



**S**  
**Magazine**  
Sowetolive.co.za

*Media Kit*

**2025**

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## From the **Editor**

“It’s cooked, the content is cooked!” This is parlance that has become common behind the scenes at SMag as an indication and calibre of excellence. It has become a barometer of our coolness and uniqueness in using pop culture as a mirror of and window into our loyal readers’ collective identity — so much so that, last year, one of our regular collaborators submitted content for approval and my feedback was, “This is great.” They did not accept “great”, texting back, “But it’s not cooked? We have to redo it.” This year at SMag, we will turn up the heat and we will not rest until it’s cooked — because it’s in our DNA.

But how are we going to cook? Here are the ingredients of our recipe. Get those pressure cookers ready.

Let’s start in the kitchen. As a digital-first publication, the aforementioned mirror effect begins on our social-media platforms on [Instagram](#) and [TikTok](#). These platforms shape and influence the cultural and behavioural identity of young people and the generations to come. As a trusted voice in pop culture, most of our storytelling happens there.

Vlogging is another fun way we’re using to advance our storytelling. Last year, we launched our vlog, titled [5Ws + 1H](#), taking our readers on a joyride behind the scenes during unforgettable pop-culture events in just five minutes, one second. Not only do we gather the pressing answers for you but we also show you the What? Who? When? Where? Why? and How?

We also continue to have a strong presence at social events. I mean, if SMag is not there, is it even a party? So, find us and get featured on our various platforms when you are out and about at the Durban July or the Sun Met or the SA Music Awards. If you’re lucky, you might even crack a pass to our invite-only rooftop cover parties.

We will continue to use fashion, food, makeup, music, text, and photography to celebrate authentic SA stories. Our five printed magazine issues of the year are our assorted dessert offerings. Last year, we collaborated with many industry leaders to make sure we delivered strong issues with a local gaze but an international feel. Fashion designer and food-

ie [Mpumelelo Dhlamini](#) through his online page Umpheko, curated special culinary experiences for our food pages. Celebrated photographers Aart Verrips and Steven Tanchel, plus renowned stylists Felipe Mazibuko, Nao Serati, and Thobeka Mbane, transformed our pages into fashion heaven. We had local fashion designers ranging from Thebe Magugu and Mzukisi Mbane to Rich Mnisi and David Tlale on speed dial with one-of-a-kind pieces seen exclusively in our pages. Ray Manzana made sure that the video content was cooked. This year promises to be no different.

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, Ekhoneni, décor, food, and drinks continue to reflect modern society and push boundaries. Let’s cook!

ET

# DIGITAL COVERS



# 2024 HIGHLIGHTS

Netflix 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)

# PRINT

# AUDIENCE



SMag Print order: **15 000**

Readership: **1 751 000**

## HOUSEHOLD PURCHASER

Matric or post-matric

**67%**

Is banked

**82%**

Looked for or bought clothing in past six months

**68%**

AGE: 25-49

**62%**

## DEMOGRAPHICS

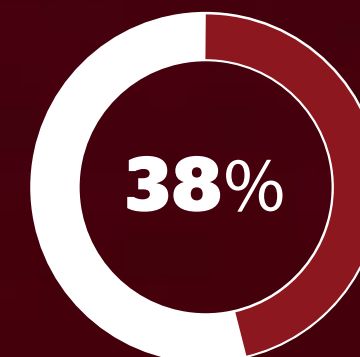
**Male 44%**

**Female 56%**

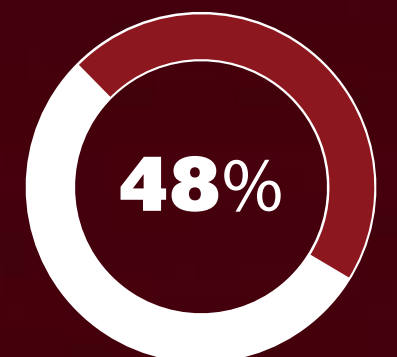
## READER PROFILE

**U**RBAN **E**MPLOYED **W**OMAN **E**XPERIMENTAL **A**SPIRATIONAL  
SELF-STARTER LOVES TRAVEL DARING BEAUTY & FASHION AMBITIOUS

## SEM SUPERGROUP



MEDIUM



HIGH

Source: FUSION 2022, BrandMapp 2022

# 2025 PRINT THEMES

## AUTUMN | REWRITE THE CLASSICS



This autumn, jump into the fast lane by flipping the script of your life. SMaggers are starting the year by rewriting the rules on fashion, food, beauty, style, fitness, grooming, and culture. It's time to write your own narrative. If you are a man and want to dab on concealer, do it unapologetically. If you want to wear white to a wedding, we dare you to do it. You want to reinvent your workout routine outside of the gym? Go for it. If you want to rethink your relationship with food, this is the year. SMag wants you to have the best year of your life and we are going to help you do it.

## WINTER | YOUTH ISSUE



Through the lens of ma2000 we look at the state of youth culture in 2025. Expect a youth-trend report on the big patterns impacting the attitudes and behaviours of young people this year. We investigate Gen Z's preferences in travel, affordability, activism, fitness, and culture. We examine the ways in which social media continues to shape young people's ideas of popularity, success, beauty, fashion, music, and more. Inside, we look at winter fashion, keeping your mind, body, skin, and soul warm as temperatures drop.

## SPECIAL | WOMEN OF THE YEAR



For a fourth 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 in the biggest soirée of the year on 9 August, in honour of these women. Past recipients include Nomzamo Mbatha, Lerato Kganyago, Ponahalo Mojapelo, Tracey Naledi, Mathebe Molise, Lulama Wolf, and Tobeka Lwana.

## 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 | CELEBRATION 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.

# DIGITAL COVERS

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.

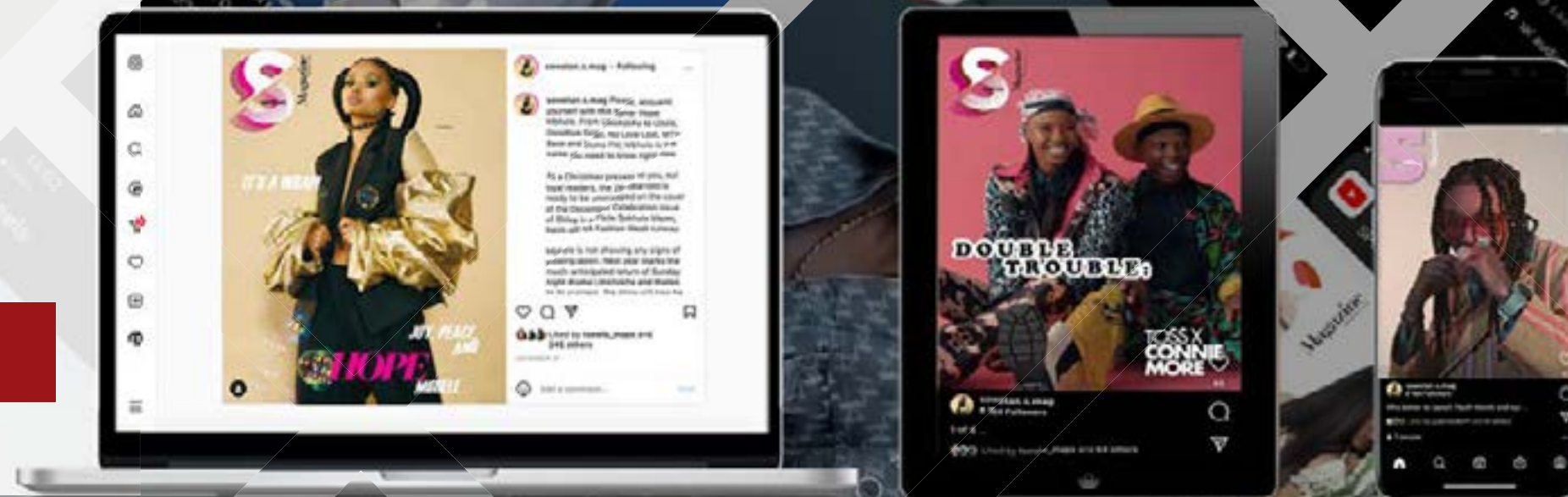
The digital covers are interactive, incorporating video clips and animated 3D effects, bringing the covers to life and capturing the audience of a normally static environment.

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

CONTACT YOUR ACCOUNT MANAGER FOR MORE INFO

**Custom digital  
Cover rate:**

**R75 000**  
incl production costs







# Advertising rates & CALENDAR

INSERT	BELOW THE LINE	ABOVE THE LINE	MATERIAL	PRINT
<b>28 MARCH 2025</b>	21 February 2025	28 February 2025	04 March 2025	12 March 2025
<b>13 JUNE 2025</b>	02 May 2025	09 May 2025	13 May 2025	21 May 2025
<b>08 AUGUST 2025</b>	04 July 2025	11 July 2025	15 July 2025	23 July 2025
<b>19 SEPTEMBER 2025</b>	15 August 2025	22 August 2025	26 August 2025	03 September 2025
<b>28 NOVEMBER 2025</b>	24 October 2025	31 October 2025	04 November 2025	12 November 2025

## EXCLUDING VAT AND EXCLUDING AGENCY COMMISSION

<b>FULL PAGE</b>	R36 000
<b>DOUBLE PAGE SPREAD</b>	R60 000
<b>HALF PAGE</b>	R21 500
<b>IFC DOUBLE PAGE SPREAD</b>	R75 000
<b>SECOND DOUBLE PAGE SPREAD</b>	R67 500
<b>FULL PAGE NEXT TO CONTENTS</b>	R37 500
<b>FULL PAGE NEXT TO ED'S LETTER</b>	R41 500
<b>INSIDE BACK COVER</b>	R38 500
<b>OUTSIDE BACK COVER</b>	R45 000

## 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

### DIGITAL

The digital replica edition of SMag will include hyperlinks to URLs and email addresses, and embedded video links.

The digital replica edition will be placed on:

- SMag page on Sowetan website
- The social Media pages of SMag
- Sowetan digital edition

# PACKAGE RATES

## SILVER R54 000

- One full page
- One strip ad inside the magazine
- Digital on SMag website, plus a boosted Facebook post
- Ten copies of the printed publication

## GOLD R84 000

- Two full pages
- One triangle ad and one strip ad inside the magazine
- Digital on SMag website, plus a boosted Facebook post
- Twenty-five copies of the printed publication

## PLATINUM R120 000

- Four full pages
- One triangle ad, one strip ad, and one island ad inside the magazine
- Digital on SMag website, plus a boosted Facebook post

## PACKAGED PROFILES (PARTNER CONTENT)

- 2-Page Profile (includes digital plus a boosted Facebook post) **R54 000**
- 3-Page Profile (includes digital plus a boosted Facebook post) **R72 000**

## CREATIVE EXECUTIONS (price on application)

**Triangle** (Right or left corner)

**Island** ad

**DPS** wrap around border

**Strip ad** (vertical or horizontal)

**SMag MAN cover:** Logo

**SMag MAN cover:** Strip ad

**Cover gatefolds**

## Digital cover R75 000 includes:

1. Photo shoot using the company's talent/s
2. Video to be posted online and on social media platforms (SMag & SowetanLive)
3. Social media posts about the digital cover and brand
4. Interview with the talent/s and hosted online
5. Interview with the talent/s to be placed as a full page on the SMag page in the Sowetan

## SMag's vlog titled 5Ws + 1H

Taking our readers behind the scene on unforgettable pop culture events in just five minutes, one second. We not only gather the pressing answers for you, but we also show you the: What? Who? When? Where? Why? and How?

**Prices EXCLUDE agency commission and EXCLUDE VAT**



# MATERIAL SPECIFICATIONS

## MATERIAL SPECIFICATIONS

Width x Height

### Full Page

Type 205mm x 252mm  
Trim 235mm x 297mm  
Bleed 245mm x 307mm

### Double Page Spread

Type 440mm x 252mm  
Trim 470mm x 297mm  
Bleed 480mm x 307mm

### Half Page Vertical

Type 103mm x 252mm  
Trim 116mm x 297mm  
Bleed 121mm x 302mm

### Half Page Horizontal

Type 205mm x 124mm  
Trim 235mm x 149mm  
Bleed 245mm x 154mm

### Horizontal strip advert (placed at the bottom of content page) - dimensions: (See image)

Trim: 235mm (w) x 22mm (h)  
Bleed: + 5mm bleed

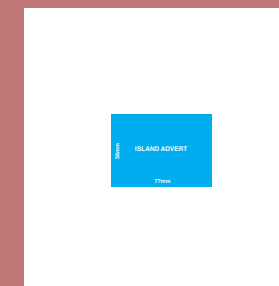
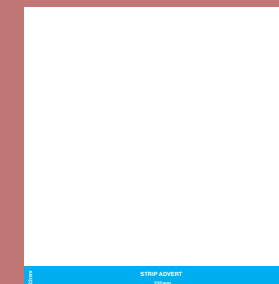
### Island advertisement dimensions: (See image)

Trim Size: 77mm (w) x 56mm (h)  
Bleed: no bleed

### Corner triangle earmark advertisement dimensions: (See Image)

Trim: 125mm (h) x 75mm(w)  
Bleed: + 5mm bleed

## ADVERTS SPECS



# VALIDATION SPECIFICATIONS

## 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

# 2025 INSERT RATES

## BOUND IN

\* Applicable to saddle stitched: price custom quoted on request depending on insert

Single item (2 pages)	R15 000
4 to 8 pages	R17 300
12 to 24 pages	R20 200
25 and above	Price quoted on request

## LOOSE INSERTS

Single item (2 pages)	R13 000
4 to 12 pages	R18 000
12 to 24 pages	R21 600
25 and above	Price quoted on request depending on insert

## SPOT GLUE

Cover Mount (Supplied)	R12 700
Cover Mount (Printing)	Price on request
Items spot-glued onto a specific page	R15 000

## BELLY BAND SUPPLIED

Around section inside the magazine (vertical or horizontal)	R34 000
Around outside of magazine	R21 300

## BOOKMARK & RIBBON

Paste ribbon on specific page with round sticker and placement of bookmark between specified pages	R25 000 (bookmark printing costs on request)
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\*INSERTS: All inserts incl. Agency Commission and exclude VAT

Note: All inserts are subject to approval by the media owner before insertion 15 000 Copies



## DELIVERY DETAILS FOR INSERTS/SAMPLING

**Delivery times:**  
**Monday - Friday**  
**08h00 - 16h00**

**CTP Printers**  
**12 - 14 Boompie street**  
**Parow, Cape Town**  
**Attention:**  
**Ncumisa Baba (021) 929 6200**

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.

*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**

# DETAILS

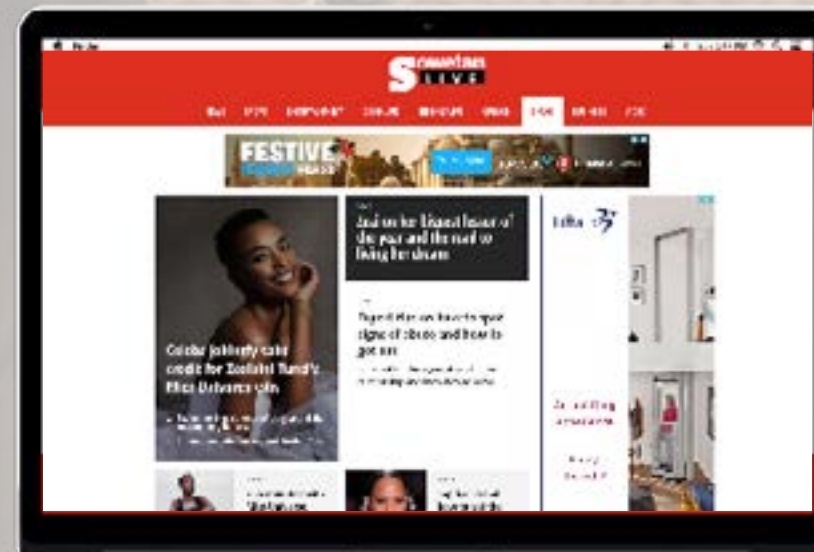
# SMAG ONLINE: SowetanLIVE

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

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



# SowetanLIVE



1.2M



984 187



30,500

Total users:

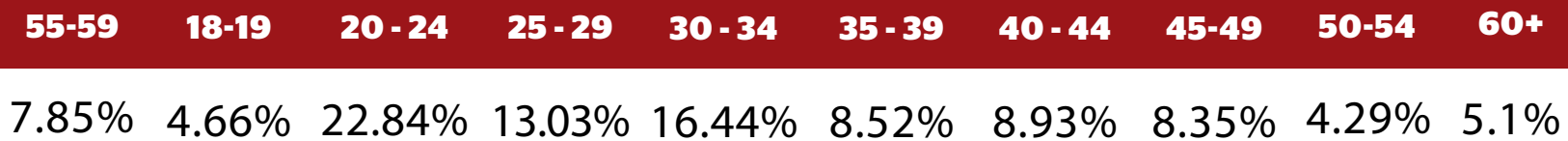
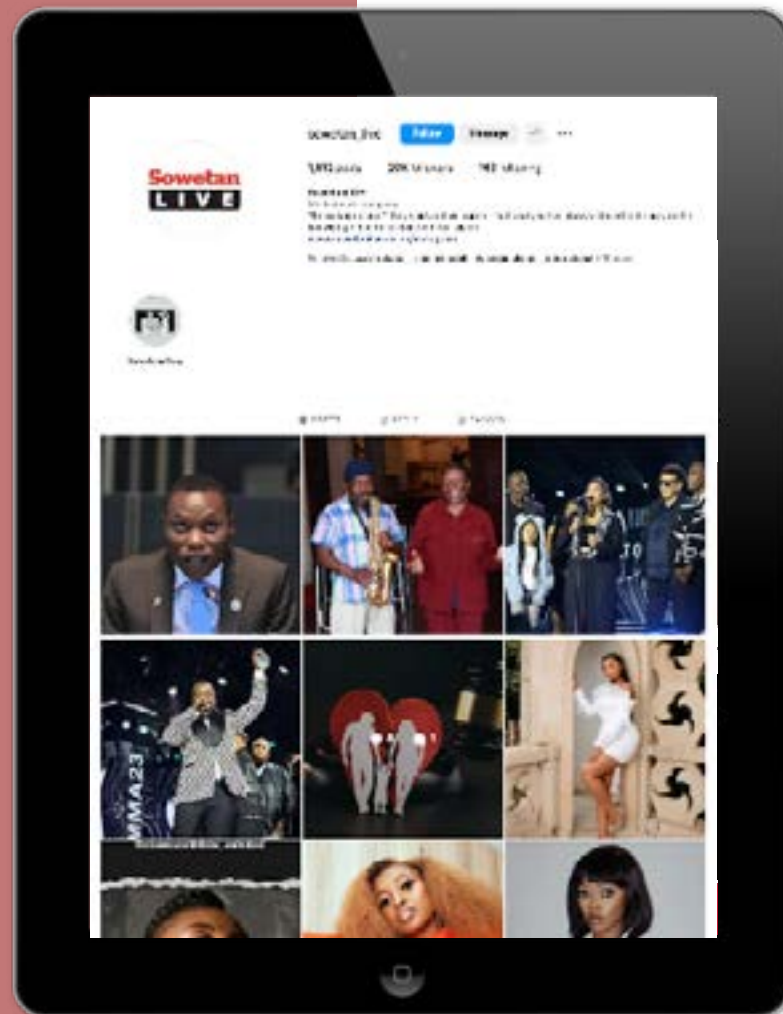
12 542 325

Page views:

54 553 094

SOURCE: GOOGLE ANALYTICS

JAN 2024 - DEC 2024 META JAN 2025



## DEVICES USED



Mobile: 72.3%



Others: 2.3%



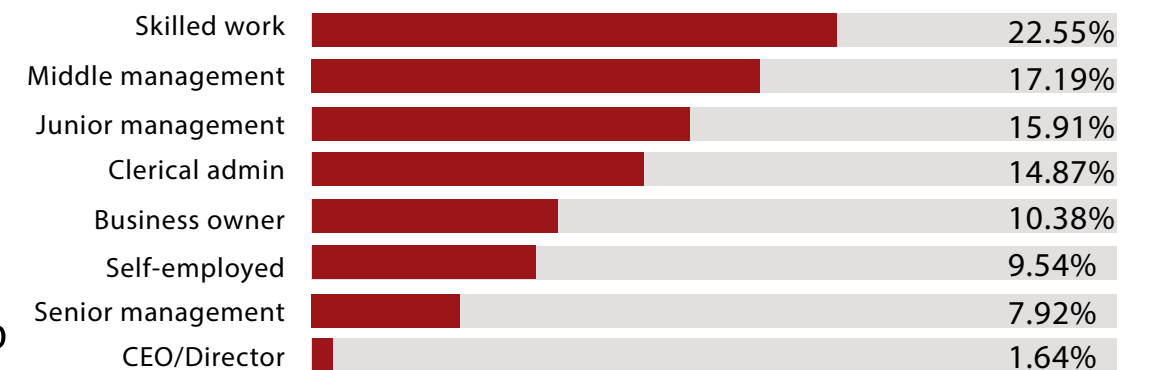
Desktop: 25.4%

SOURCES: GOOGLE ANALYTICS JAN 2024 - DEC 2024



M 53.4%  
F 46.6%

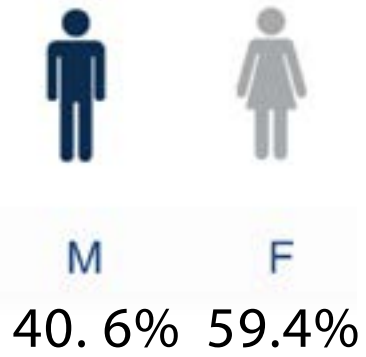
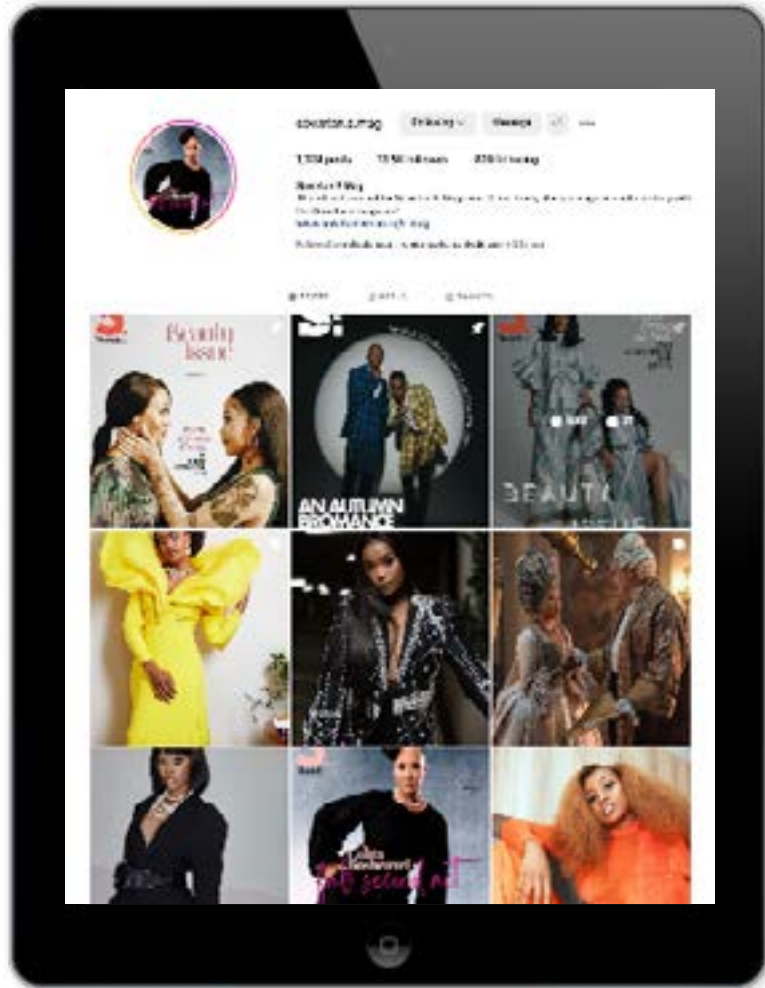
## Employment level (%)



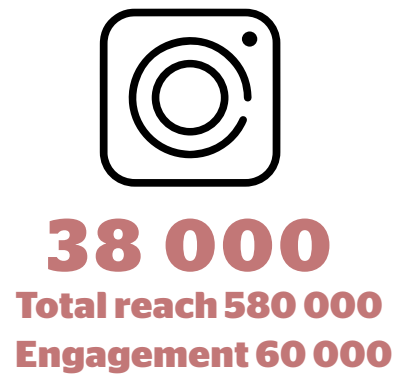
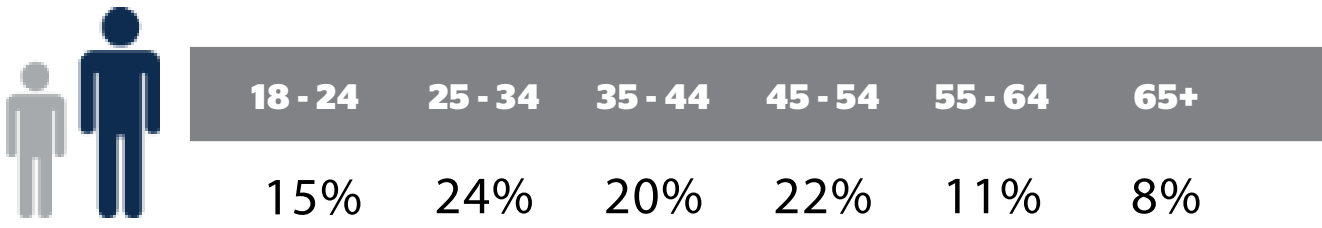


# ONLINE: SMag

Total users	1 707 859
Total page views	2 914 102



GAUTENG	67%
WESTERN CAPE	14%
KWAZULU-NATAL	12%
EASTERN CAPE	3%
LIMPOPO	1%



SOURCE: META JAN 2025  
GOOGLE ANALYTICS  
JAN 2024 - DEC 2024

*Digital*  
**PACKAGES**



<b>HOMEPAGE EXPOSURE</b>	1 day guaranteed placement in a "teaser block" on the SowetanLIVE homepage: Sowetanlive.co.za
<b>SECTION PAGE EXPOSURE</b>	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.
<b>SOCIAL MEDIA PROMOTION</b> 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
<b>EMAIL NEWSLETTER INSERTION</b> 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).
<b>IN-ARTICLE COMPANION BANNERS</b> Banners and background skin on native article page.	Optional at no extra cost.
<b>HOMEPAGE AND/OR SECTION PAGE TAKEOVER</b> Including banners and background skin.	Optional at no extra cost.
<b>RATE:</b>	<b>R30 250</b> EXCL VAT AND INCLUDING AGENCY COMMISSION

**ONE WEEK**



# 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



Contact  
**DETAILS**

**Account Manager, CT**

*Samantha Pienaar*

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**Advertising Co-ordinator**

*Jamie Kinnear*

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Direct: +27 (0)11 280 3183

**Deputy Head of Sales**

*Pierrette Spadoni*

Email: [spadonip@arena.africa](mailto:spadonip@arena.africa)

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