



Media Kit

2024



EMMANUEL TJIYA
SOWETAN SMAG EDITOR
cell: 071 427 2203
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Media Kit



Sowetan **SMag** 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, SMag 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 SMag, while primarily aimed at a female audience, also has a dedicated male section — SMan. 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 its covers, SMag always has a new take on what's hot, from fashion, grooming, and décor to food and drinks — what's not to love?

INTRODUCTION



L

ast year was a big year for SMag and 2024 promises to be even bigger. For our unwavering reporting on LGBTQ matters, SMag won Media Award of the Year at the 15th annual Feather Awards. Our ace reporter Masego Seemela also won Best Entertainment Journalist at the second annual Basadi in Music Awards.

We continued to shake up the digital era with innovative content on Instagram and TikTok through brand partnerships with Proudly SA, White Star Miss Soweto, Black Cat, Jägermeister, Netflix, Paramount, Standard Bank, Mr Price Home, G-Star RAW, and Smirnoff Infusions. Our unique digital covers have been a hit with both brands and readers.

With 30 years of SA democracy in 2024, SMag continues to explore the new era of storytelling and content generation, where all you have is a mere 15 seconds thanks to the rise of short-form video format. We promise to give you more visuals and exclusive content told in upbeat and modern ways. If it's virtual coffee dates that our readers want, then SMag is always ready to jump onto the link.

While we continue to refashion our continent, the DNA of the magazine remains the same, shining a light on melanin magic and Black excellence through the gaze of Gen Z — with an international feel. As always, we 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, Ekhomeni, décor, food, and drinks continue to reflect modern society and push boundaries. Online, video content rules all our digital and social-media platforms, whether it's on the red carpet or through beauty tutorials, behind the scenes on cover shoots, and exclusive interviews.

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What is next?

Going international is the next step. We plan to penetrate more African regions; Nigeria is top of the list. With the help of our partners at Amazon Prime, we explored what such content would look like in March 2023, featuring the cast of blockbuster Gangs of Lagos and art powerhouse Nike Davies-Okundaye. In May 2023, British actress and Queen Charlotte lead Golda Rosheuvel became SMag's first international cover star. The cover was made possible through a collaboration with Netflix, and we plan to explore similar partnerships. Within six months of launching our TikTok account last June we built a new community, with 26 000 followers and counting. We are looking forward to curating “fyp” content that services this newfound audience and further cements our digital dominance. We will also partner with brands on more outdoors events, especially since there has been an overwhelming request for cover parties. The Women of the Year issue has been popular, and for the third instalment in August 2024 we plan to have an awards ceremony to honour the recipients. HABASHWE!

from

THE EDITOR

Media Kit

Sowetan Magazine

DIGITAL



- Neflix x 3 (in-house production x 1)
- Paramount
- Sanlam
- Mr Price Home
- Standard Bank (in-house production)
- G-Star Raw (in-house production)
- White Star Miss Soweto (in-house production)

Highlights (2023)



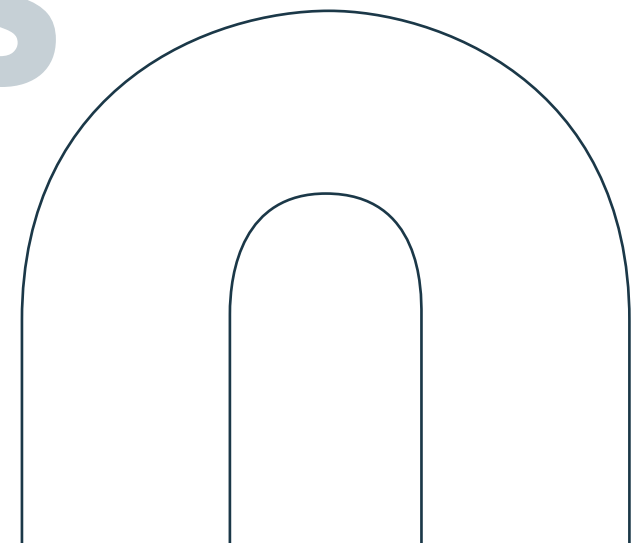
4 COVERS

Highlights (2023)



- 📷 Launched TikTok account in June
- 🎵 Started boosting covers on Instagram
- 📷 Most followed account on Instagram at Arena (31 000 followers)
- 🎵 Most followed account on TikTok at Arena (26 600 followers)

TOP INSTAGRAM POSTS



SOCIAL MEDIA

Magazine

Media Kit



First international SMag cover star (Golda Rosheuvel)

Won Media Award of the Year at Feathers XV

Won Entertainment Journalist of the Year at Basadi in Music Awards

360 collaboration with Standard Bank

OTHER HIGHLIGHTS

COVERS





CELEBRITIES

Bonang, Connie Ferguson, Lamiez Holworthy, Kwenzo Ngcobo, Daluwonga, and Musa Keys 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.



SMAN

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!



WEDDING

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.



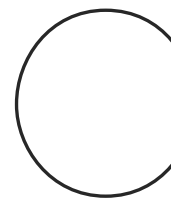
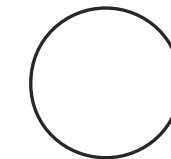
FINANCE

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.

Content

BREAKDOWN

Media Kit





SMag Print order: 20 000

Readership: 780 000

S MAG is also distributed with the Herald and the Daily Dispatch in the Eastern Cape

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%

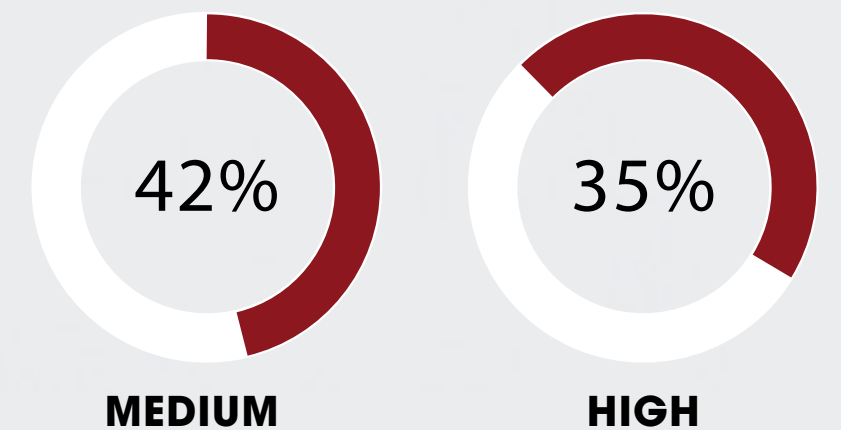
READER PROFILE

U R B A N
E M P L O Y E D
W O M A N
E X P E R I M E N T A L
A S P I R A T I O N A L

SELF-STARTER
LOVES TRAVEL
DARING
BEAUTY & FASHION
AMBITIOUS

Source: PAMS FUSION 2021

SEM SUPERGROUP



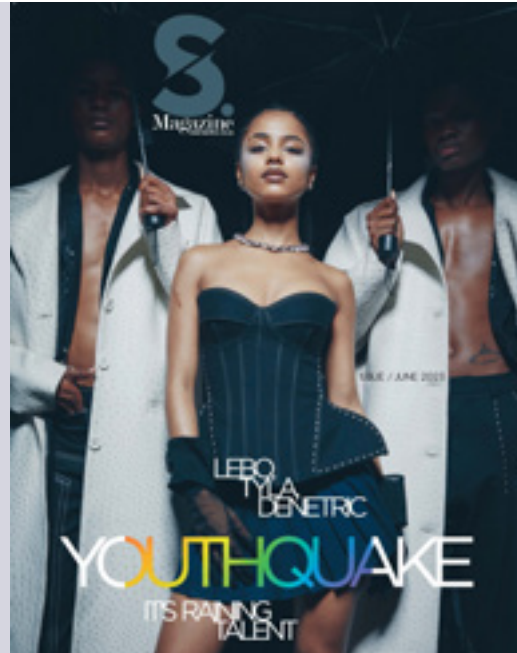
PRINT AUDIENCE

**AUTUMN |
FABULOUSLY 30**



Goodbye 20, hello 30. Taking its cue from 30 years of democracy, SMag looks at the 30 best hair, beauty, and fashion trends of 2024. The significance of the number 30 is all about creativity, self-expression, and growth; our pages look at that divine intervention through manifestations in wealth, wellness, fitness, relationships, style, and more. The issue will be anchored by born-frees (celebrities born in 1994):

**WINTER |
YOUTH ISSUE**



What is the future of youth culture with the disruption of AI? Through the lens of ma2000 we look at the state of youth culture in 2024. We interrogate how AI is shifting the future of fashion and beauty. From TikTok beauty to meme cultures and Gen Z's obsession with wellness, we explore youth, culture, and identify in the digital era. This also serves as our fashion issue. Inside we look at winter fashion, keeping your mind, body, skin, and soul warm as temperatures drop.

**SPECIAL | WOMEN
OF THE YEAR ISSUE**



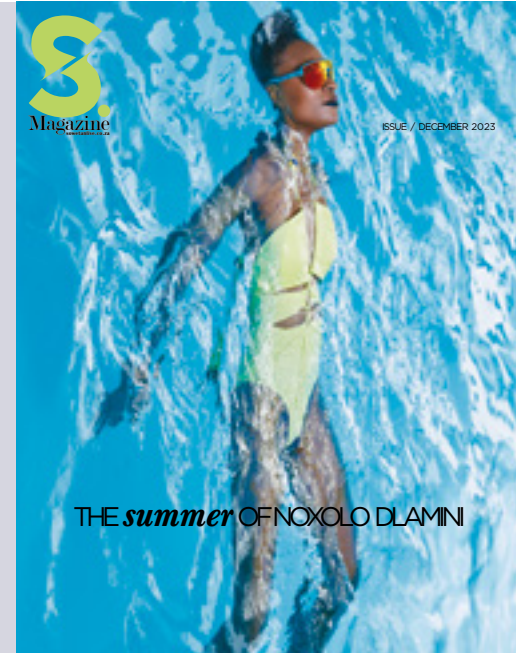
For a third year running, SMag honours trailblazing women across different industries. These game changers hail from the worlds of entertainment, business, sports, health, education, fashion, and social media. The issue will culminate with the biggest soiree of the year, to honour these women, on 9 August.

**SPRING |
HERITAGE ISSUE**



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 make-up must-haves.

**SUMMER |
FESTIVE ISSUE**



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.

2024 PRINT THEMES

Media Kit

DIGITAL

COVER

SMag 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 SMag 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.

Influencers and celebrities such as Bobby Blanco, Karabo Poppy, Sio, and the cast of Shaka Llembe have already graced our digital covers.

CONTACT YOUR ACCOUNT
MANAGER FOR MORE INFO

**Custom digital
cover rate:**

R75 000
incl production costs



INSERT	BELOW THE LINE	ABOVE THE LINE	MATERIAL	PRINT
05 APRIL 2024	01 March 2024	08 March 2024	12 March 2024	20 March 2024
14 JUNE 2024	17 May 2024	28 May 2024	31 May 2024	05 June 2024
02 AUGUST 2024	05 July 2024	10 July 2024	12 July 2024	17 July 2024
20 SEPTEMBER 2024	23 August 2024	04 September 2024	06 September 2024	11 September 2024
22 NOVEMBER 2024	30 October 2024	06 November 2024	08 November 2024	13 November 2024



CALENDAR

Media Kit

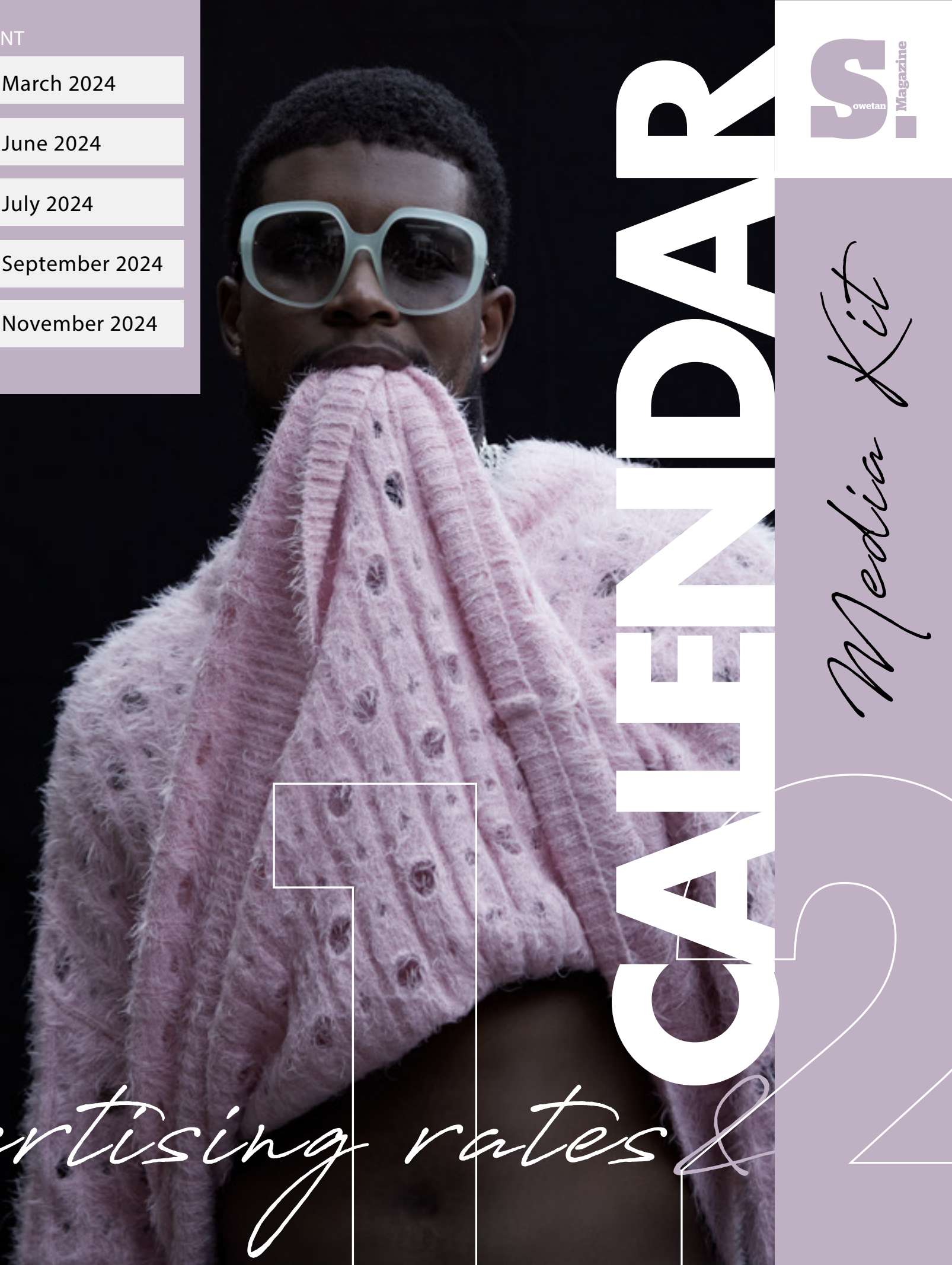
Rates INCLUDE agency commission and EXCLUDE VAT

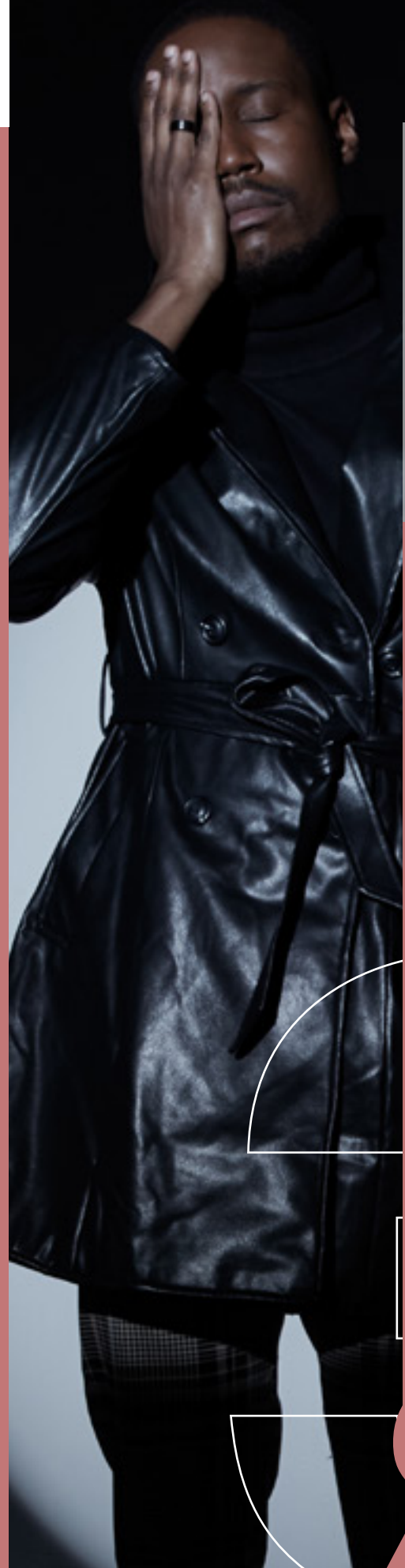
FULL PAGE	R52 354
DOUBLE PAGE SPREAD	R104 708
HALF PAGE	R31 412
OPENING DOUBLE PAGE SPREAD	R125 650
SECOND DOUBLE PAGE SPREAD	R115 180
FULL PAGE NEXT TO CONTENTS	R57 590
FULL PAGE NEXT TO ED'S LETTER	R57 590
INSIDE BACK COVER	R57 590
OUTSIDE BACK COVER	R62 825

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

Advertising rates





MATERIAL

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 the 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

SPECIFICATIONS

Reverse COVER GATEFOLD

RATE

R195 000

EXCL VAT & EXCL AGENCY COMM

VALUE

R415 000

SAVING

R220 000



DPS INSIDE MAGAZINE



COVER

INCLUDED IN THE PACKAGE:

- Reverse cover gatefold (2x full pages)
- Double-page spread inside magazine
- Shoot including 1x model at a location chosen by our editor to suit the brand (if required)
- Added value to be given on the S Mag page in the Sowetan newspaper
- 1x week online campaign:
- 1x week hosting of a client-provided native content article with accompanying image or up to four images
- 1x week of 100% sponsorship/ownership on S Mag Online page with all ad space, including background skin
- 1x Facebook post for the week on SowetanLIVE
- 2x Tweets for the week on SowetanLIVE
- 1x free Instagram post for the week to S Mag online followers at editor's discretion



REVERSE GATEFOLD DPS



COVER

Media Kit

RATES



2024

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)

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

DETAILS

Media Kit

DELIVERY DETAILS FOR INSERTS/SAMPLING

Delivery times:
Monday - Friday
08h00 - 16h00

Novus Print Montague Gardens
10 Freedom Way
Marconi Beam, Milnerton
Attention:
Quinton Williams (021) 550 2526

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



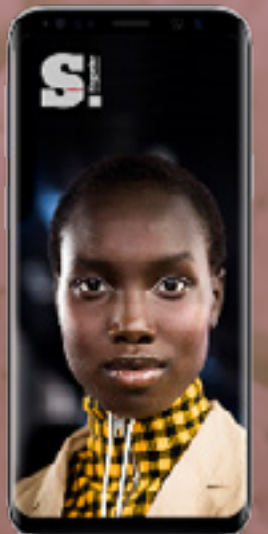
SMAG ONLINE: SowetanLIVE

SMag Online is hosted on SowetanLIVE.co.za

and is available to all Sowetan SMag 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



913 021

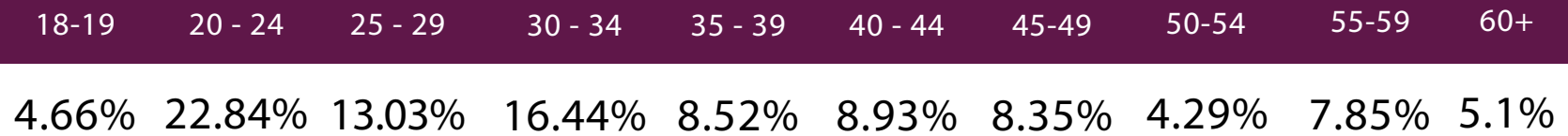
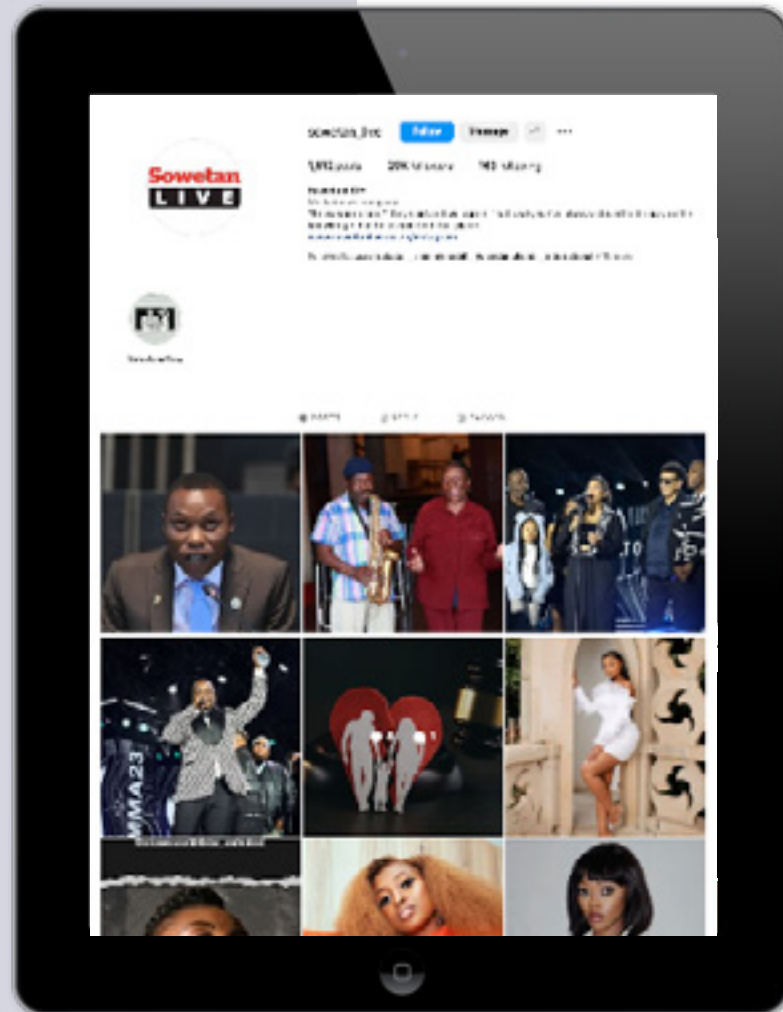


22 544

Average unique browsers per month: 3 102 937

Average page views per month: 11 835 539

Source: Narratiive, Arena Digital March 2023



DEVICES USED



Mobile: 85.92%



Tablet: 2.51%



Desktop: 11.57%

Sources: Narratiive, GA, Social Media, Arena Digital March 2023



M

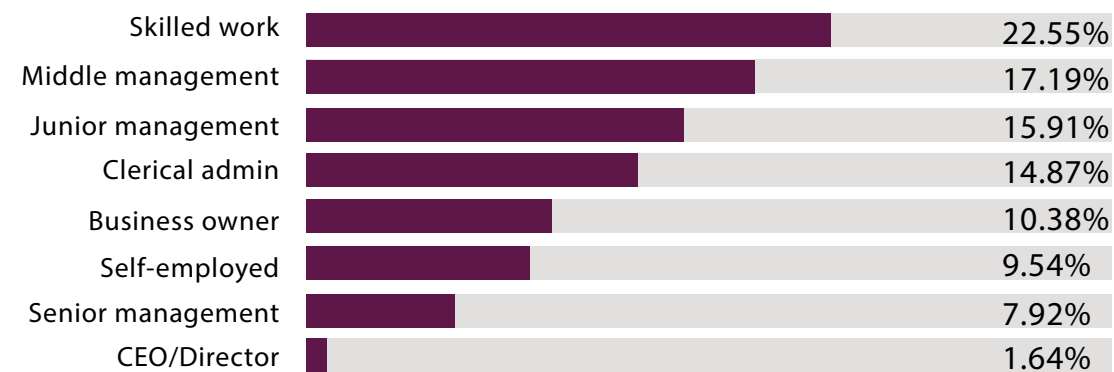
56%



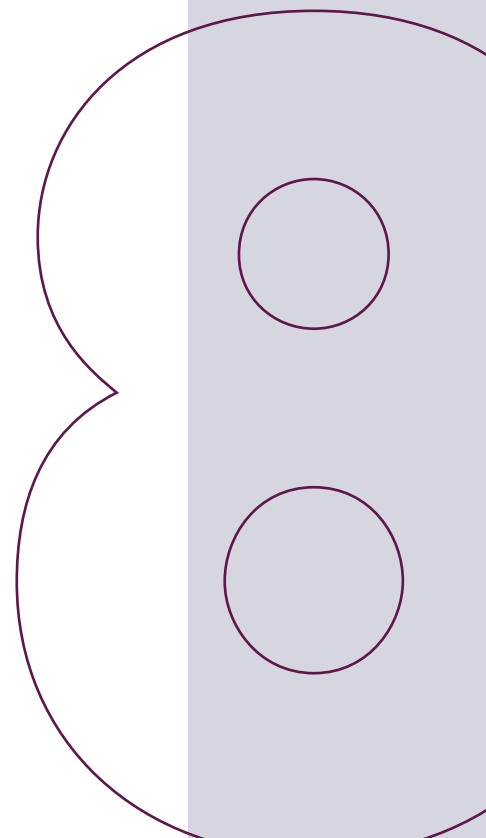
F

44%

Employment level (%)

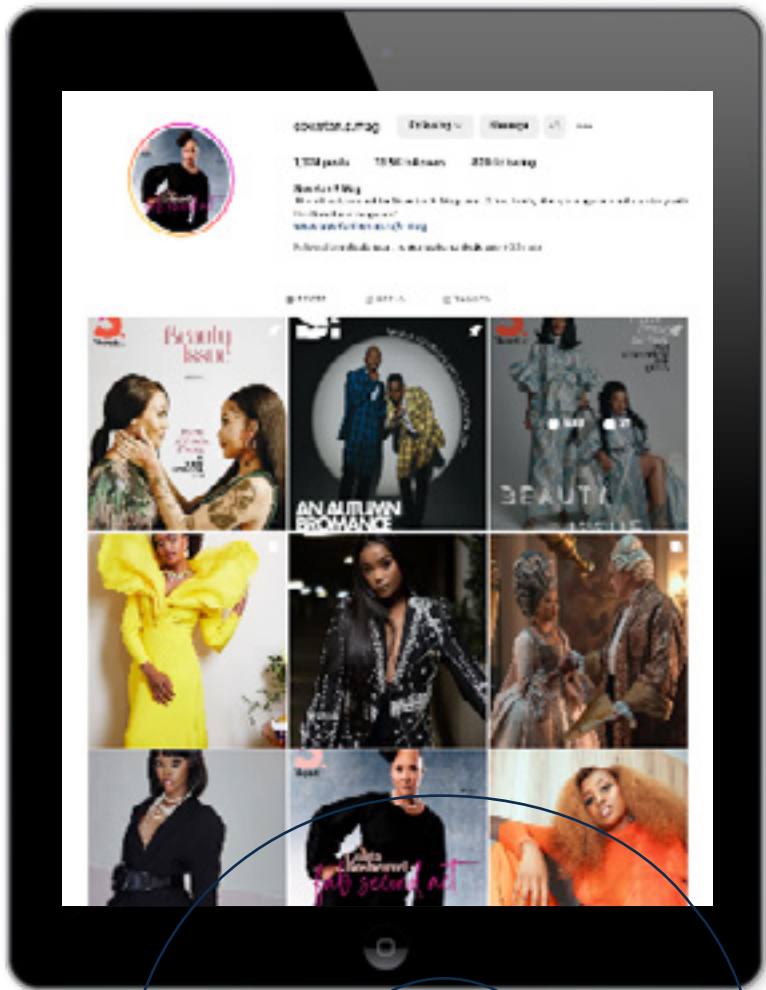


Media Kit

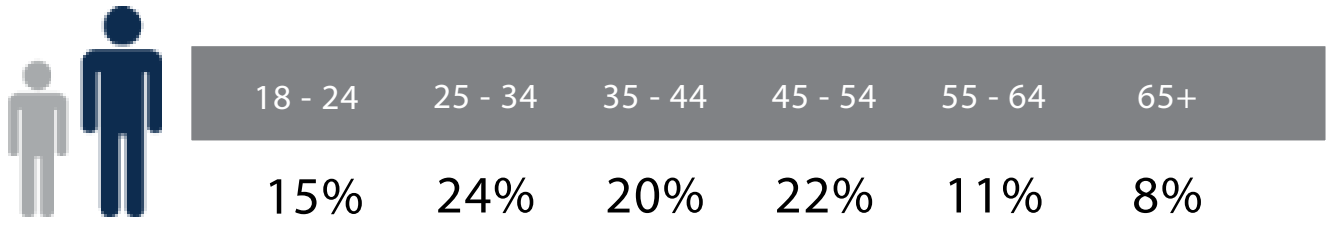


ONLINE: S Mag

Unique browsers per month: 489 217
Page views per month: 733 810



Media Kit



31 700
Total reach 580 000
Engagement 60 000



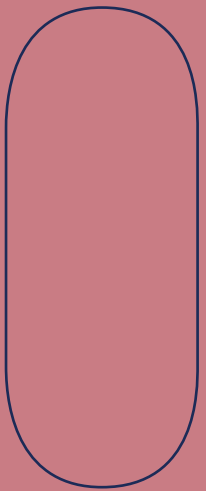
27 000

HOMEPAGE EXPOSURE	1 day guaranteed placement in a "teaser block" on the SowetanLIVE homepage: Sowetanlive.co.za
SECTION PAGE EXPOSURE	7 days guaranteed placement in the SMag section of the SowetanLIVE website: Sowetanlive.co.za/s-mag If applicable, the native article may also be placed in a single relevant SMag subsection, e.g. Food & Drink, Culture, etc.
SOCIAL MEDIA PROMOTION All posts are linked to and drive traffic back to the native article on the brand's website.	1 x boosted Facebook post on SowetanLIVE's account: @sowetanlive 2 x organic X posts (aka tweets on SowetanLIVE's account: @SowetanLIVE 1 x boosted single image post on SMag's Instagram: @sowetan.s.mag
EMAIL NEWSLETTER INSERTION Native article included as one of the articles in brand's weekly email newsletter.	1 x insertion into a SowetanLIVE email newsletter (placement at editorial's discretion).
IN-ARTICLE COMPANION BANNERS Banners and background skin on native article page.	Optional at no extra cost.
HOMEPAGE AND/OR SECTION PAGE TAKEOVER Including banners and background skin.	Optional at no extra cost.
RATE:	R30 250 EXCL VAT AND AGENCY COMMISSION



Available

ONE WEEK PACKAGES





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! In addition to Live Events, 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 database of over 2 000 influential women who want to experience our unique editorial offerings via bespoke events. This is the perfect way to activate your products with an engaged, committed audience.

The SMag team is excited to offer our clients the opportunity of bespoke curated events.

Rates: Customised packages from R150 000

Please contact your SMAG account executive

Account Manager, CT

Samantha Pienaar

Email: pienaars@arena.africa

Cell: +27 (0)82 889 0366

Account Manager, JHB & DBN

Lorraine Bradley

Email: bradleyl@arena.africa

Cell: +27 (0)82 802 2252

Advertising Co-ordinator

Jamie Kinnear

Email: kinnearj@bdfm.co.za

Direct: +27 (0)11 280 3183

Luxury Brand Partnerships

Celeste Khumalo

Email: KhumaloC@arena.africa

Direct: +27 (0)72 793 6753

Contact

