



S Magazine
owetan

Media Kit
2023

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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 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 content offers 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

My first year (October 2021 - September 2022) as the editor of SMag was about forging a fresh path and establishing a more vibrant identity for the quarterly fashion and lifestyle glossy. We have come a long way since Nandi Madida (then Mngoma) graced our inaugural issue in June 2016 and a rebirth was the first assignment. We found this new spirited identity in three ways — honouring the past, embracing the present, and celebrating the future. Here is how we did that...

December 2021's Celebration issue explored how exciting the future is. We looked at amapiano as the future of local music, and our cover star Shudufhadzo Musida was styled like a divine sci-fi princess draped in white David Tlale for the S1981 collection.

The Freedom issue in April 2022, fronted by filmmaker Mmabatho Montsho, was a blast from the past. She was a pink diamond thanks to a voluminous Erre jacket, combined with OTT hair and daring eye makeup, all of which screamed 1970s hippie disco.

The June Youth issue was about the now and inspired by TV show Euphoria. We embraced Gen-Z fashion trends and beauty aesthetics such as glitter makeup and Y2K style.

We stayed in the present a while longer with August's Women of the Year issue, which was all about sisterhood and girl power. Who better to represent that than our cover star Lamiez Holworthy? She posed topless for SMag as a way to reclaim her power, strength, and body as she turned 30. She is fearless, fierce, and fabulous — as are the other trailblazing women featured alongside her.

The Heritage issue was premised on 1990s redux and kasi swag through the lens of kwaito. We paid homage to how the genre, which emerged when apartheid ended, became a force that shaped (and continues to shape) fashion, culture, and youth. The spirit of popular kwaito groups Trompies, Boom Shaka, Alaska, TKZee, Aba Shanté, and others was all over our pages.

Now that we have found that unique identity, we are moving into the next exciting phase with the help of our loyal readers and trusted advertisers. This new year we are all about one word — redefining. What does that mean, exactly?

Since the pandemic started so much in our community has changed, and through the lens of Gen Z we will be

redefining beauty, culture, fashion, identity, lifestyle, and so much more. It's a crucial time for Gen Z, whether it's entering the workplace and adulthood or leading key conversations on topics such as mental health, body positivity, toxic masculinity, personal identity, and social media.

But we are not operating in a bubble — the wisdom and guidance of mature generations (millennials, Gen X, and boomers) are just as important in redefining excellence, healthy living, and melanin magic. SMag is closing that gap.

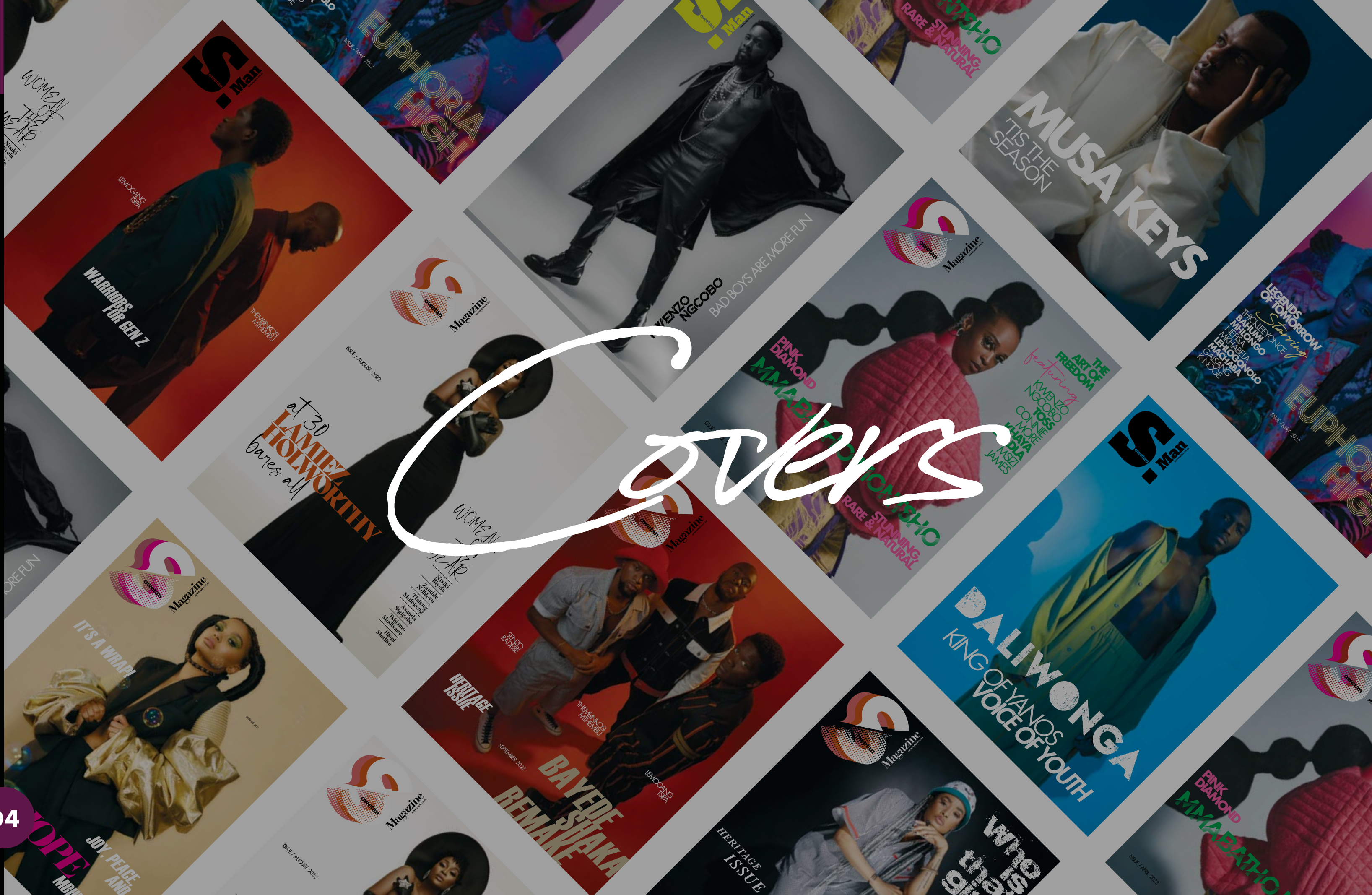
We have already started on this year-long campaign with our December 2022 Celebration issue featuring novice stars Hope Mbhele and Musa Keys. The edition celebrates two of my biggest obsessions — newness and fashion-industry icon Felipe Mazibuko. In order to bridge the gap between the old and new and so produce something ultra-modern, we called on the creative direction of Mazibuko for their shoots. Neither of our cover stars was even born when the style guru — who has over 32 years in the industry — was already setting his path in the ever-changing world of fashion.

The DNA and essence of the magazine remains the same. We will continue to book and unearth the biggest superstars to front both SMag and SMan. Regular sections such as wedding, travel, leadership (business), beauty, hair, front row (fashion), fitness, Ekhonei, décor, food, and drinks will continue to reflect modern society and push boundaries to unimaginable levels.

Online, expect more video content on all our digital and social-media platforms, whether it's on the red carpet, beauty tutorials, behind the scenes on cover shoots, or exclusive interviews.

At the beginning of 2022, we launched innovative SMag digital covers, which come in video format and ensure greater reader engagement. Only an elite crop of stars — Karabo Poppy, Bobby Blanco, Sio, the cast of Shaka Ilembe, and Toss — have graced these inventive digital covers, which are published on a more regular basis than the printed edition (published five times a year). In the process, we have collaborated with brands such as Black Cat, Jägermeister, and Smirnoff Infusions on the digital covers to spread their messages of change, inclusivity, representation, modernity, and coolness. Next year, we are going even bigger and better — don't be left behind!





Content BREAKDOWN



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 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!

S Mag Print order: **44 500**

Readership: **985 000**

HOUSEHOLD PURCHASER

Matric57%

Is banked82%

Looked for or bought clothing in past six months67%

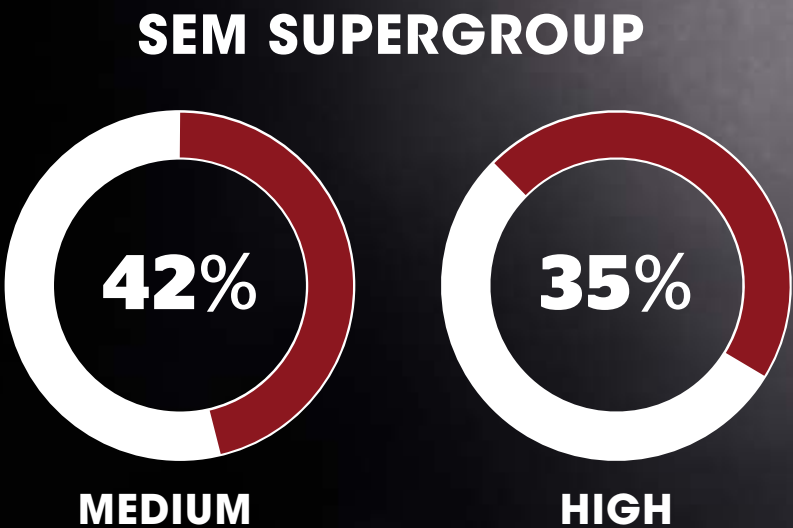
AGE: 25-49
62%

DEMOGRAPHICS

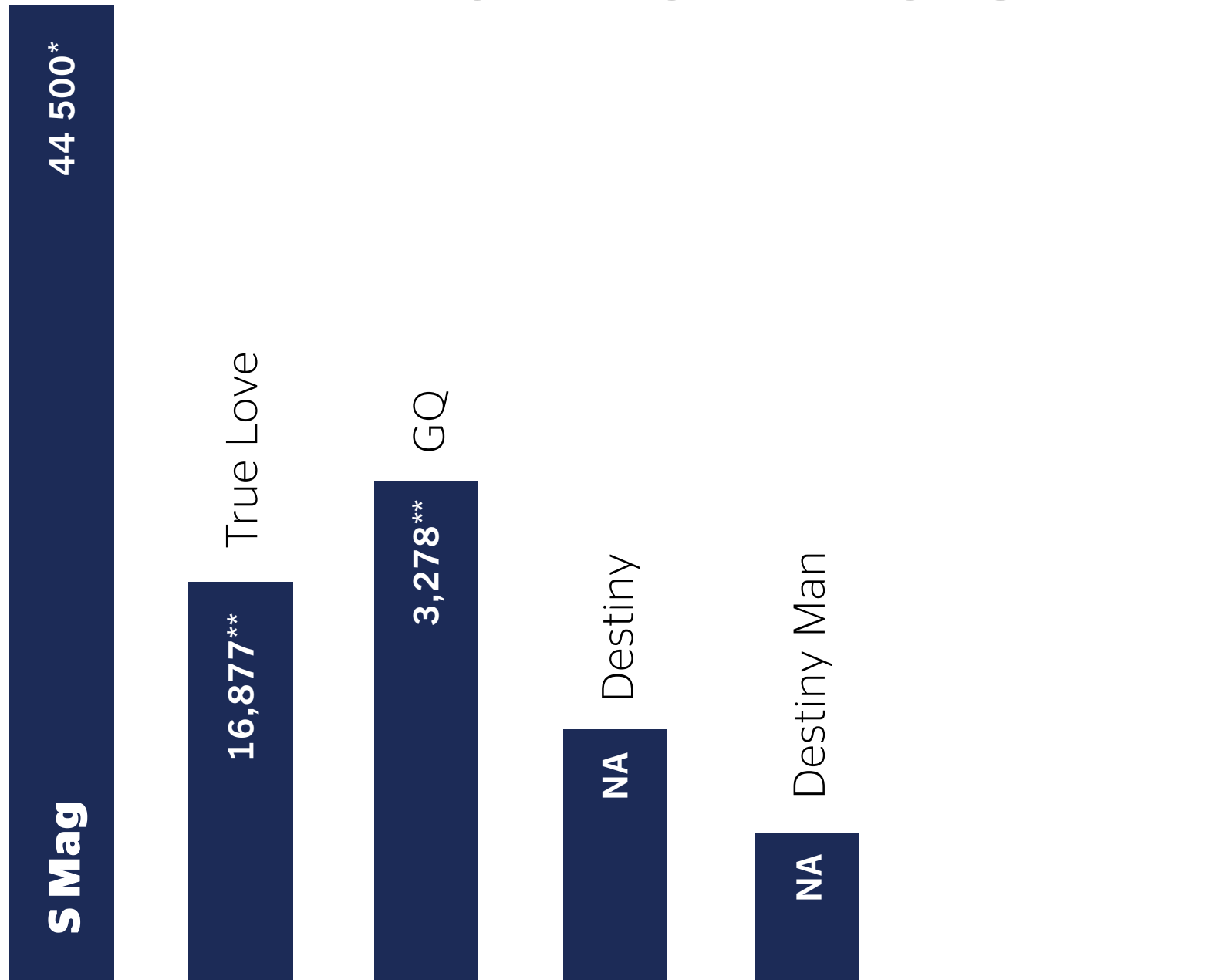
male 48%
female 52%

READER PROFILE

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



Competitors & CIRCULATION



ABC Oct - Dec 2021
* Print Order
** Paid copies only



THEMES & PUBLICATIONS



AUTUMN | BEAUTY ISSUE

SMag starts the year celebrating modern beauty, with the best makeup, hair, and style trends — Black is beautiful! We also look at the history and evolution of the beauty industry through the lens of Gen Z, and the lessons learned from past generations. In addition, we redefine male grooming and look at how far it has come over the years, and have the greatest tips to ensure that your skin, hair, and face stay glowing all year.



WINTER | YOUTH ISSUE

We redefine youth culture and storytelling in what also serves as our fashion issue. What could be more youthful than Barbie? Taking our cue from the biggest fashion film of the year, Barbie, starring Margot Robbie and Ryan Gosling, we zoom in on why “Life in plastic is fantastic.” Expect roller-blade fashion, cowgirl style, and pink-hued attire. Inside we also look at winter fashion, keeping your mind, body, skin, and soul warm as temperatures drop.



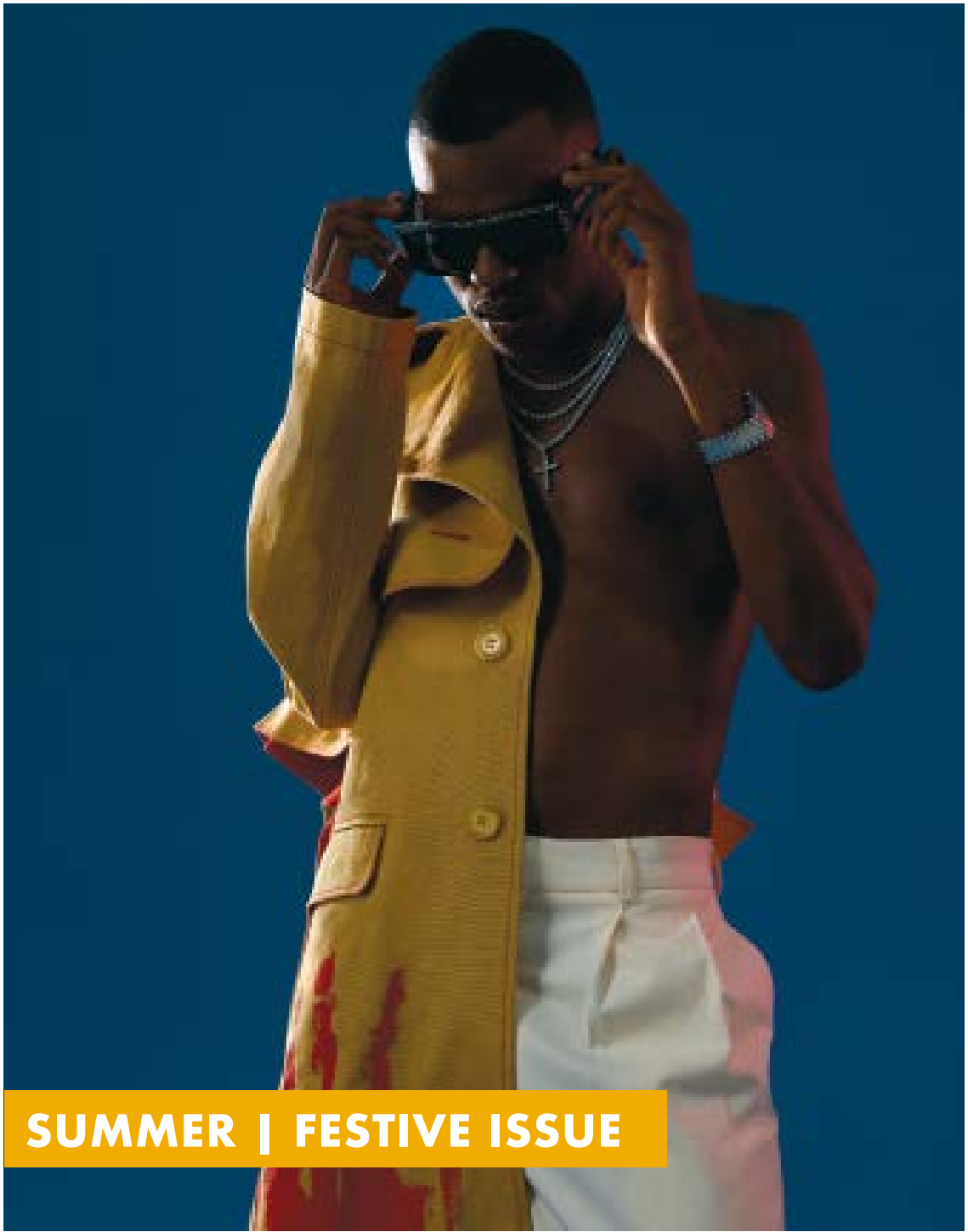
SPECIAL | WOMEN OF THE YEAR

For a second year running, SMag honours trailblazing women across different industries. These game changers hail from the worlds of entertainment, business, sports, health, education, fashion, and social media. The issue will culminate with the biggest soiree of the year, to honour these women, on 9 August.



CULTURE

The annual heritage issue returns with a bang, owning how millennials and Gen Z explore their heritage and looking at the digital era’s impact on culture and identity. We zoom in on South Africa’s cultural influence on fashion, beauty, food, and more. Plus, spring’s ultimate style and trend guide spotlights hot trends, styling tips, grooming tricks, outfit ideas, festival essentials, and makeup must-haves.



CELEBRATE

We close the year by getting readers ready for the party season. From day to night, this is your definitive fashion guide with the ultimate beauty tips. Stay entertained, with the best music to get the party started and the best restaurants to check out. Eat, drink, and be merry with the best recipes to try for Xmas, cocktails to cool down with on hot summer nights, décor tips for hosting, and gift guides.

Digital COVER

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, bringing 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:**

R75 000
(incl production costs)





CALENDAR 2023

INSERT	BELOW THE LINE	ABOVE THE LINE	MATERIAL
23 MARCH 2023	08 March 2023	8 March 2023	10 March 2023
09 JUNE 2023	19 May 2023	24 April 2023	21 May 2023
04 AUGUST 2023	14 July 2023	19 July 2023	21 July 2023
22 SEPTEMBER 2023	01 September 2023	06 September 2023	8 September 2028
24 NOVEMBER 2023	03 November 2023	08 November 2023	10 November 2023



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	R125 650
SECOND DOUBLE PAGE	R115 180
FULL PAGE NEXT TO	R57 590
FULL PAGE NEXT TO ED'S	R57 590
INSIDE BACK COVER	R57 590
OUTSIDE BACK COVER	R62 825

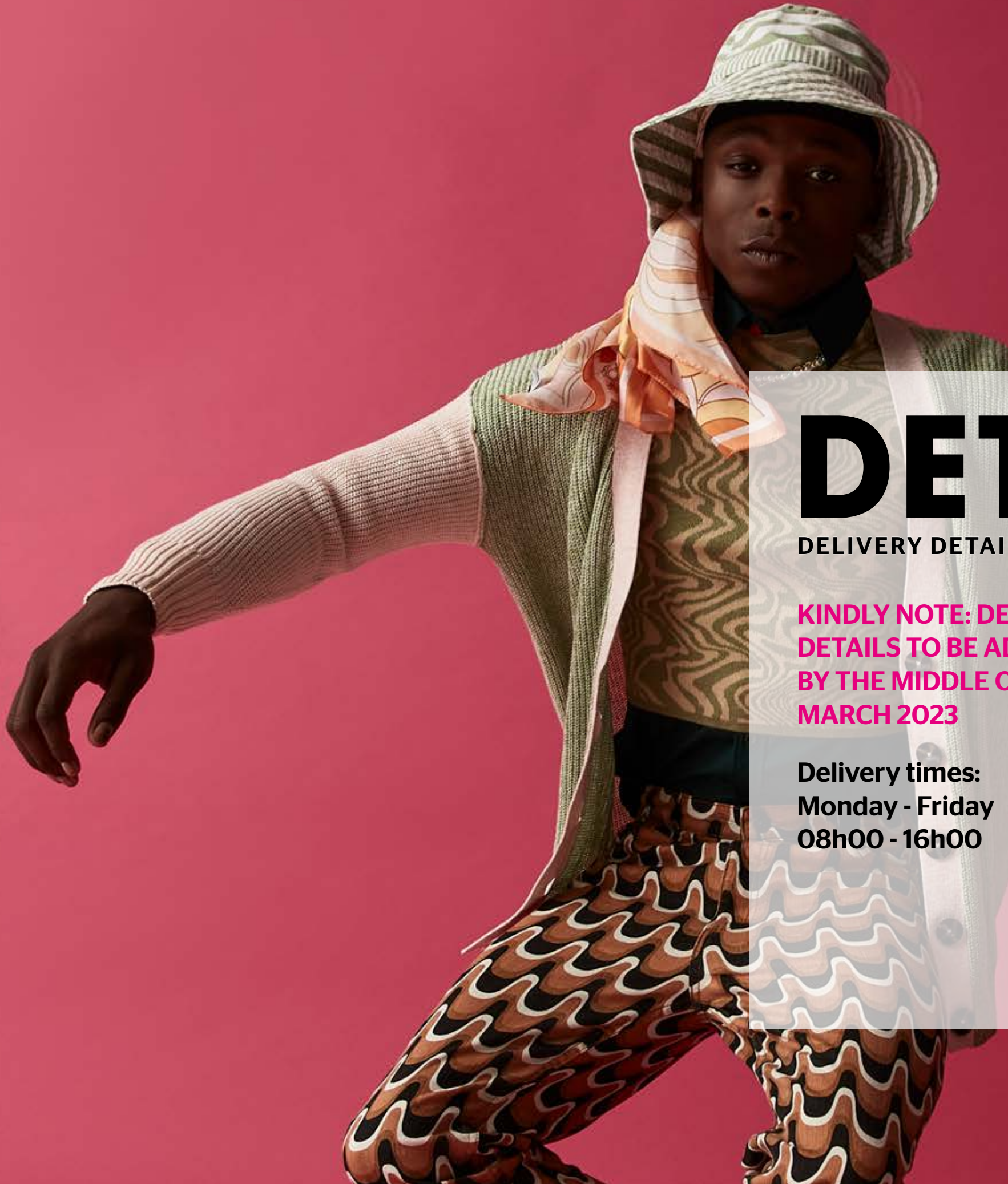
ADVERTORIAL RATES

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



RATES 2023

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



DETAILS

DELIVERY DETAILS FOR INSERTS/SAMPLING

**KINDLY NOTE: DELIVERY
DETAILS TO BE ADVISED
BY THE MIDDLE OF
MARCH 2023**

**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.

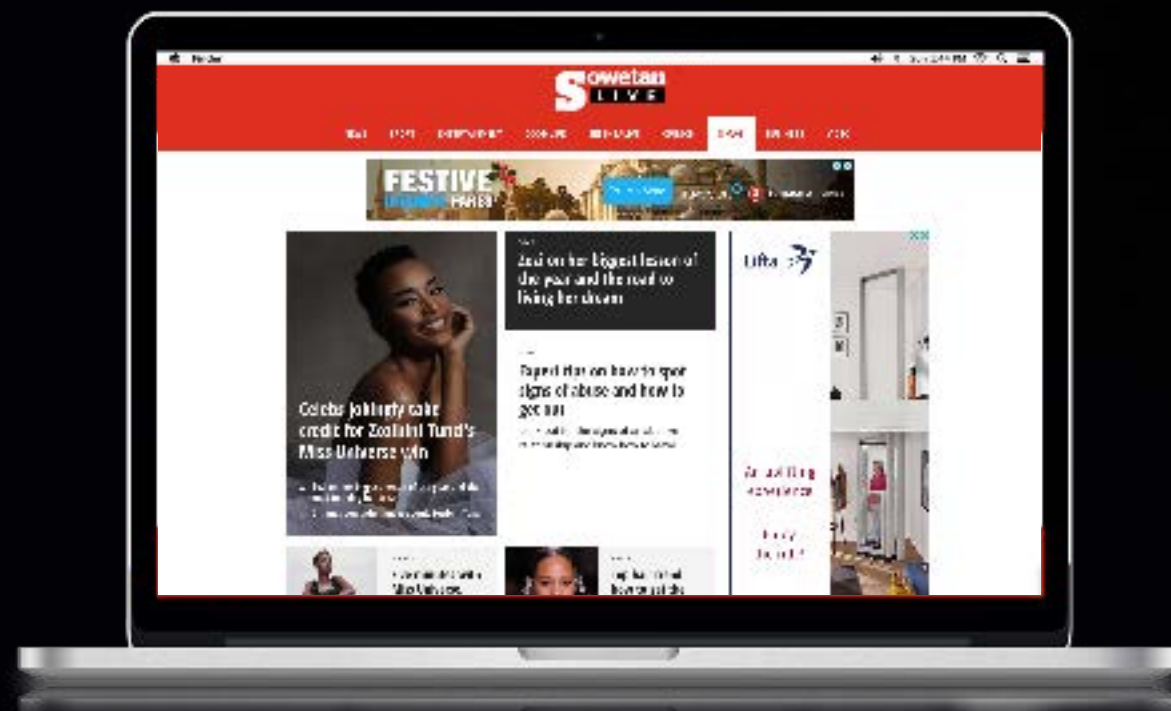
RATES: Please contact your SMAG account executive



SMAG ONLINE: SowetanLIVE

sowetanlive.co.za/s-mag

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



SowetanLIVE

1,000,000

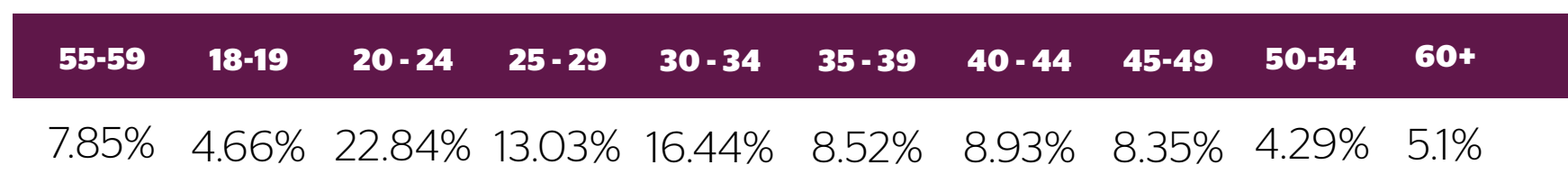
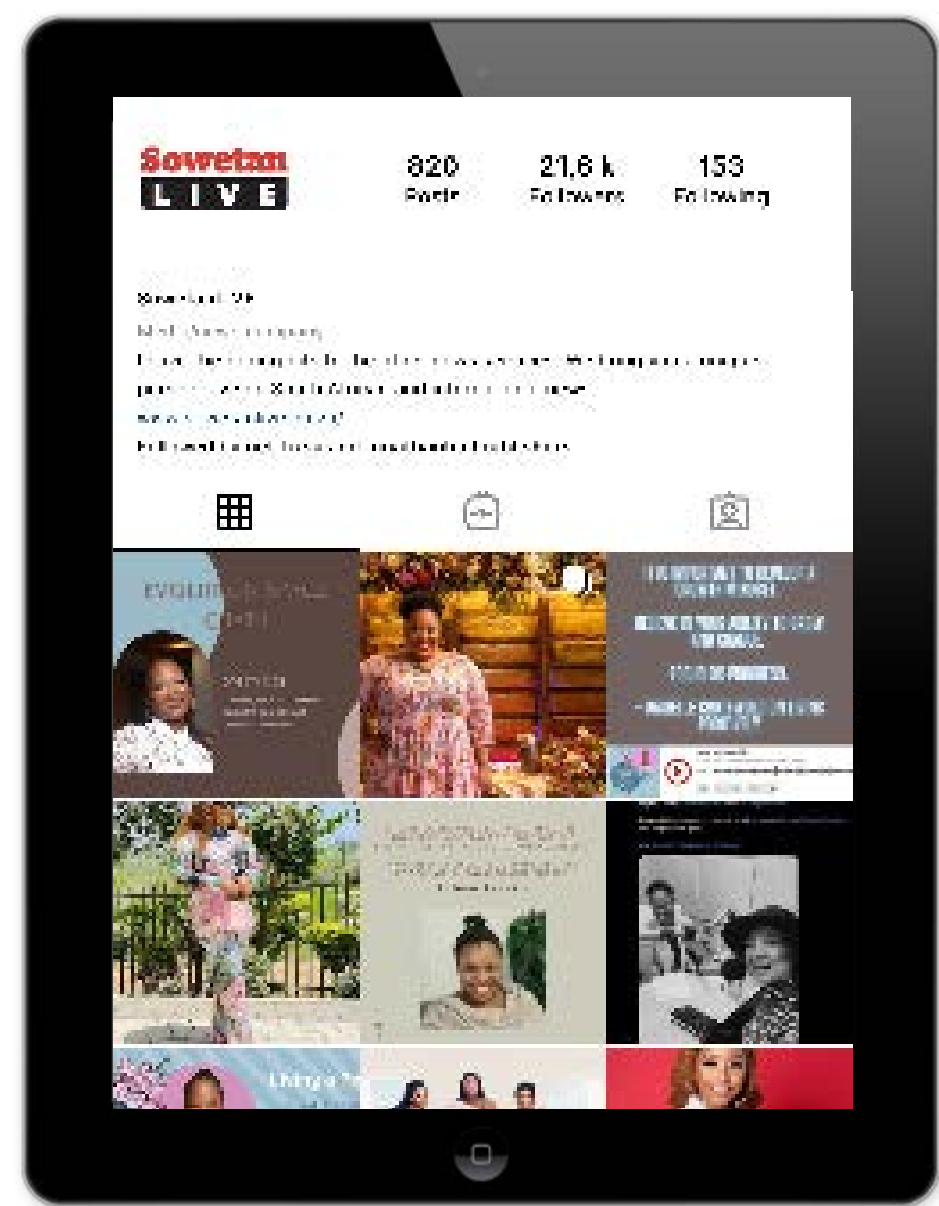
807,312

22,544

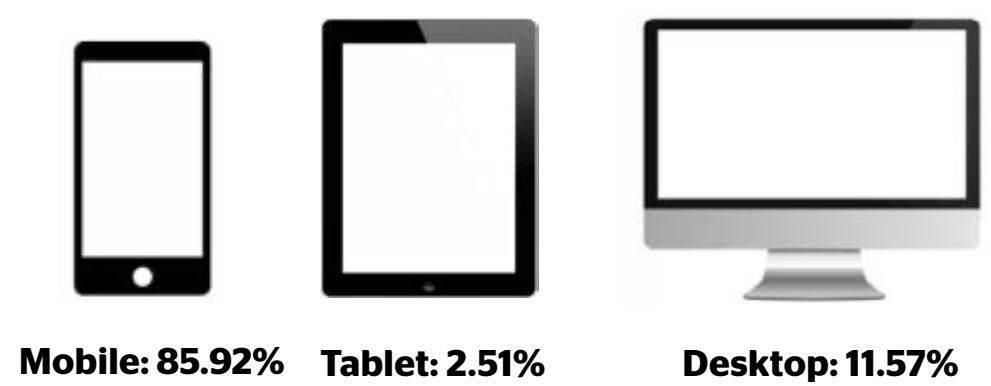
Average unique browsers per month: **3,102,937**

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

Source: Narrative Oct-Dec 2021



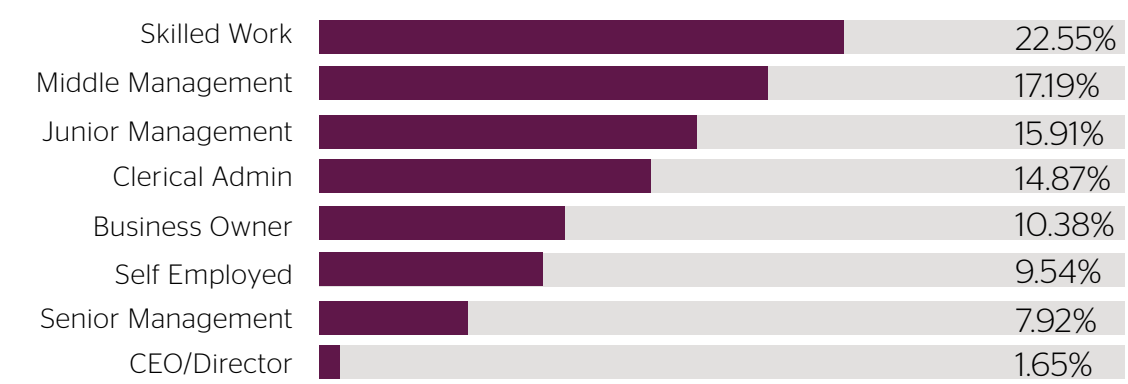
DEVICES USED



Source: Narrative, GA, Social Media



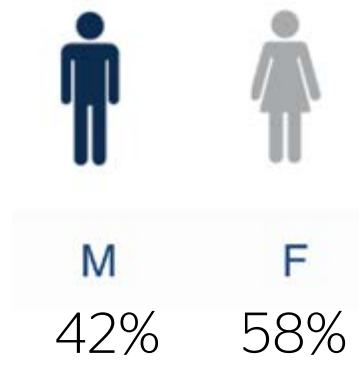
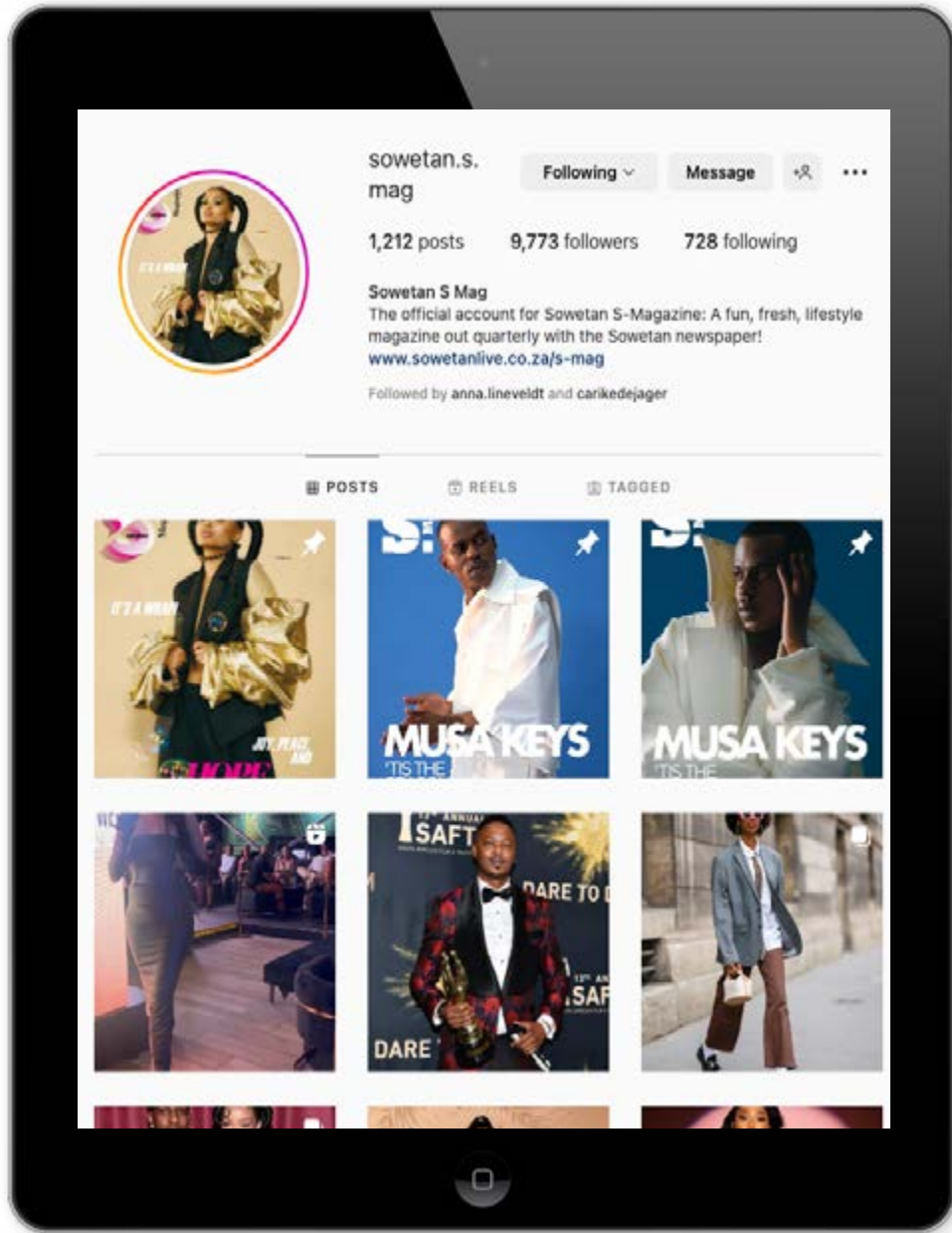
Employment level (%)



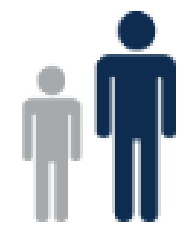
ONLINE: S Mag

Unique browsers per month:
Page views per month:

83 227
112 710

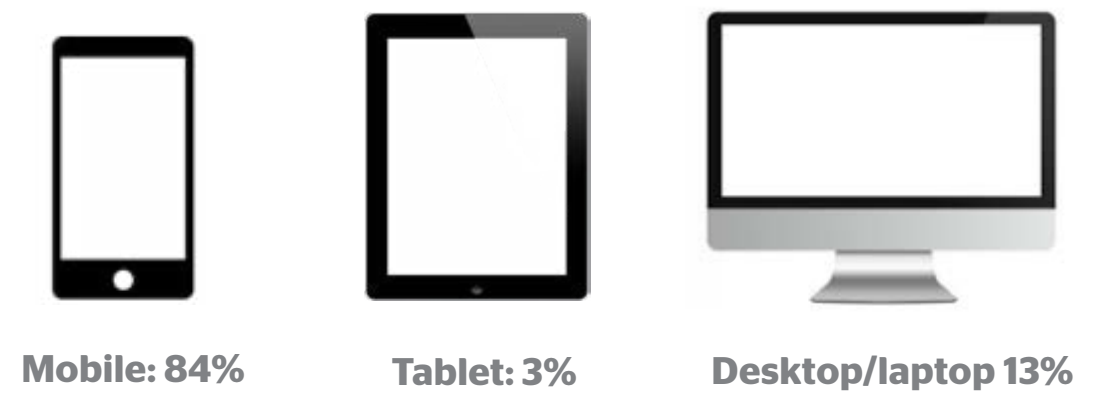


GAUTENG	64.17%
WESTERN CAPE	14.70%
KWAZULU-NATAL	10.74%
EASTERN CAPE	1.83%
LIMPOPO	1.49%



18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+
15.1%	22.8%	20.1%	21.3%	11.8%	8.9%

DEVICES USED



Source: Narratiive Dec 2022



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
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TOTAL PACKAGE OFFER:	R30 250
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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

Please contact your SMAG account executive

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