



S

owetan

Magazine

STYLE & SUBSTANCE | www.sowetanlive.co.za

Media Kit 2022

YVONNE SHAFF
GM LUXURY

Cell: +27 (0)82 903 5641
Email: shaffy@arena.africa

EMMANUEL TJIYA
SOWETAN SMAG EDITOR

cell: 071 427 2203
email: tjiyae@sowetan.co.za

CONTENTS

Introduction	2
Editor's letter	3
Covers	4
Content breakdown	5
Print audience	7
Competitors and circulation	8
Themes and publications	9
Digital covers	11
Calendar	12
Advertising rates	13
Material specifications	14
Insert rates	15
Delivery details for inserts	16
Micro publications	17
S Mag Online: SowetanLIVE	18
Package details	21
Eventing opportunities, including webinars	24
Sowetan Women's Club	25
Advertising contacts	26





Sowetan **S Mag** is the place to go to for the latest in trends, fashion, beauty, and lifestyle! The flagship glossy magazine of the national treasure that is the Sowetan newspaper, **S Mag** is inserted five times a year in 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 current social issues.

Sowetan **S Mag**, while primarily aimed at a female readership, also has a dedicated male section – S Man. Our exciting and beautifully designed contents offer our wide readership a realistic take on 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 has a new take on what's hot: from fashion, grooming, and décor to food and drinks – what's not to love?

FROM THE EDITOR

This year promises to be a year of new beginnings, a new dawn, and a new birth. After two years of the global pandemic, filled with economic instability and social unrest, we are going through a collective rebirth. Day-to-day lifestyle has changed – and understandingly so, considering that our lives had come to a halt.

This year, even though the pandemic continues, there is a whiff of rediscovery in the air. In that spirit of reawakening, our pages will be injected with breezy material that will empower readers to pick up the pieces. We are redefining glamour and bringing sexy back, all in the hope of adapting to our new normal.

How are we going to do this? We are embarking on a transformative journey that will show why we are the go-to lifestyle and fashion bible, jam-

packed with expert guides on beauty, hair, style, grooming, wellness, and finance. We will ease readers into enjoying the finer things in life with leisurely content dedicated to food, drinks, motoring, weddings, and travel. Once we are done, you'll understand why S Mag, in terms of fashion and lifestyle, speaks in the future tense.

As the trusted voice of a generation, we will still lead the conversation on topics that impact readers. And we will always approach these topics in a cool and modern style, while remaining relevant and reflecting our diversity.

Through collaborations with our celebrity cover stars, each of the futuristic five issues we have planned for this year will shine brighter than the sun. Expect a feast for the eyes as we celebrate our game-changers in music, film, television, and more. We will

make sure you stay hydrated with unparalleled styling, photography, and writing. Defining pop culture and capturing the zeitgeist are part of our agenda.

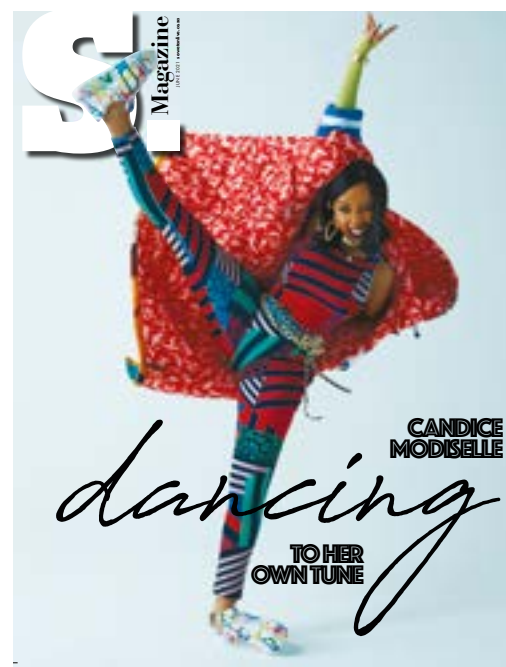
Even more exciting is our plans to take over the online market more than ever before. Top of the list and as part of our brand extension is the introduction of digital covers. With these digital covers, we are rewriting our social media lexicon with more cutting-edge, fresh, and experimental content so we better vibe with Gen Z. Let's get the party started!

EMMANUEL TJIYA
SOWETAN SMAG EDITOR

cell: 071 427 2203

email: tjiyae@sowetan.co.za





COVERS



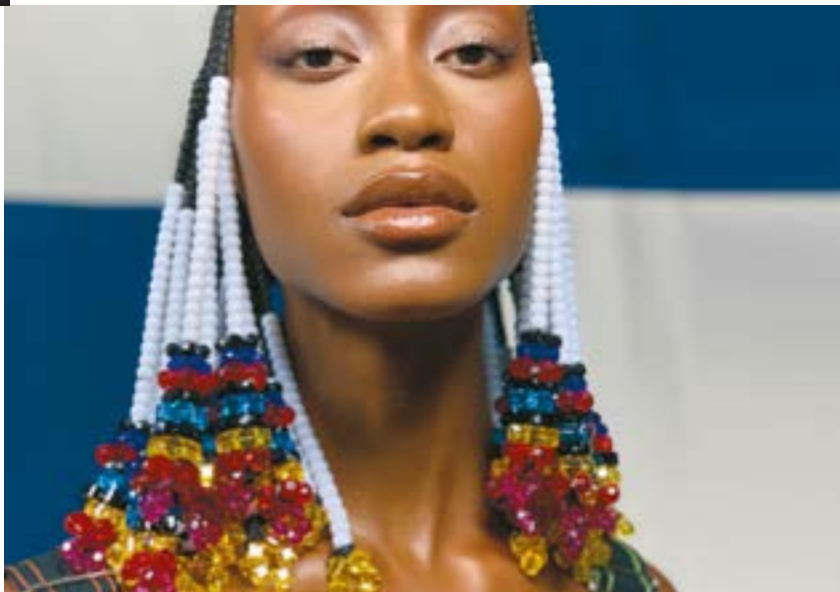


CELEBRITIES

Bonang, Connie Ferguson, Riky 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 plans.

HAIR

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



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.



BRIDAL

In each issue, through a story told in pictures and text, we profile a couple (famous or ordinary) and how they planned their dream wedding. The bride and groom take readers through their love story – from the moment they met, to the proposal, lobola negotiations, wedding ceremony, and honeymoon.

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 such as male mental health. This is the place to be if you're looking for what's hot and happening – in motoring, tech, food, drinks, and more!



PRINT AUDIENCE

S Mag Print order: **44 500**

Readership: **985 000**

HOUSEHOLD PURCHASER

Matric	57%
Is banked	82%
Looked for or bought clothing in past six months	67%

DEMOGRAPHICS

AGE: 25-49
62%

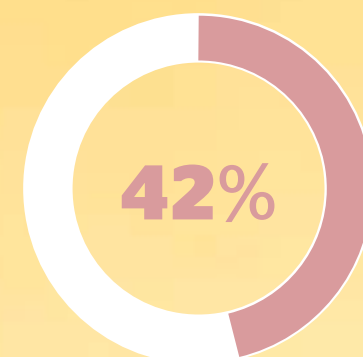
male **48%**
female **52%**

READER PROFILE

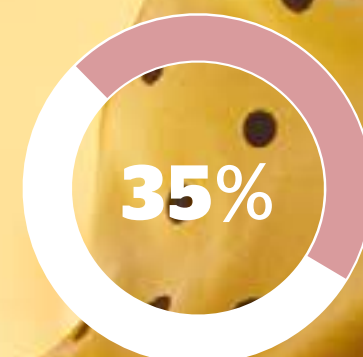
URBAN **SELF-STARTER** **LOVES**
EMPLOYED **TRAVEL**
ADVENTUROUS **DARING**
WOMAN **BEAUTY &**
EXPERIMENTAL **FASHION**
AMBITIOUS
ASPIRATIONAL

Source: PAMS FUSION 2021

SEM SUPERGROUP

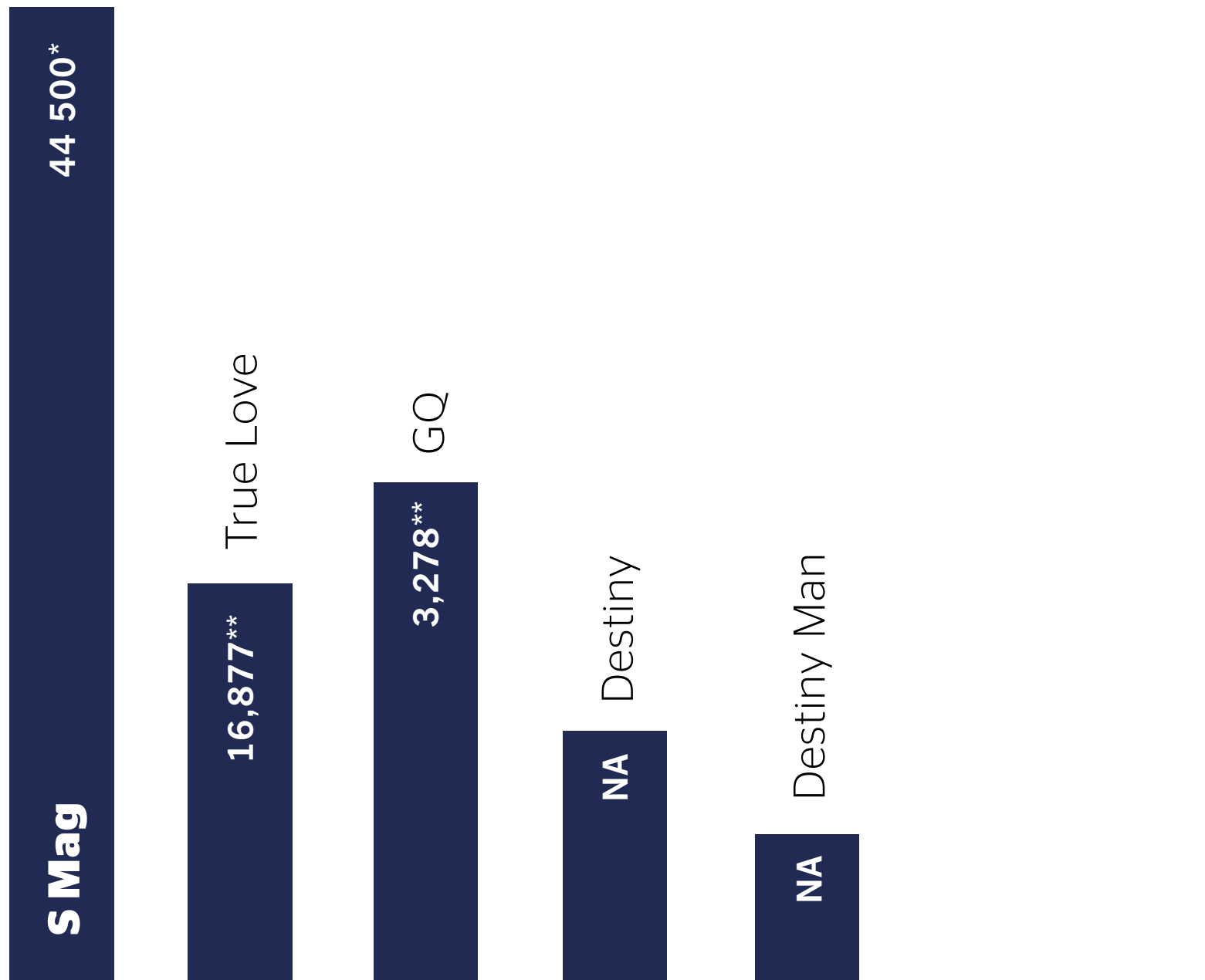


MEDIUM



HIGH

COMPETITORS & CIRCULATION



ABC Oct - Dec 2021

* Print Order

** Paid copies only



THEMES & PUBLICATIONS



1 APRIL 2022

THE ART OF FREEDOM

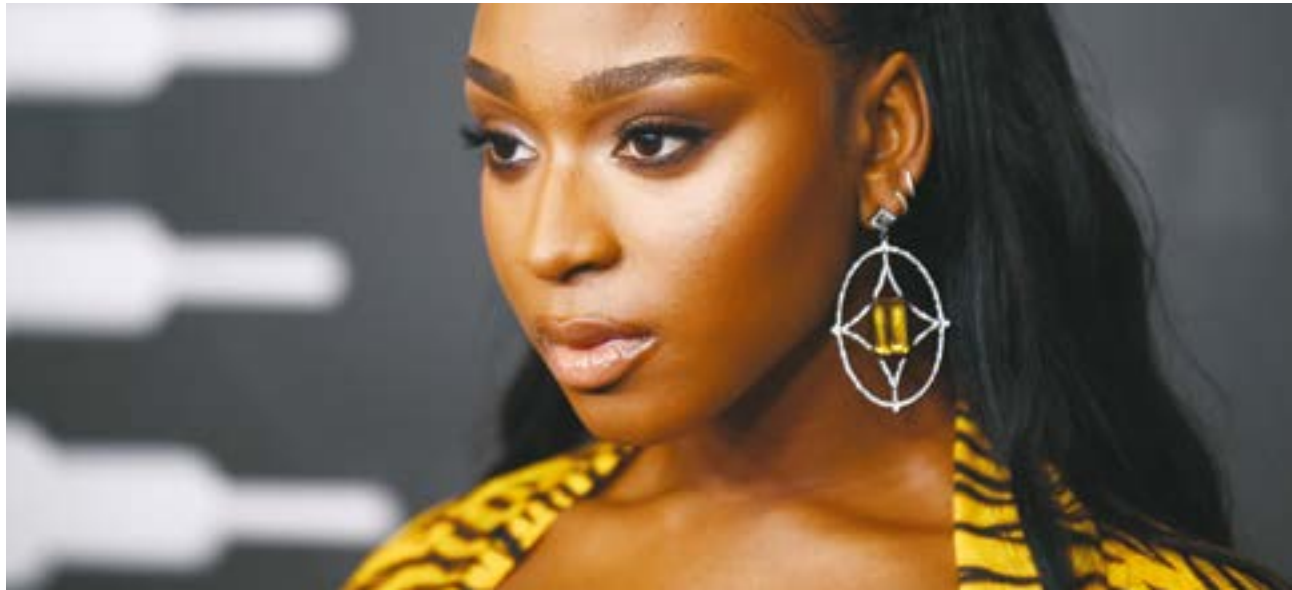
Our pages empower readers to find their freedom, unchain their creativity, and live their best life in 2022. Unleash your authentic self with magical and survival tips on beauty, fitness, finance, relationships, travel, and health. In fashion, we are re-writing the rules with gender-bending style and wardrobe pieces that offer you freedom of movement. In S Man, the focus is on the modern man's freedom to step into the future by moving beyond basic grooming and fashion.



27 May 2022

THE YOUTH ISSUE

The issue is a hybrid of Africa Month (May) and Youth Month (June), exploring how young people are going back to their African roots. We are also spotlighting young and rising talent to watch in fashion, arts, business, and more, all of whom are approaching their craft in a uniquely African style. The future is African luxury and we spotlight young fashion designers shaking up the world. Plus winter must-haves in fashion, beauty, hair, and grooming.



29 July 2022

WOMAN OF THE YEAR

For the first time, S Mag honours trailblazing women across different industries. These game changers will hail from the worlds of television, film, fashion, music, business, sports, and social media. In fashion, beauty, décor, grooming, and hair we prepare our readers for spring.



21 September 2022

HERITAGE ISSUE

It's time to throw it back for our annual heritage issue. We time-travel and get nostalgic about the best of what SA has to offer in terms of entertainment, fashion, food, and more. We honour the legacies of some of our forgotten heroes and how their contributions have withstood the test of time and inspired today's generation.



25 November 2022

THE CELEBRATIONS ISSUE

We reflect on the year by toasting the achievements of our favourite celebrities. We also look at the hottest summer trends in fashion, beauty, décor, and more. In travel, we help you get ready for the holiday season. Plus gifting, entertainment, and our food guide for the festive season.

DIGITAL COVERS

S Mag has introduced an exciting, edgy alternative to the traditional print cover offered by publications. Digital covers are custom-created according to a brand's specific requirements. Utilising our fashion team, we shoot and conduct interviews with ambassadors and influencers, creating content that is published on the S Mag website and social media platforms.

The digital covers are interactive, incorporating video clips and animated 3D effects, brining the covers to life and capturing the audience of a normally static environment.

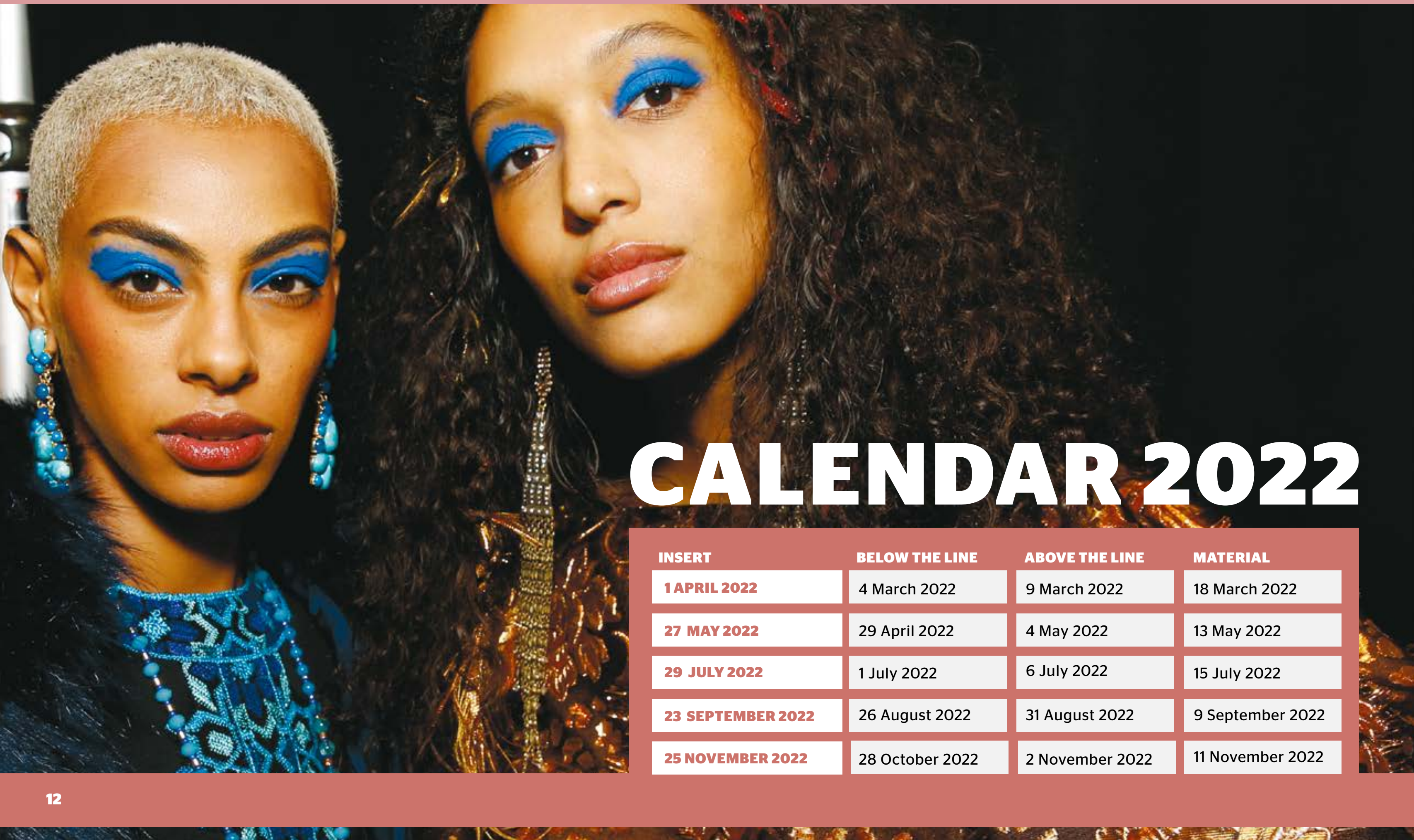
[CLICK HERE TO VIEW MORE ►](#)

**CONTACT YOUR ACCOUNT
MANAGER FOR MORE INFO**

**CUSTOM DIGITAL
COVER RATE:**

R50 000
(excl VAT)





CALENDAR 2022

INSERT	BELOW THE LINE	ABOVE THE LINE	MATERIAL
1 APRIL 2022	4 March 2022	9 March 2022	18 March 2022
27 MAY 2022	29 April 2022	4 May 2022	13 May 2022
29 JULY 2022	1 July 2022	6 July 2022	15 July 2022
23 SEPTEMBER 2022	26 August 2022	31 August 2022	9 September 2022
25 NOVEMBER 2022	28 October 2022	2 November 2022	11 November 2022

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 2022

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

**KINDLY NOTE: DELIVERY
DETAILS TO BE ADVISED
BY THE MIDDLE OF
MARCH 2022**

**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 such as 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 GM Luxury Yvonne Shaff on +27 (82) 903 5641



SMAG ONLINE: SowetanLIVE

The **S Mag Online** is hosted on **SowetanLIVE.co.za** and is available to all Sowetan S Mag readers on the platform, giving them the best fashion and lifestyle contents at their fingertips. 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



1,000,000



807,312

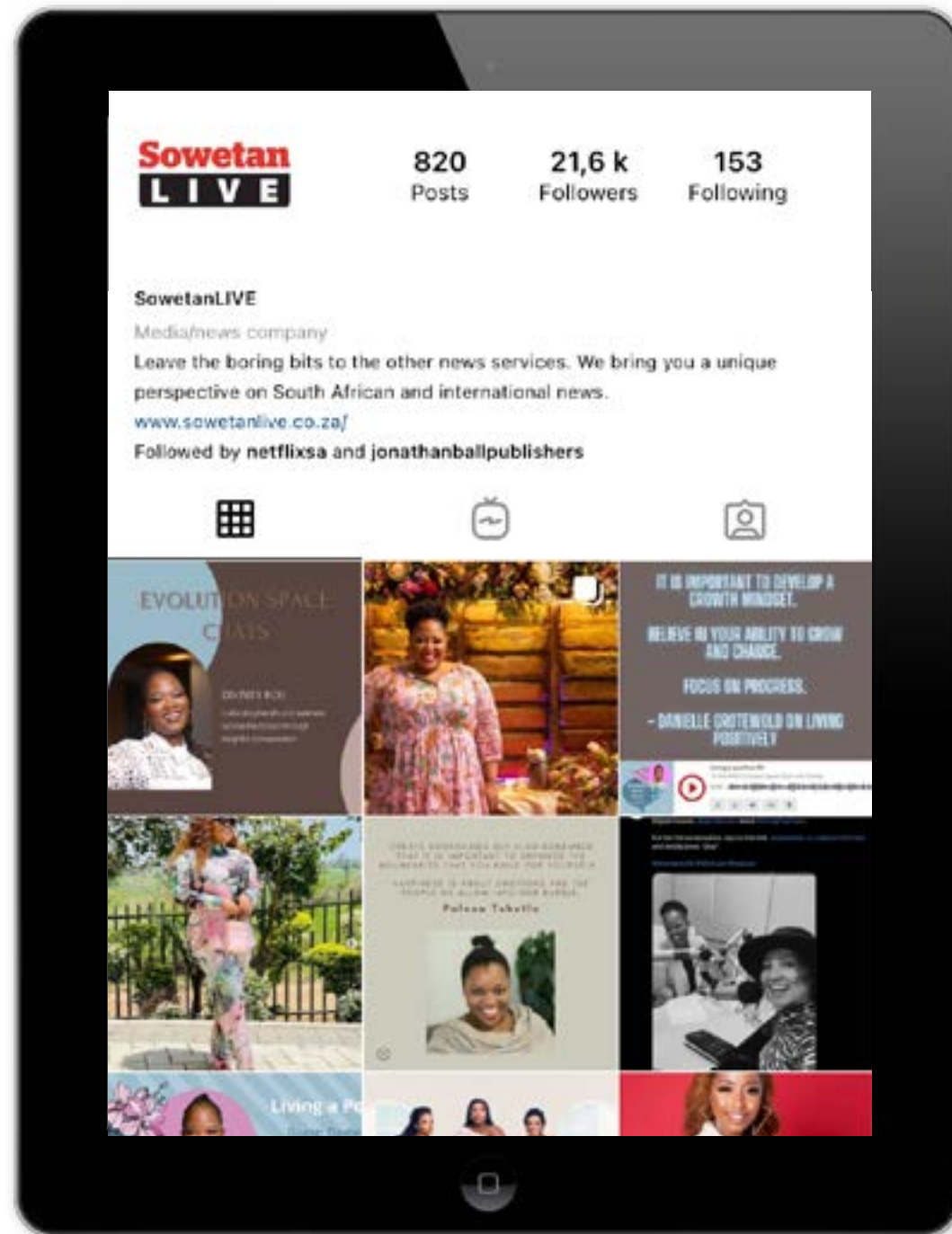


22,544

Average unique browsers per month: **3,102,937**

Average page views per month: **11,835,539**

Source: Narrative Oct-Dec 2021



55-59

7.85%

18-19

4.66%

20 - 24

22.84%

25 - 29

13.03%

30 - 34

16.44%

35 - 39

8.52%

40 - 44

8.93%

45-49

8.35%

50-54

4.29%

60+

5.1%

DEVICES USED



Mobile: 85.92%



Tablet: 2.51%



Desktop: 11.57%

Source: Narrative, GA, Social Media



M

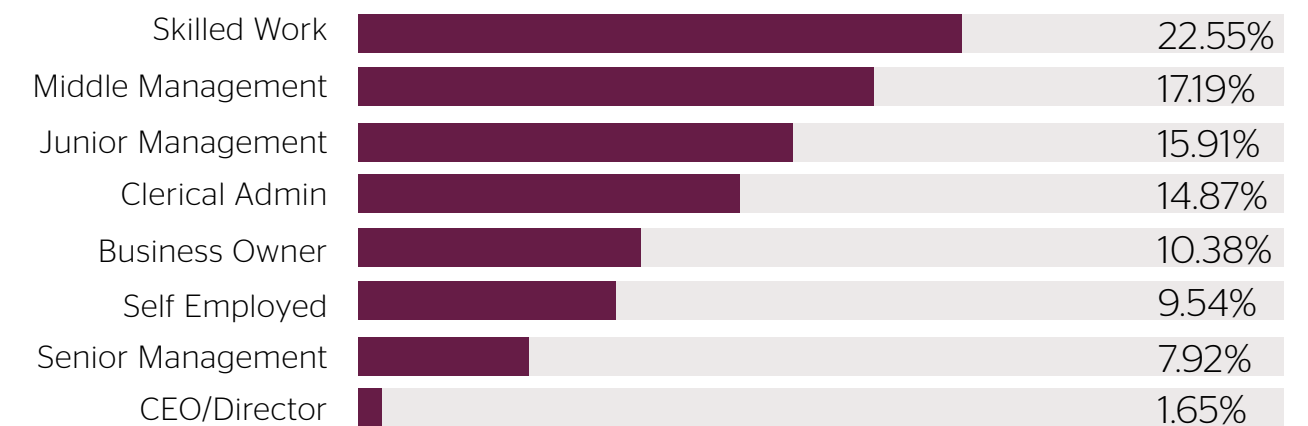
56%



F

44%

Employment level (%)



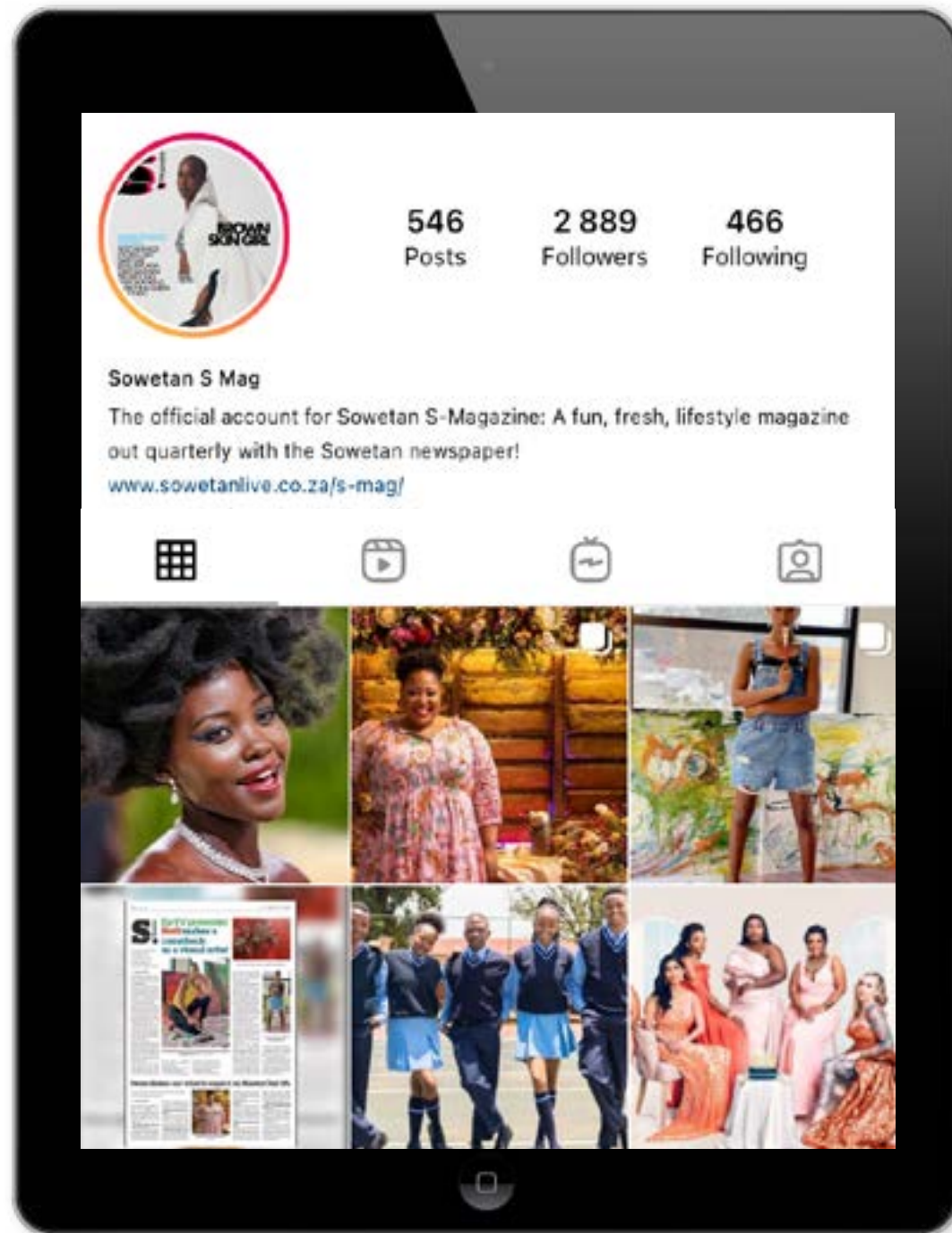
ONLINE: S Mag

Average unique browsers per month (global):

317 043

Average page views per month (global):

786 974



M

53%



F

47%

GAUTENG

68.8%

WESTERN CAPE

13.1%

KWAZULU-NATAL

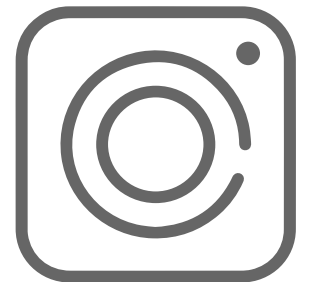
11.3%

EASTERN CAPE

2.1%

LIMPOPO

1.5%



3 244



18 - 19

4.2%

20 - 24

18.8%

25 - 29

11.3%

30 - 34

18.9%

35 - 39

10.8%

40 - 49

19.5%

50 - 54

4.6%

55 - 59

9.1%

60+

2.3%

DEVICES USED



Mobile: 90.3%



Tablet: 2%



Desktop/laptop 7.2%

Source: Narratiive Jan-Dec 2021



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.
- One Facebook-boosted post on SowetanLIVE.
- Two 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.

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. Plus one day hosting on the SowetanLIVE homepage, if available.

Value: R37 500. Package offer: R15 250.

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 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:

R66 000

TOTAL PACKAGE OFFER:

R30 250





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. Plus one day hosting on the SowetanLIVE homepage, if available.

Value: R75 000. Package offer: R30 500.

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 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:

R105 500

TOTAL PACKAGE OFFER:

R 50 500

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 is returning to live events, and in addition we offer stunning Webinar Events, curated by the most professional team led by our editor, Emmanuel Tjiya, and which offer our clients the opportunity to engage with our audience and your potential clients!

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



SOWETAN WOMEN'S CLUB

We have ignited the power of the Sowetan Women's Club – our over 2 000-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.

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 GM Luxury Yvonne Shaff
+27 82 903 5641 for more information.



CONTACTS

YVONNE SHAFF

GM Luxury

Email: shaffy@arena.africa

Cell: +27 (0)82 903 5641 • Direct: +27 (0)21 439 4907

SAMANTHA PIENAAR

Account Manager CT

Email: pienaars@arena.africa

Cell: +27 (0)82 889 0366

GINA VAN DE WALL

Account Manager KZN & JHB

Email: vdewallg@arena.africa

Cell: +27 (0)83 500 5325

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



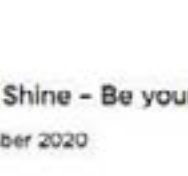

Thembaletu Zulu



Nokubonga Thusi

MARKETING INITIATIVES - WEBPAGES

REGISTRATION LANDING PAGE

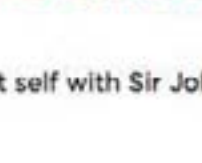
Reign & Shine – Be your best self with Sir John x W.Beauty

22 September 2020
18h30

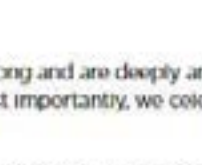
South African women are fiercely strong and are deeply and authentically rooted in their South African heritage, but most importantly, we celebrate our natural and diverse beauty.

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 Nekubonga Thusi as we provide the tools to harness the power of self-expression through the limited-edition range.

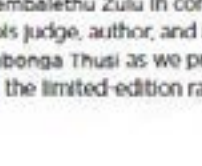
It's time to Reign & Shine!




Sir John
World renowned global
makeup artist



Unathi
Idols judge, author, and
media personality







Nekubonga 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

IN PARTNERSHIP WITH

[Add event to calendar](#)

Reign & Shine - Being your best self with Sir John x W-BEAUTY

Watch later Share

S! BEAUTY TALKS
 IN PARTNERSHIP WITH
Sir John
W-BEAUTY
ONLY AT WOODWORKING

Live Chat Feedback

mythology99

Tiktoking Nigel Nkomo

I can't wait

Janet Nkomo

I can't wait I am so excited

Shelley

I can't wait to learn...

I can't wait to learn

I'm looking forward to seeing the new look

Amelia Mawson

I'm looking forward to seeing a number of things my own husband... I've never included!

Type your message here

Send

W-BEAUTY
ONLY AT WOODWORKING

SHOP THE COLLECTION

W-BEAUTY
ONLY AT WOODWORKING

SHOP W-BEAUTY

Sir John
 World-renowned global makeup artist

Gladys
 Makeup judge, author, and media personality

Nokuzorika Thel
 Beauty & style
 11 May

Therese Thel
 Beauty & style
 11 May

MARKETING INITIATIVES - MAILERS

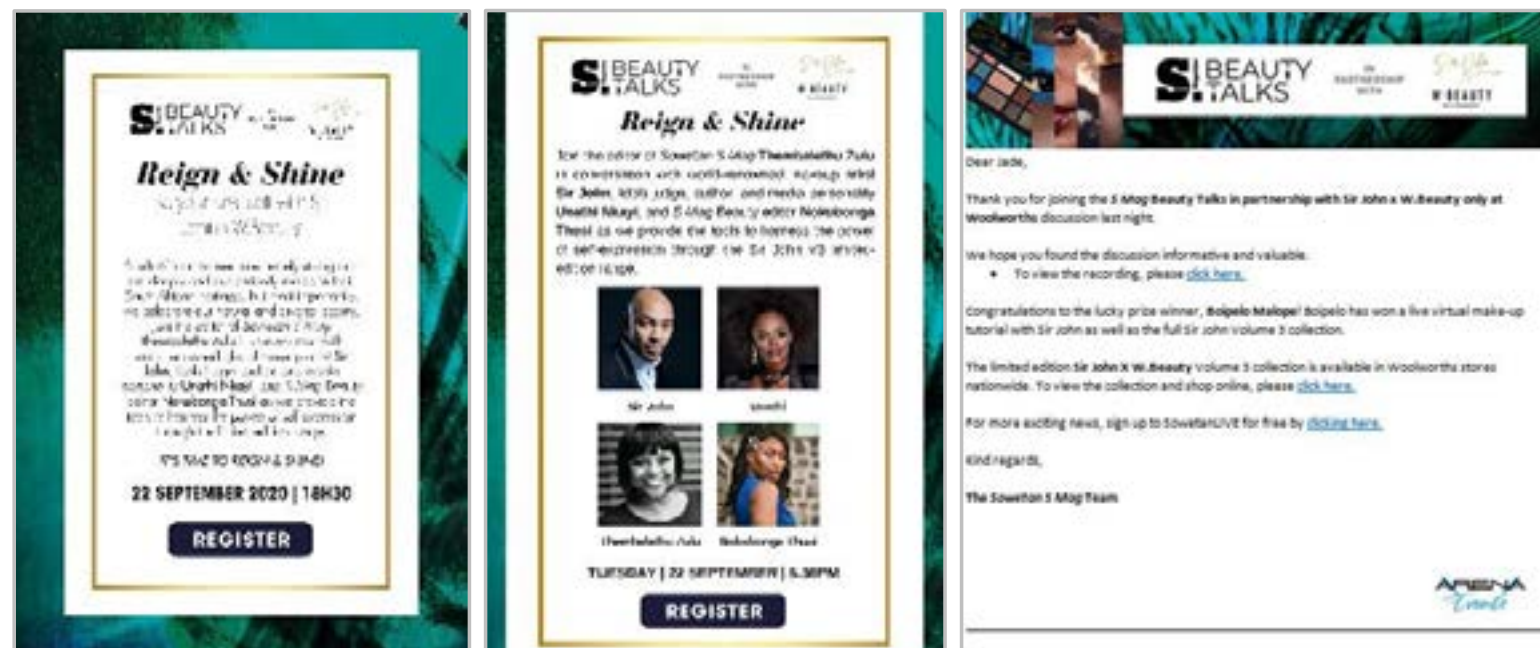
Direct marketing mailers were sent to the *Sowetan* subscribers to promote the online discussion and encourage readers to register to watch:

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 >>>](#)



[HOME](#)
[CORONA VIRUS](#)
[SPORT](#)
[ENTERTAINMENT](#)
[GOOD LIFE](#)
[EDUCATIVE](#)
[OPINION](#)
[E MAG](#)
[BUSINESS](#)
[VIDEO](#)

[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 - 07:43







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.

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".

Join Sowetan S Mag editor Thembaletu Zulu in conversation with world-renowned global make-up 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 SA women and beauty.

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

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

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



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



**BACK YOUR HERO
WIN A FORTUNER
FORTUNER
CHALLENGE 2020**

[ENTER NOW](#)

TRENDING

- 1 **FREE** | Read the full September edition of S Mag online
- 2 Jerry Mofokeng via 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.



Sowetan LIVE

[NEWS](#)
[CORONAVIRUS](#)
[SPORT](#)
[ENTERTAINMENT](#)
[GOOD LIFE](#)
[SERENZALIVE](#)
[OPINION](#)

[3 MAU](#)
[SPONSORED](#)

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

[f](#)
[t](#)
[i](#)
[e](#)
[p](#)

Reign & Shine - Being your best self with Sir John

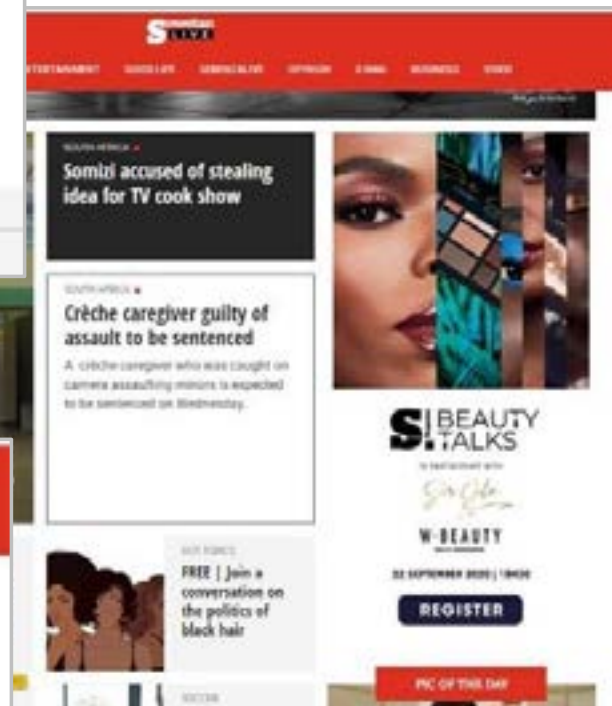
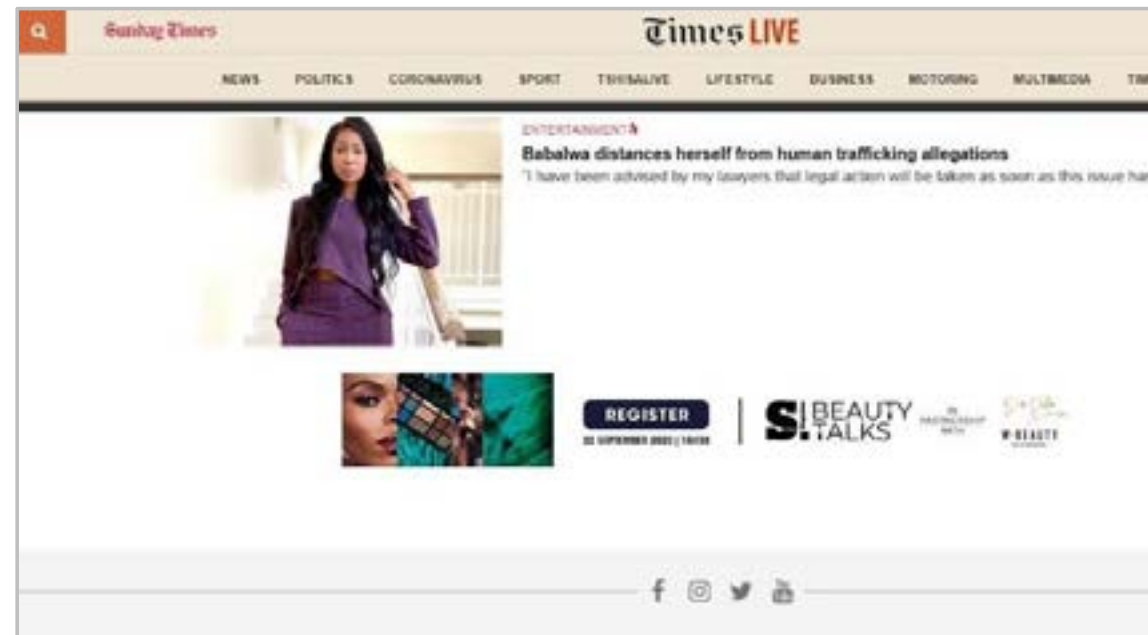
SA women are fiercely strong and deeply and authentically rooted in their SA heritage. Most importantly, we celebrate our natural and diverse beauty through self-expression.

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".

Join Sowetan S Mag editor Thembaethu Zulu in conversation with world-renowned

MARKETING INITIATIVES – WEB BANNERS

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



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

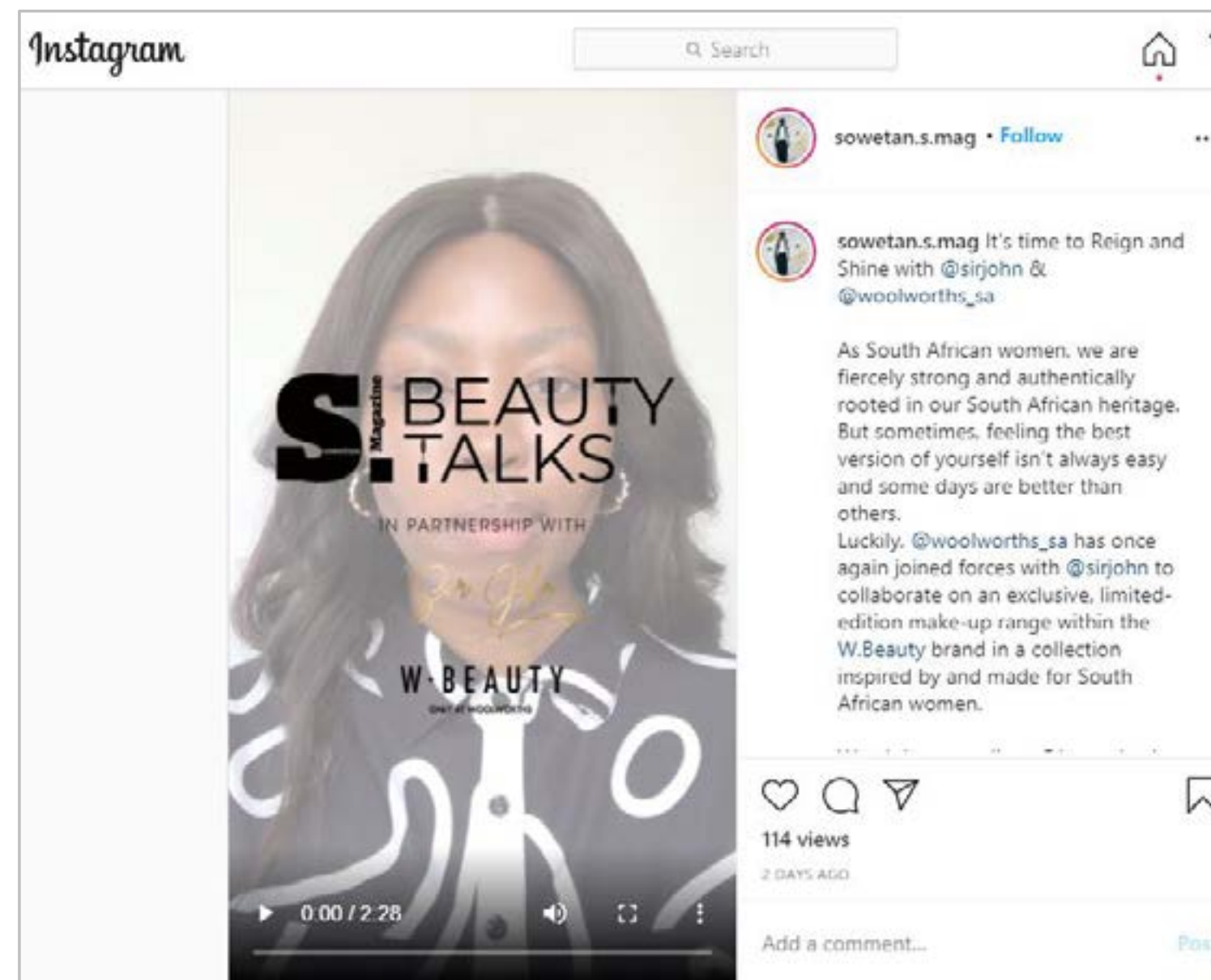


MARKETING INITIATIVES – INSTAGRAM VIDEO

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.

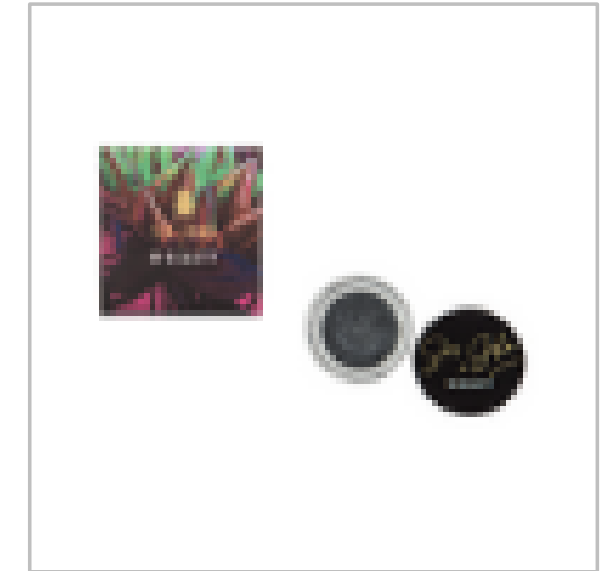
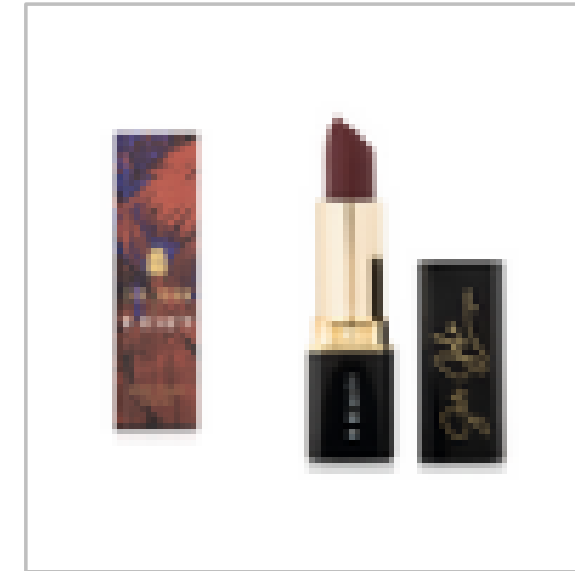
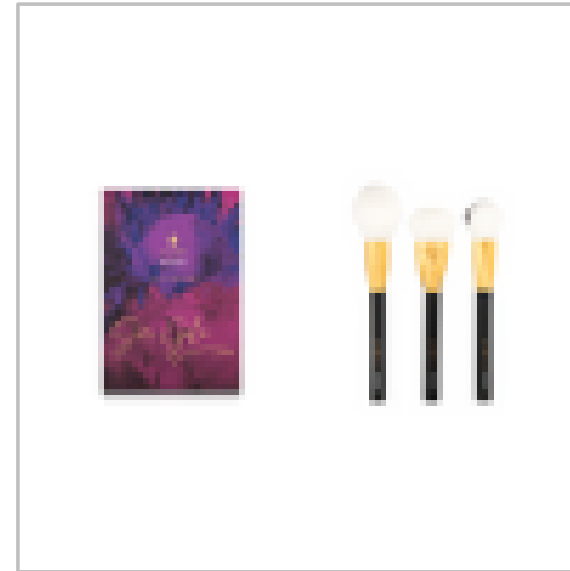
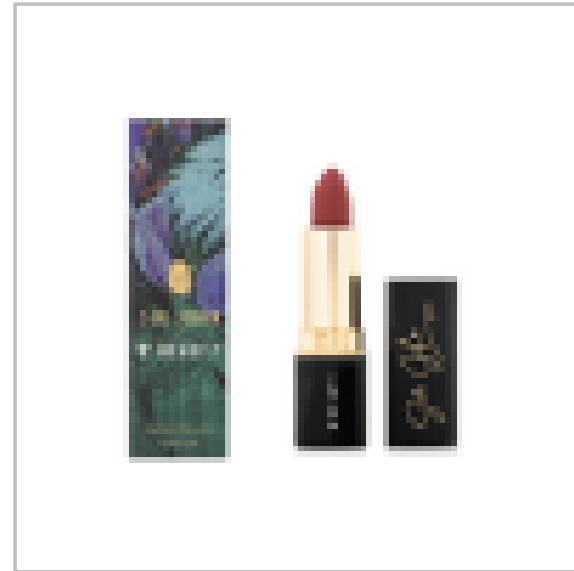
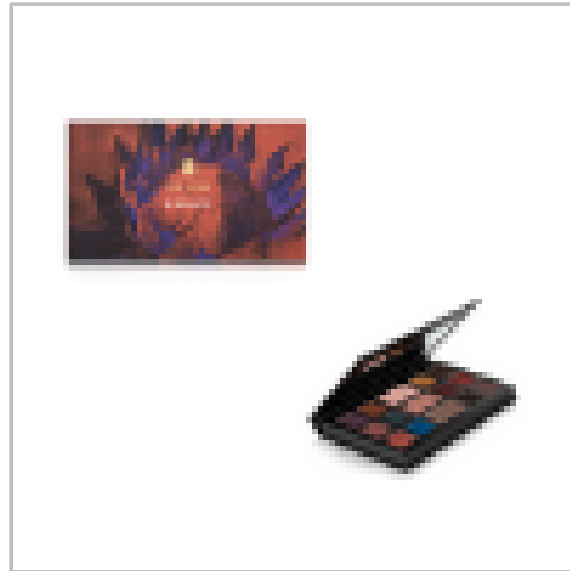


https://www.instagram.com/tv/CFUvvUNjqf2/?utm_source=ig_web_copy_link



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**
owelan

IN PARTNERSHIP WITH

Sir John
x

W·BEAUTY

ONLY AT WOOLWORTHS