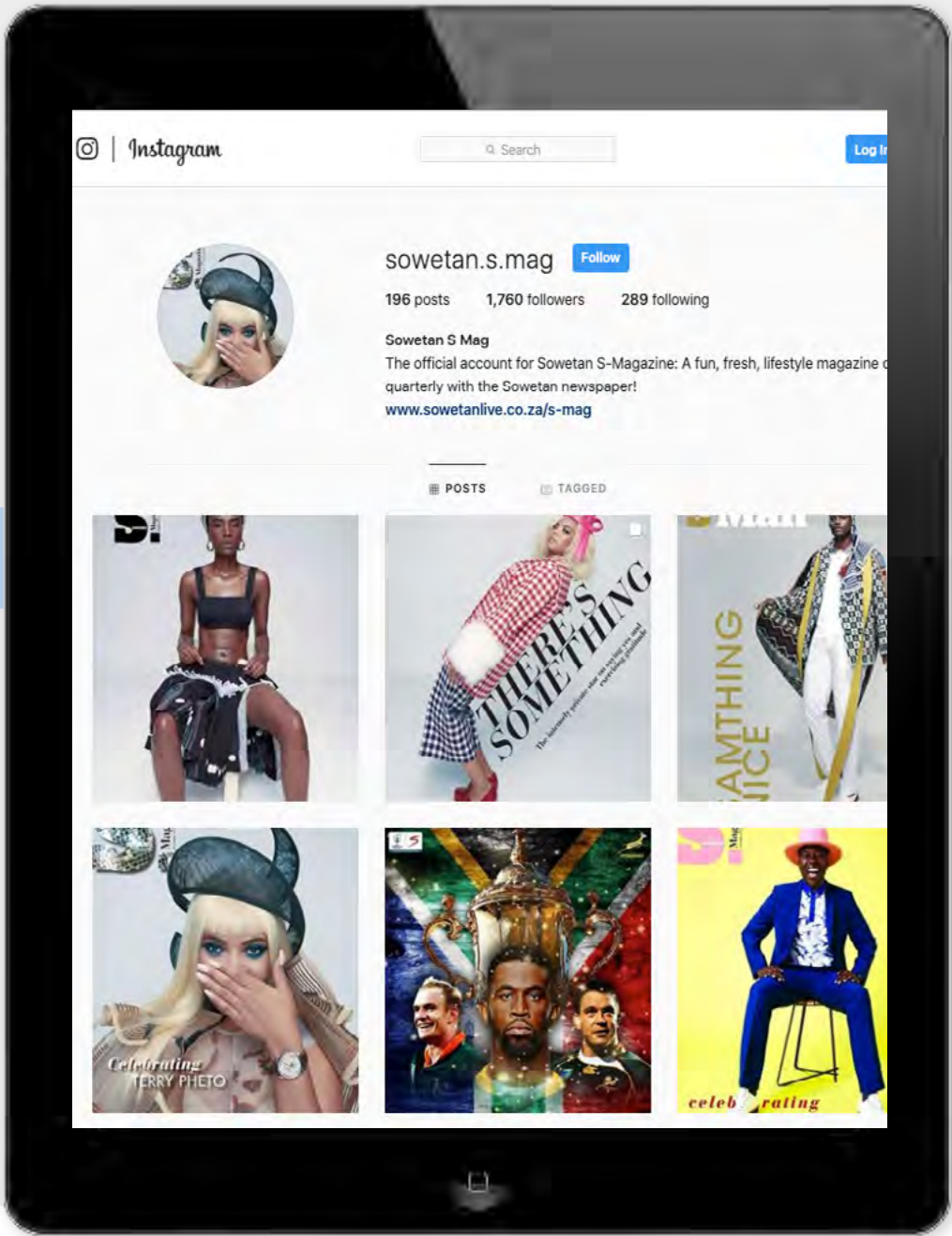
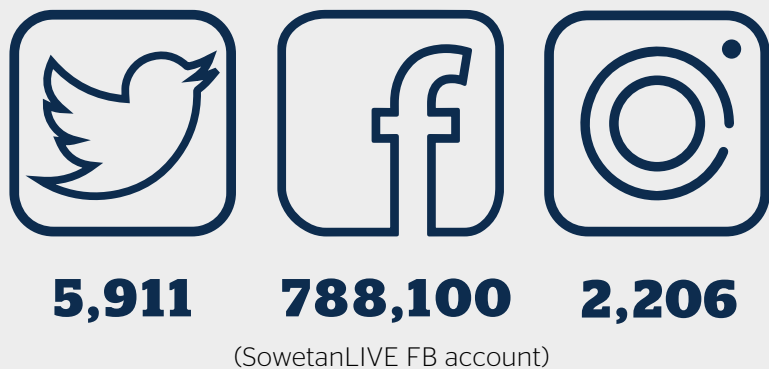
Narratiive and GA: Jan-April 2021



ONLINE: S Mag

Average unique browsers per month: **266 644**
 Average page views per month: **443 943**
 Average duration: **1:20**

Source: Narratiive Jan-Apr 2021



DEVICES USED



Source: Narratiive, Social Media

PACKAGE
OPTIONSNATIVE 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! Our webinars include our SMAG Beauty Talks and other customised sectors, for example finance.

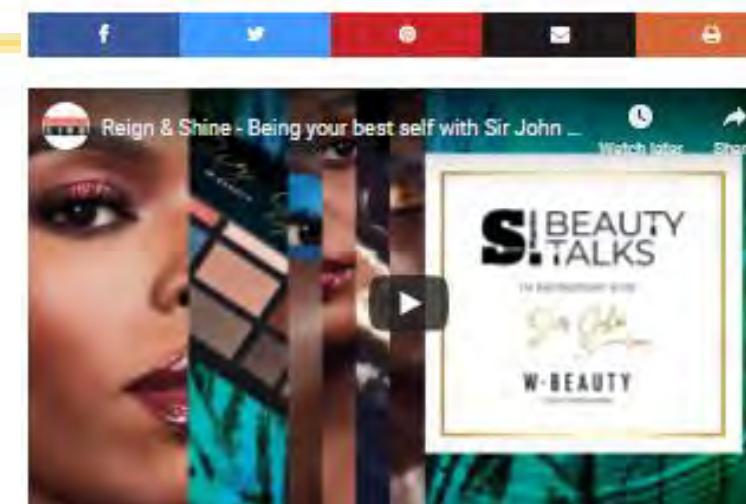
Packages start at R120,000.

▶ [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

YVONNE SHAFF

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SAMANTHA PIENAAR

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JAMIE KINNEAR

Advertising Co-ordinator

Email: kinnearj@bdfm.co.za

Direct: +27 (0)11 280 3183



S Magazine **BEAUTY TALKS**
owetan

IN PARTNERSHIP WITH

Sir John
x

W·BEAUTY

ONLY AT WOOLWORTHS

POST EVENT REPORT

ARENA
Events

ONLINE EVENT OVERVIEW

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*, **Thembaletu 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*



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



Sir John



Unathi



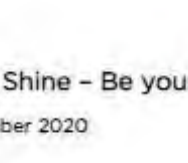
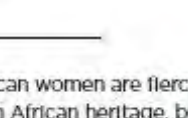
Thembaletu Zulu



Nokubonga Thusi

MARKETING INITIATIVES - WEBPAGES

REGISTRATION LANDING PAGE

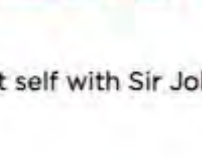
Reign & Shine – Be your best self with Sir John x W.Beauty

22 September 2020
18h30

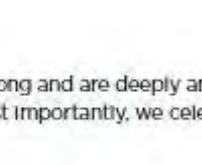
South African women are fiercely strong and are deeply and authentically rooted in their South African heritage, but most importantly, we celebrate our natural and diverse beauty.

Join the editor of *Sowetan S Mag* Thembaletu 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.

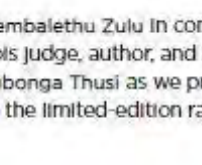
It's time to Reign & Shine!




Sir John
World-renowned global
makeup artist



Unathi
Idols judge, author, and
media personality







Nokubonga Thusi
Beauty Editor
S Mag



Thembaletu 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

The screenshot shows the W Beauty website during a promotional event. At the top, the 'S! BEAUTY TALKS' logo is visible, along with social media sharing options. A central video player features a collage of images and the 'S! BEAUTY TALKS' logo. To the right, a live chat window is active, showing messages from users and a 'Send' button. Below the video, there are four featured individuals, each with a portrait and a brief description of their role or achievement. The W Beauty logo is prominently displayed in the center of the page.

MARKETING INITIATIVES - MAILERS

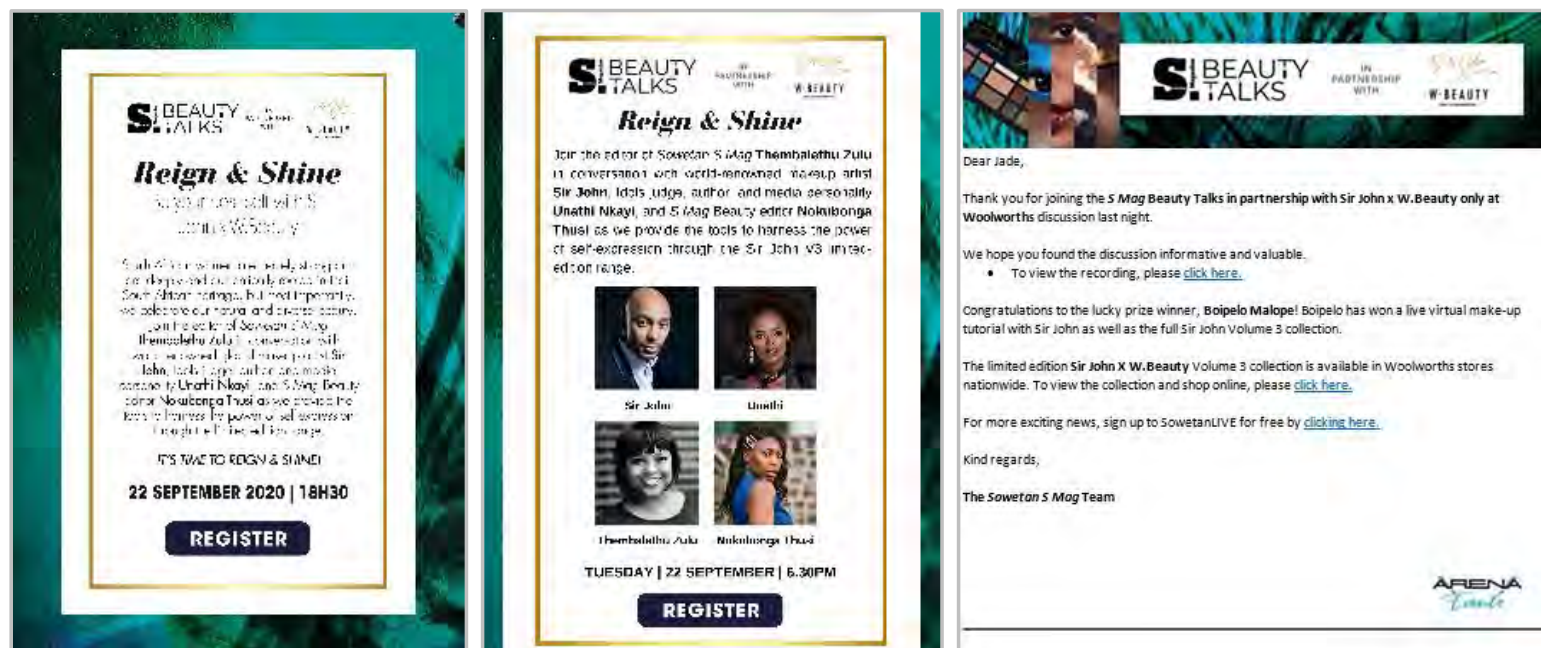
Direct marketing mailers were sent to the *Sowetan* subscribers to promote the online discussion and encourage readers to register to watch:

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

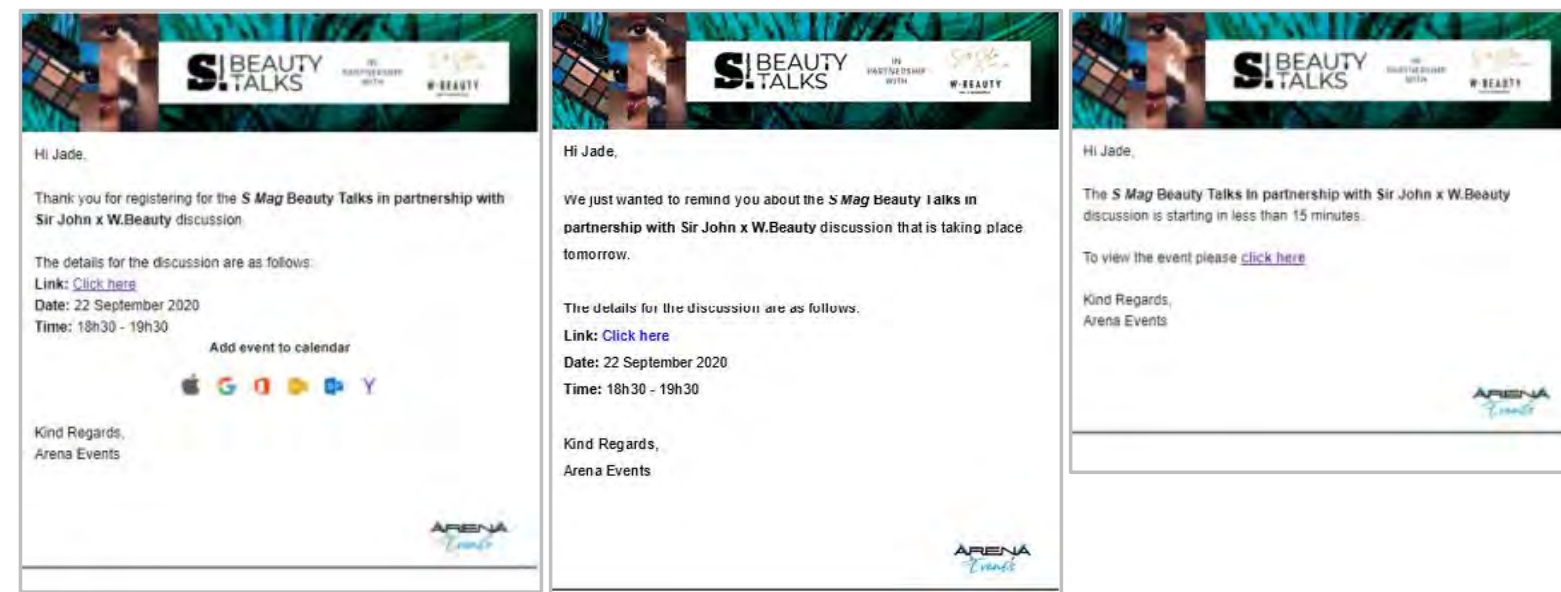
- Confirmation mailer (sent as viewers registered for the online discussion)
- Reminder to watch (sent the afternoon before)
- We're starting shortly (sent 15 minutes before)

The post-event 'Thank you' mailer was sent to all the delegates 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/>



Sponsor an Event Latest Events Event Sectors

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 W.Beauty brand in a collection inspired by and made for South African women. From concept and art direction to the formulas themselves, Sir John and W.Beauty 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 W.Beauty now in the link below.

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

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

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S MAG SPONSORED

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 - 6:43

f t i e

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.

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

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Join world-renowned global makeup artist Sir John on September 22 at 6.30pm.
Image: Picture: Supplied



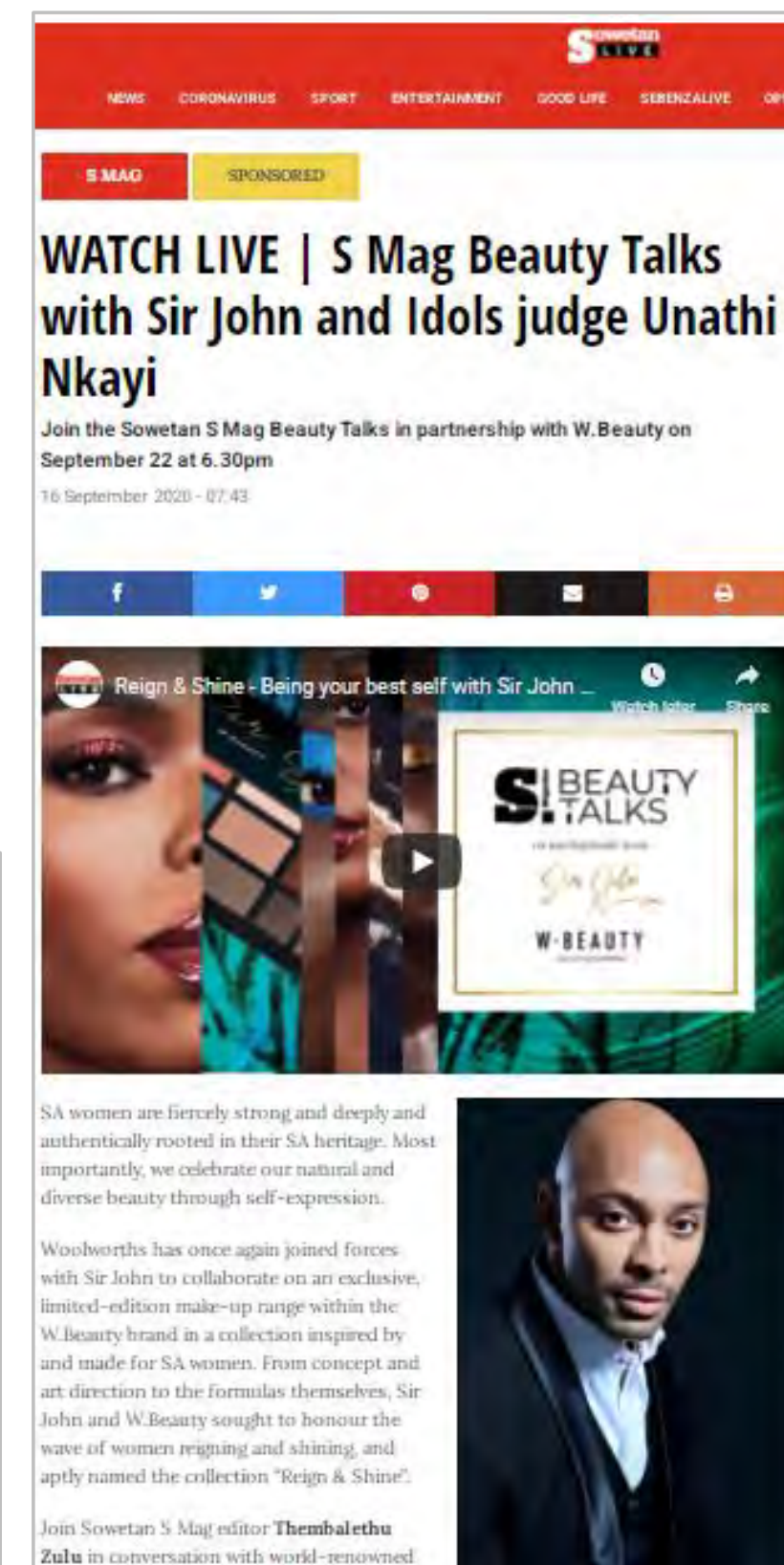
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TRENDING

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

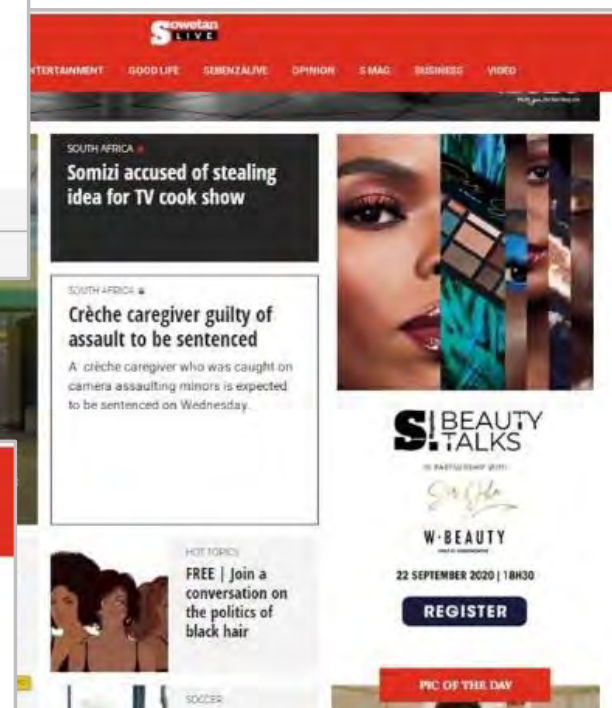
MARKETING INITIATIVES – WATCH LIVE ARTICLE

The promo article was then converted to a 'WatchLIVE' article on the evening of the online discussion, allowing readers to watch from their evening news feed.



MARKETING INITIATIVES – WEB BANNERS

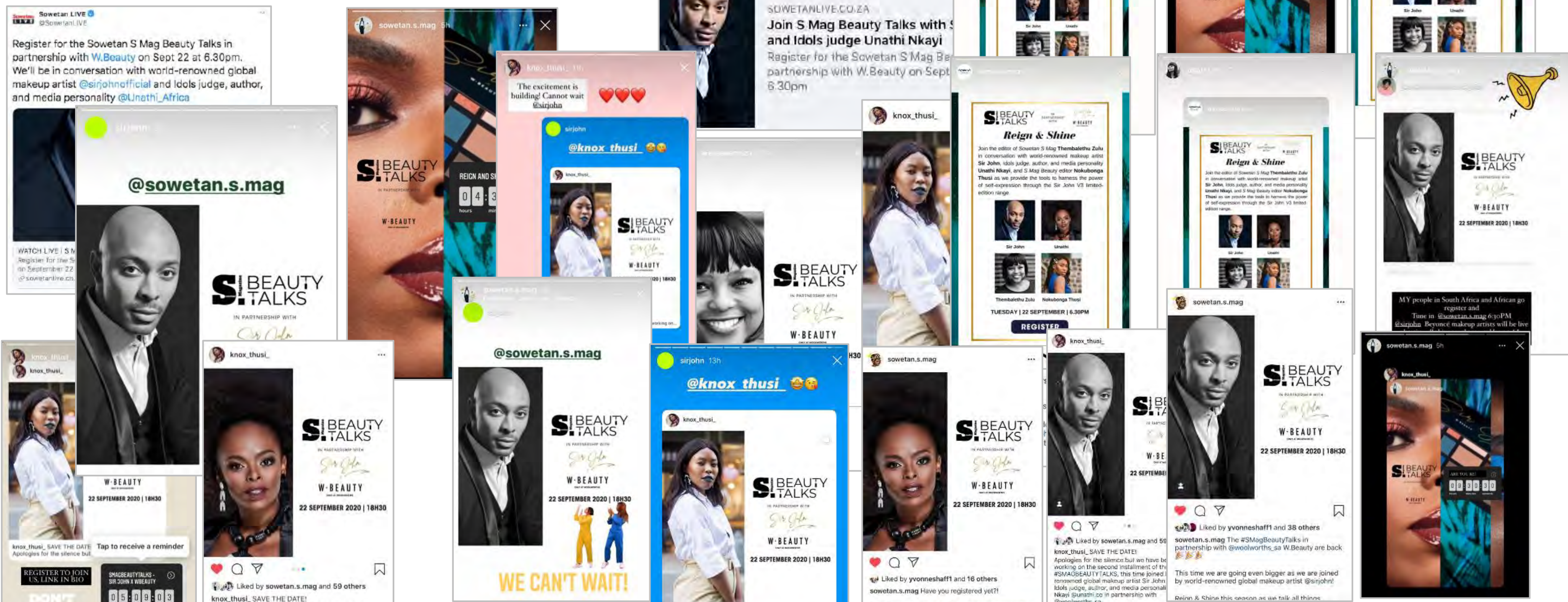
The web banners were uploaded to the *SowetanLIVE* and *TimesLIVE* websites.



MARKETING INITIATIVES – SOCIAL MEDIA

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.

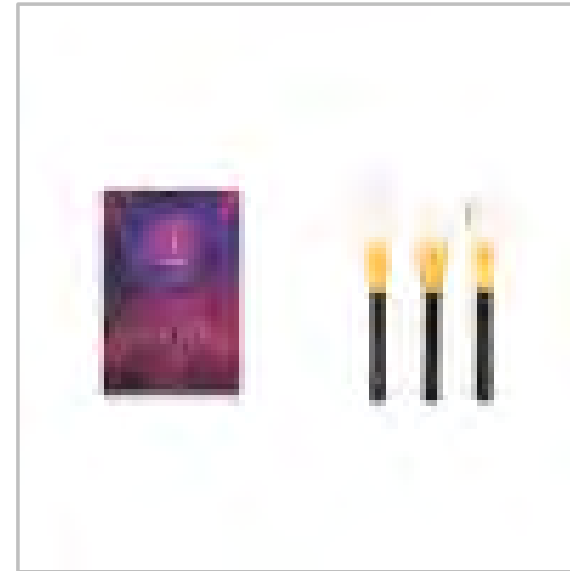


https://www.instagram.com/tv/CFUvUNjqf2/?utm_source=ig_web_copy_link



PRIZE AND WINNER

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.





S Magazine **BEAUTY TALKS**
owetan

IN PARTNERSHIP WITH

Sir John
x

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