



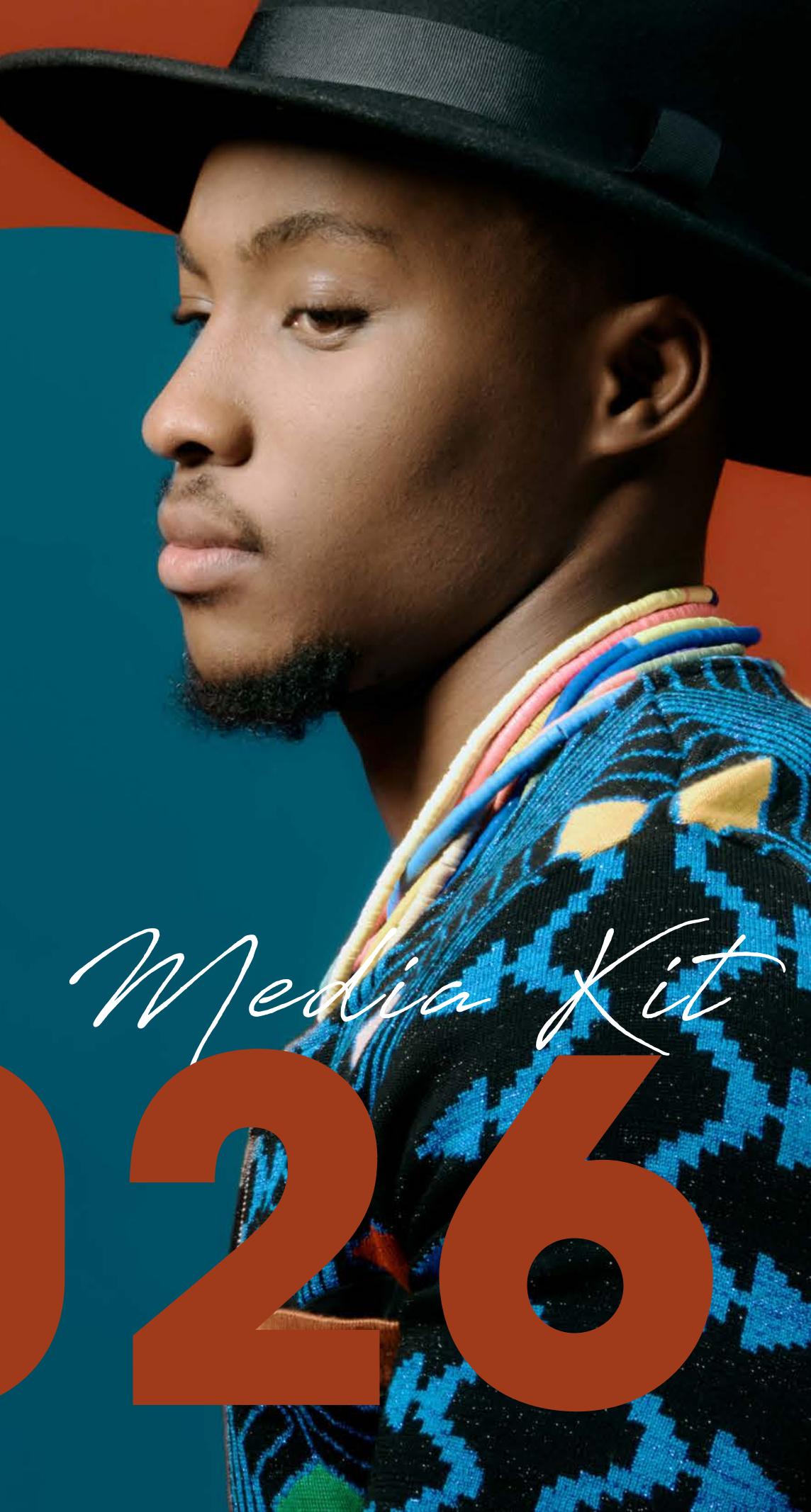
Magazine

Sowetan.co.za

EMMANUEL TJIYA
SOWETAN SMAG EDITOR
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2026

Media Kit



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From the Editor

The decadent party season is here — a foolproof excuse for SMag to get the ball rolling on a special upcoming jubilee. Here is a big clue: it's never a bad idea to party like it's 2016 and Rihanna just dropped her last album, *Anti*. Shhh, don't tell anyone — this June marks a decade of SMag and you are all invited to a birthday celebration to remember.

In the ever-evolving world of style, culture, innovation, and communication, we have earned our stripes as the local fashion bible. From iconic celebrity covers to aspirational glossy shoots, combined with an unwavering commitment to fashion journalism, you can always count on SMag to capture the cultural pulse of the time.

In a most majestic manner, our

December Celebration issue offered a first look at what to expect when we turn 10 this June. We are kicking off lavish six-month-long celebrations fit for a queen and king. Why? Because SMag is the fashion darling she absolutely thinks she is.

We are baptising 2026 "The Year of 10".

While we continue to navigate the uncertainties that face the global publishing industry and legacy media in a complex digital era, we are still here, demonstrating that longevity is more than possible. We recommit to reshaping trends, redefining the cultural zeitgeist, pushing creative boundaries, mastering storytelling, and fostering limitless innovation. The future is wild, vibrant, and epic. That alone is worthy of spectacular six-month celebrations.

With a strictly Instagram-first attitude, SMag continues to blend print and digital with a not-so-traditional approach. Our five printed issues serve as a special investment, offering our readers premium content ranging from collectible covers and impactful journalism to stunning fashion photography by top shooters, stylists, and hair and makeup artists. As always, we 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 reflect modern society and push boundaries. Above all, social media remains our biggest playground as we continue to shape modern fashion and culture by curating meaningful online experiences that go beyond speed, trends, and algorithms.

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AUDIENCE

AUDIENCE: 144 000

Devices used to browse the internet:

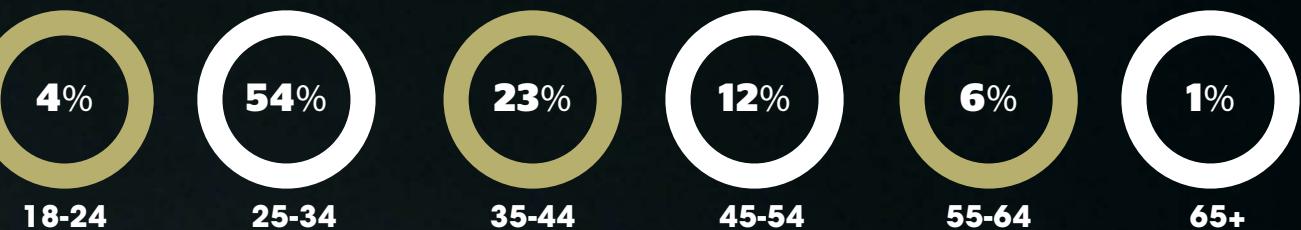
Desktop or laptop = 65%
Mobile phone = 81%
Other = 39%

SMag print order: 15 000

AGE: 25-54
89%

Male 51%
Female 49%

AGES:



SELF EMPLOYED - 11%
CHAIRMAN/CEO- 6%
DIRECTOR/C-SUITE- 4%
JUNIOR MANAGER - 14%
MIDDLE MANAGER - 14%
SENIOR MANAGER - 6%

Brandmapp 2023

2026 PRINT THEMES



Now more than ever, beauty is personal, ethical, and tech-powered. Zooming in on the transformation of the beauty industry through the impact of advancing tech, we look at the future of skincare science, ranging from AI-driven beauty technology and sustainability to inclusive marketing, smart products, clean ingredients, eco-options, authentic brands, and TikTok-fuelled trends. This is a beauty guide for the year ahead, helping readers navigate their beauty and wellness routines. From the skincare you need to the makeup trends you should follow, this issue will give you long-lasting glow.

Happy 10th anniversary, SMag! Join us in raising a toast to a decade in business. Prepare for a 10th birthday celebration like no other. The 10-year-old SMag has stayed up way past its bedtime to unwrap the best birthday gifts. To celebrate our 10th trip around the sun, we commemorate the past, honour the present, and look into the future. We will pay homage to the talented people who have created Mzansi's new fav style bible, bring back the cover stars who defined a moment in fashion, and retrace how SMag became part of the lexicon when it comes to youth culture.

For a fifth 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, honouring these women. Past recipients include Nomzamo Mbatha, Lerato Kganyago, Ponahalo Mojapelo, Tracey Naledi, Mathebe Molise, Lulama Wolf, and Tobeka Lwana.

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.

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.

AUTUMN: Beauty Tech Issue

WINTER: Youth Issue

SPECIAL: Women of the Year

SPRING: Heritage Issue

SUMMER: Celebration Issue

DIGITAL COVERS

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.

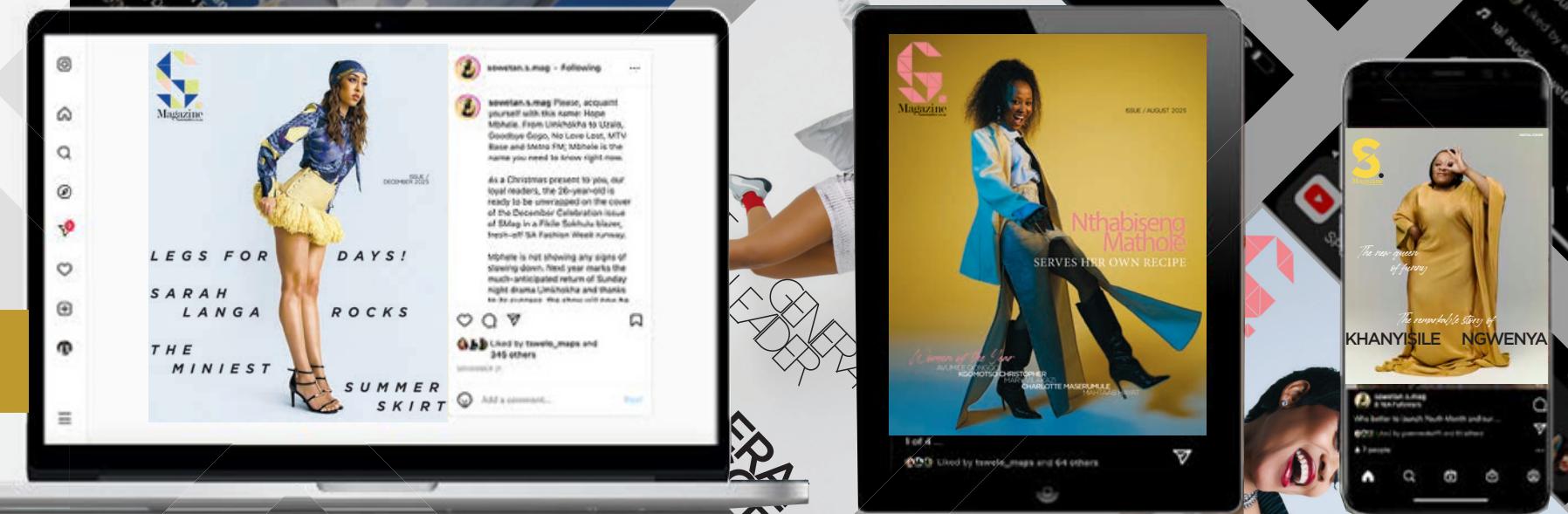
The digital covers are interactive, incorporating video clips and animated 3D effects, bringing the covers to life and capturing the audience of a normally static environment.

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**





INSERT	BELLOW THE LINE	ABOVE THE LINE	MATERIAL	PRINT
27 MARCH 2026	23 FEBRUARY 2026	2 MARCH 2026	5 MARCH 2026	11 MARCH 2026
12 JUNE 2026	11 MAY 2026	18 MAY 2026	21 MAY 2026	27 MAY 2026
7 AUGUST 2026	6 JULY 2026	13 JULY 2026	16 JULY 2026	22 JULY 2026
25 SEPTEMBER 2026	24 AUGUST 2026	31 AUGUST 2026	3 SEPTEMBER 2026	9 SEPTEMBER 2026
4 DECEMBER 2026	2 NOVEMBER 2026	9 NOVEMBER 2026	12 NOVEMBER 2026	18 NOVEMBER 2026

EXCLUDING VAT AND EXCLUDING AGENCY COMMISSION	
FULL PAGE	R36 000
DOUBLE PAGE SPREAD	R60 000
HALF PAGE	R21 500
IFC DOUBLE PAGE SPREAD	R75 000
SECOND DOUBLE PAGE SPREAD	R67 000
FULL PAGE NEXT TO CONTENTS	R37 000
FULL PAGE NEXT TO ED'S LETTER	R41 000
INSIDE BACK COVER	R38 000
OUTSIDE BACK COVER	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
- Digitorial 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
- Digitorial 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
- Digitorial on SMag website, plus a boosted Facebook post

PACKAGED PROFILES (PARTNER CONTENT)

- 2-Page Profile (includes digitorial plus a boosted Facebook post) R54 000
- 3-Page Profile (includes digitorial 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 cover: QR code and cover line linking to a digital cover
- SMag MAN cover: Logo
- SMag MAN cover: Strip ad
- Cover gatefolds

DIGITAL COVER R75 000 INCLUDES:

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

SMAG'S NEW 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: (image attached)

Trim: 235mm w x 22mm h
Bleed: 5mm bleed

Island advertisement dimensions: (image attached)

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

Corner triangle earmark advertisement dimensions:

Trim: 125mm h x 75mm w
Bleed: 5mm bleed



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



2026 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:

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

Magazine, Issue with number of inserts samples.

Distribution: Full print run or specific number area retailer.

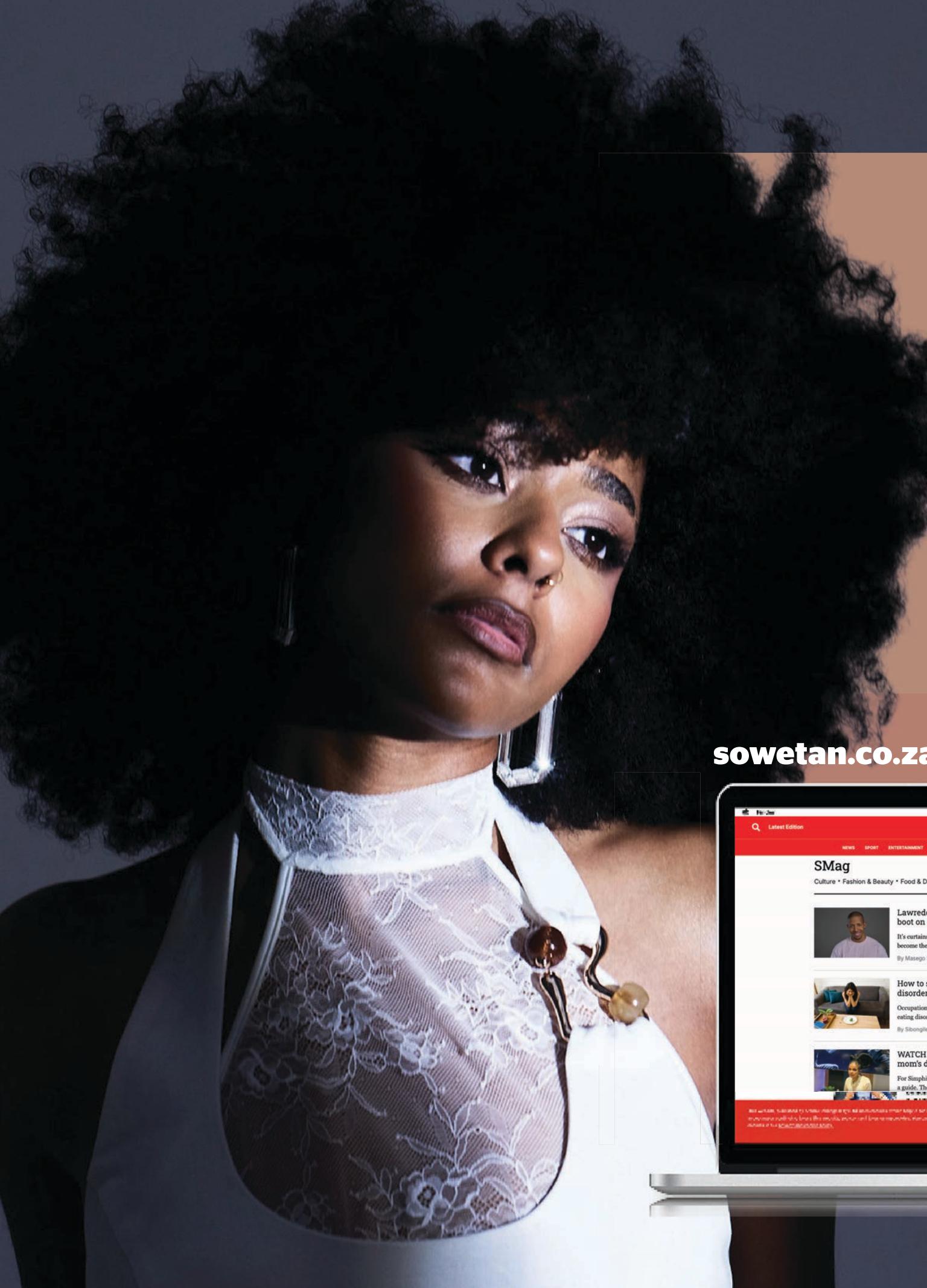
Inserts to be delivered in boxes on pallets, securely packed and clearly marked with the name of insert, number per box, weight per box, number of boxes, name, and issue of publication.

Client contact details for queries to be supplied.

NOTE: Inserts cannot be physically counted on delivery; client to ensure quantities supplied.

Micro Publications

DETAILS



SMAG ONLINE: Sowetan

SMag Online is hosted on [Sowetan.co.za](https://www.sowetan.co.za/s-mag)

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.

[sowetan.co.za/s-mag](https://www.sowetan.co.za/s-mag)



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





Total users

1 302 241

New users

818 263

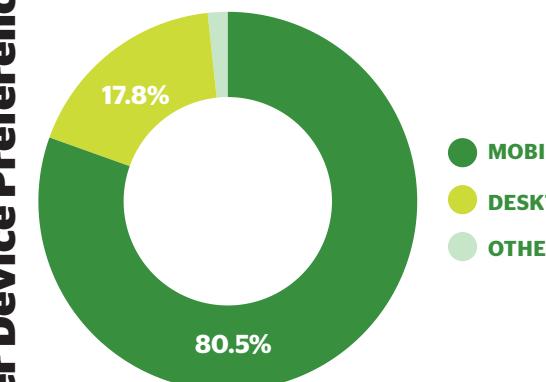
Views

2,314,638

Average session duration

00:02:32

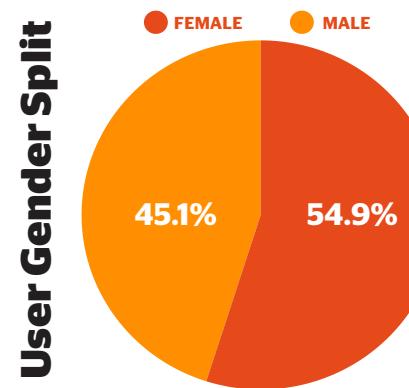
User Device Preferences



Device brand

Device brand	Percentage
1. SAMSUNG	55.58%
2. HONOR	8.22%
3. HUAWEI	6.73%
4. XIAOMI	6.15%
5. GOOGLE	5%

User Gender Split



City	Percentage
1. PRETORIA	22.56%
2. CAPE TOWN	8.22%
3. JOHANNESBURG	10.73%
4. SOWETO	7.12%
5. SANDTON	4.15%

18-24

25 - 34

35 - 44

45 - 54

55 - 64

65+

8.8%

23.99%

25.83%

25.02%

15.83%

16.95%



54 100



50 600

SOURCE: GOOGLE
ANALYTICS
JAN 2025 - DEC 2025

Digital PACKAGES



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.

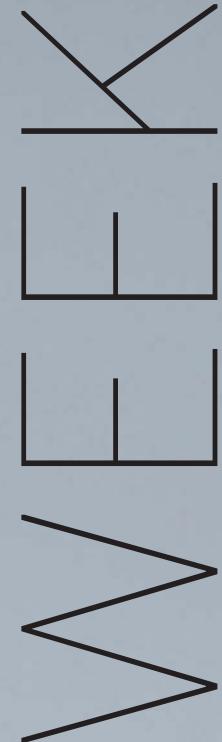
Homepage and/or Section Page Takeover

Including banners and background skin.

Optional at no extra cost.

Rate:

R30 250 EXCL VAT AND INCLUDING AGENCY COMMISSION





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 Womens 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**

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