



MEDIA KIT 2024

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**A VIBRANT PUBLICATION
REFLECTING YOUTH
CULTURE IN EVERY
IMAGINABLE WAY.**

**YOMZANSI STANDS AS A
WAVE OF THE YOUTHFUL
ENERGY IN ENTERTAINMENT.**

THE CONNECT TO YOUTH CULTURE

A DAILY DESTINATION FOR MUSIC, FASHION, SNEAKERS, FILM,
LATEST TECH AND LIFESTYLE CONTENT.

**Most informed &
Influential in Latest
Entertainment & Trends**

Best Coverage on Events,
Festivals & Entertainment
Launches

**Interactive & Loyal
Audience, Followers
on Social Media**

**Custom & Curated
Storytelling** with our
content studio

**Highly Engaging Video
& Social Media content**

Access to industry
insiders, influencers &
tastemakers



**EVOLVING
THROUGH
CONTENT**



WE FOCUS ON BUILDING

BRAND RELEVANCE

We establish relevant connections between brands and consumers by delivering specially curated content, advertising campaigns, and special partnerships. Through our fresh, unconventional, and daily content, brands can easily maximise their reach and opportunities.

EMPOWER

Your brand to gain visibility and become part of the cultural landscape

INTRODUCE

Plug your brand to our wide audience of loyal and influential consumers

ENGAGE

Trendsetters & influencers with curated lifestyle content updated around the clock



ACROSS PLATFORMS TO REACH OUR AUDIENCE

WEB & MOBILE

YOMZANSI.COM

SOCIAL MEDIA

Deeply engaged followers

DIGITAL COVERS

Monthly digital covers
featuring A-List talent

VIDEO

A series of video content, reviews,
interviews and experiences

NEWSLETTER

Weekly and Monthly newsletter

PODCASTS

Telling stories and conversations
with industry leaders



ONLINE & SOCIAL MEDIA REACH

180K

Page views
monthly

90K

Unique users
monthly

250K

Reach
monthly

1,2M

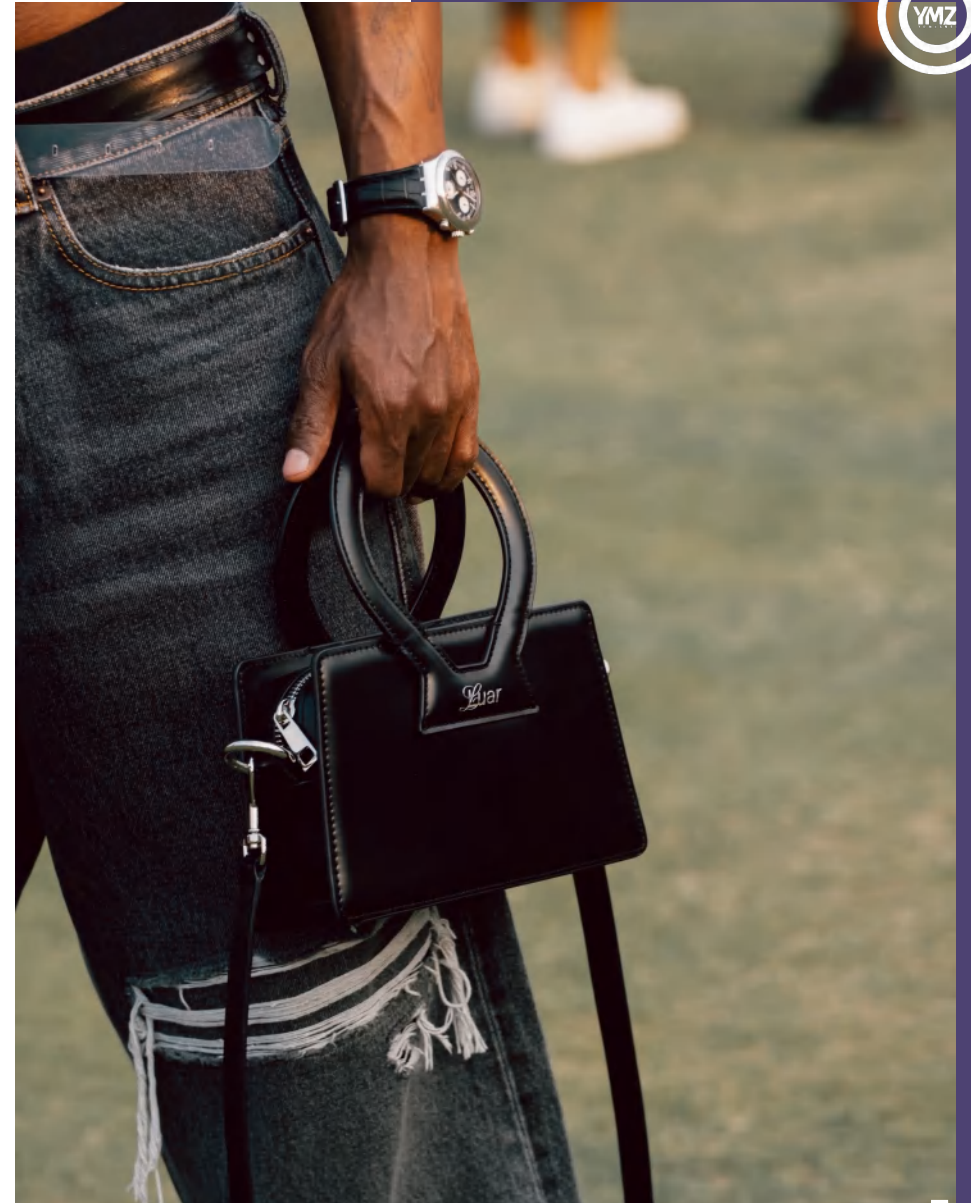
Social Media
Reach
monthly

600K

Overall Social Media
Following
overall

2.1M

YouTube
Channel Views
overall





BRAND AMPLIFICATION THROUGH SOCIAL MEDIA

600K

TOTAL FOLLOWERS

**20% INCREASE
IN FOLLOWERS YOY**



330,000

Instagram Followers

1.5M

monthly posts reach



180,000

Facebook Followers

800K

monthly posts reach



75,000

Twitter Followers

400K

monthly impressions



11,000

Subscribers

2.3M

channel views



PIONEERING CULTURAL TRENDS

61%

Male

38%

Female

89%

Aged between 21-36
21% (18-24) - 79% (25-36)

73%

Have College,
University education

KEEN SPENDERS

Keen & spending consumers

TREND FOLLOWERS

Always part of the new thing

FOODIES

Connoisseur of good food & drinks - in & out of the home

66%

Keen & spending consumers
of Music, Fashion, Sneakers,
new Tech, Streaming &
Entertainment products

82%

Enjoy checking out new
restaurants, bars & venues.

71%

Are willing to pay more
for quality & convenience

59% of our readers talk about our content with friends online and in person

65% of our readers share our content on social media

12% of our readers share our content via email

Our audience is mostly speaking English in South Africa. They're more likely to work as **CEOs, MDs, DJs, Public Relations, Events** and **Creative entrepreneurs** who's interests include **Entertainment, Fashion, Lifestyle, Sneakers, Supermarkets, Automakers** and brands such as **Nike, Adidas, Puma, Netflix, Woolworths, McDonalds', Apple, Samsung, Zara, VW, BMW** and **Mercedes Benz**.

KEY THINGS

PEOPLE LOOK FOR ON OUR PLATFORMS

TV SHOWS & MOVIES RELEASES

Reviews, New Releases, and Where to Stream

EVENTS & FESTIVALS

Upcoming Events, Concerts & Festivals
(Music, Food, Sports, Motoring & Entertainment)

SNEAKER RELEASES

New Sneakers,
Release Dates, and Where to Buy

RESTAURANTS & BARS

New Restaurants, Where to Eat, Trending
and Instagram-friendly spots

FASHION TRENDS & STYLING INSPO

Latest Trends, and How To Style Fits & Sneakers

WHAT'S NEW

Trending News, New Music, Current Affairs
and Celebrity News

SOCIAL MEDIA REACH & FOLLOWERS

1.5M - 500K

monthly reach

300K - 100K

monthly engagement

f 154,000 Followers

t 57,000 Followers

ig 260,000 Followers

AUDIENCE

Influencers & early adopters /
People connected to music,
fashion, TV industry /
Relationship builders & tech savvy



52%

Male

48%

Female



73%

Our readers are mostly
aged 18-34

22% (18-24)
78% (25-34)

COUNTRIES

South Africa

81%

Botswana

9%

Nigeria

6%

Zimbabwe

3%

United States

1%

CITIES

Johannesburg

53%

Pretoria

10%

Cape Town

28%

Durban

7%

Soweto

2%

YOMZANSI SNEAKERS



SOCIAL MEDIA REACH & FOLLOWERS



750K - 150K
monthly reach

150K - 80K
monthly engagement

f 14,000 Followers

t 14,000 Followers

i 72,000 Followers

AUDIENCE

Influencers & early adopters /
People connected to footwear,
fashion, music /
Relationship builders & tech savvy



76%
Male

24%
Female



77%
Our readers are mostly
aged 18-34

26% (18-24)
74% (25-34)

COUNTRIES

South Africa	Botswana	Angola	Mozambique	United States
83%	7%	5%	3%	2%

CITIES

Johannesburg	Cape Town	Pretoria	Durban	Soweto
61%	26%	7%	5%	1%

DESKTOP + MOBILE BANNER PLACEMENTS

1. BILLBOARD / MAIN HEADER

1000x300 (BILLBOARD) / 970x90 / 728x90
AVER. IMPRESSIONS: 10 000 PER DAY

2. TOP SIDER

300x250 / 300x600
AVER. IMPRESSIONS: 5 000

3. MIDDLE SIDER

300x250 / 300x600
AVER. IMPRESSIONS: 2 000

4. MAIN BOTTOM

970x90 / 728x90
AVER. IMPRESSIONS: 1 000

5. POST TOP SIDER

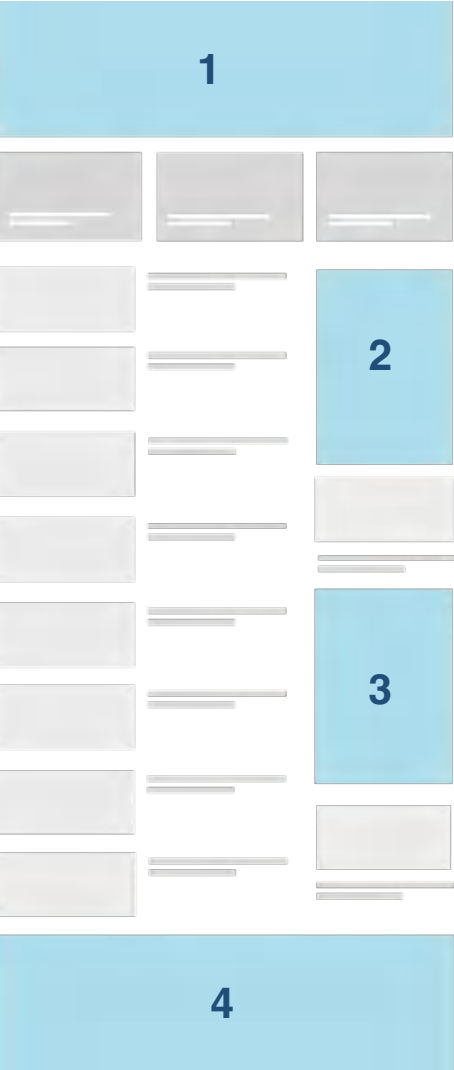
300x250 / 300x600
AVER. IMPRESSIONS: 5 000

6. POST BOTTOM SIDER

300x250 / 300x600
AVER. IMPRESSIONS: 2 000

7. FULL PAGE (SPONSORED)

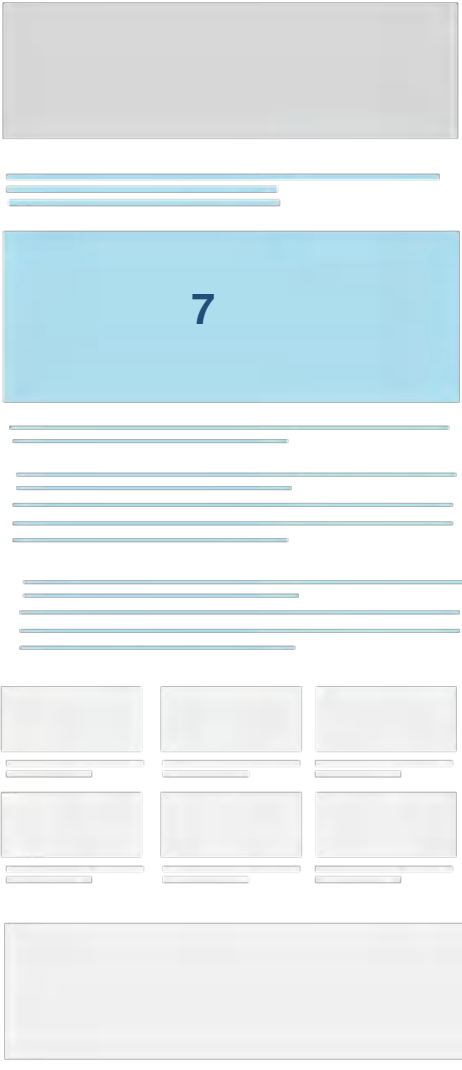
HOMEPAGE/ TAKEOVER



POST PAGE



SPONSORED



PRICING

DISPLAY FORMATS

DESKTOP + MOBILE BANNER PLACEMENTS

BILLBOARD	R25, 500 pm
MAIN HEADER	R14, 500 pm
TOP SIDER	R11, 500 pm
MAIN BOTTOM	R9, 500 pm
POST TOP SIDER	R10, 500 pm
POST BOTTOM SIDER	R8, 500 pm

HOMEPAGE TAKEOVER

MAIN HEADER	
TOP SIDER	
MAIN BOTTOM	R45, 500 pm

AVER. IMPRESSIONS: 150 000 PER WEEK

**Display banners (images, videos or tags) to be provided by client along with posting schedule. Extra costs will apply if there are additional requests/changes.*

PRICING

SPONSORED & SOCIAL MEDIA POSTS

(1) ONLINE POST

R15, 000 per

(1) ONLINE POST

(1) INSTAGRAM
(FEED/STORIES) IMAGES/REEL

R26, 500

(1) ONLINE POST

(2) INSTAGRAM

R30, 500

(1) ONLINE POST

(1) INSTAGRAM

(1) FACEBOOK

(1) TWITTER

R38, 500

(2) ONLINE POST

(2) INSTAGRAM

R40, 000

(2) ONLINE POST

(2) INSTAGRAM

(1) FACEBOOK

(1) TWITTER

R58, 000

**Sponsored content (write-up, images) is provided by client along with posting schedule. Extra costs will apply if there are additional requests/changes.*

PRICING

SOCIAL MEDIA POSTS ONLY

SOCIAL MEDIA POSTS [@YOMZANSI](#)

(1) INSTAGRAM	R18, 500
(1) FACEBOOK	R12, 500
(1) TWITTER	R8, 000
(1) YOUTUBE	R5, 500

(2) INSTAGRAM POSTS R25, 500
(FEED/STORIES) IMAGES/REEL

(3) INSTAGRAM POSTS R30, 500
(FEED/STORIES) IMAGES/REEL

SOCIAL MEDIA POSTS [@YOMZANSI SNEAKERS](#)

INSTAGRAM	R10, 500 per
FACEBOOK	R5, 000 per
TWITTER	R3, 500 per
YOUTUBE	R5, 500 per

(2) INSTAGRAM POSTS R15, 500
(FEED/STORIES) IMAGES/REEL

(3) INSTAGRAM POSTS R20, 500
(FEED/STORIES) IMAGES/REEL

**Social Media content (images, videos) provided by client along with posting schedule. Extra costs will apply if there are additional requests/changes.*

A man wearing an Oakland Athletics baseball cap, sunglasses, and a red and black jacket stands on a stage with his arms crossed. Behind him is a large structure with horizontal light bars. The foreground shows the silhouettes of an audience.

EVENTS & COVERAGE

EVENTS CONTENT & COVERAGE

HOW WE COVER **EVENTS**

PROMOTE YOUR EVENT ON OUR CHANNELS

Promote your event on our channels,
included on our weekly event gig-guide

LIVE COVERAGE THROUGH SOCIAL MEDIA

Attend your event and curate content to be
shared on our social media channels in real time

PHOTO, VIDEO & AUDIO CONTENT

Our photo & video team is ready to capture the
vibe and all fun moments at your event. We also do
live interviews to elevate the content & experience.

SHARE THE EXPERIENCE WITH OUR AUDIENCE

Through online & social media posts, we share
the experience and coverage of your event.



PRICING

EVENT COVERAGE PACKAGES

ATTENDANCE + LIVE COVERAGE ONLY
(1) FEED POSTS (REEL) AND (4) STORIES

R38, 000

ATTENDANCE + LIVE COVERAGE
(1) PRE-EVENT POST INSTAGRAM
(4) INSTAGRAM STORIES
(1) REEL VIDEO RECAP

R48, 000

ATTENDANCE + LIVE COVERAGE
(1) PRE-EVENT POST ON INSTAGRAM
(4) INSTAGRAM STORIES
(1) REEL VIDEO RECAP
(1) POST-EVENT RECAP ONLINE POST

***INCLUDES PHOTOGRAPHY +
VIDEOGRAPHY**

R75, 000

**Content (write-up, images) is provided by client along with posting schedule. Extra costs will apply if there are additional requests/changes.*



CONTENT STUDIO

OUR CONTENT STUDIO IS READY
TO CREATE FOR YOU.

THREE WAYS TO WORK WITH YOMZANSI CONTENT STUDIO



WE CREATE THE CONTENT FOR YOU

We work with you throughout the entire process to **craft captivating, tailor-made storytelling** that engages your specific audience.



WE PUBLISH YOUR CONTENT

Using our engaged platforms, we will **distribute your articles, photos, and video content.**



WE ALIGN YOU WITH OUR EDITORIAL CONTENT

YOMZANSI offers the chance for brands to **align and connect with its key audience through sponsorship** by underwriting our original editorial series.

CONTENT STUDIO OFFERINGS

CONTENT PRODUCTION

- ➔ Video content, Photography content, Reviews, Experiences

SPONSORED EDITORIAL

- ➔ Paid Promotional Content

SOCIAL MEDIA CONTENT

- ➔ Production, Curation, Sponsored posts, Strategy, Live coverage

GIVE AWAY CAMPAIGNS

- ➔ Product reviews, Online/Social media giveaways

EVENTS COVERAGE

- ➔ Promotion, Live coverage, Social Media Posting, Photography, Visuals, Interviews

SPONSORED DIGITAL COVERS

- ➔ Sponsored Digital Cover, Series, Brand& Product Display



SPONSORED EDITORIAL

➔ PRODUCTION + PUBLISHING (STANDARD)

PHOTO & VIDEO PRODUCTION SHOOT + ONLINE PUBLISHING:

ONLINE EDITORIAL POST WITH SOCIAL MEDIA POSTS

DELIVERABLES: (10) PHOTOS, (1) VIDEO, (1) ONLINE EDITORIAL

FROM R90, 000

**Production and shoot does not include talent or any faces.*

➔ PRODUCTION + PUBLISHING (MAX)

PHOTO & VIDEO PRODUCTION SHOOT + ONLINE PUBLISHING:

ONLINE EDITORIAL POST WITH SOCIAL MEDIA POSTS

DELIVERABLES: (10) PHOTOS, (2) VIDEOS, (1) ONLINE EDITORIAL

FROM R180, 000

**Production and shoot does include up to x2 talent or faces.*

**Additional costs may apply depending on the scale of production, brief & deliverables required.*



DIGITAL COVER PARTNERSHIP

GET THE FRONT-ROW SEAT WITH A DIGITAL COVER PARTNERSHIP FEATURING A-LIST TALENT THAT ALIGNS WITH THE MESSAGING OF YOUR BRAND AND AUDIENCE.

DIGITAL COVER WITH FULL PAGE EDITORIAL

PHOTO + VIDEO PRODUCTION FOR COVER

PRODUCT + LOGO DISPLAY

FULL PAGE SPREAD COVERAGE

EDITORIAL WITH WELL-TAILORED STORYTELLING

SUPPORTED WITH SOCIAL MEDIA POSTS

FROM R130, 000

**Additional costs may apply depending on the scale of production, brief & deliverables required.*

SOCIAL MEDIA

TAILORED CONTENT

→ VIDEO SERIES

PRODUCE SOCIAL MEDIA VIDEO SERIES WITH BRIEF PROVIDED + POSTING ON OUR CHANNELS

DELIVERABLES: (3) VIDEOS IN REEL FORMAT

FROM R90, 000

→ PRODUCT PLACEMENT

SHOOT SOCIAL MEDIA TAILORED CONTENT (PHOTOS) FOR YOUR PRODUCT + POSTING ON CHANNELS

DELIVERABLES: (5) PHOTOS

FROM R40, 000

→ GIVE-AWAYS

COMPETITION ON INSTAGRAM WITH OPT TO FOLLOW YOUR BRAND INSTAGRAM ACCOUNT.

ALSO INCLUDES X1 TWITTER AND X1 FACEBOOK POST.

R10, 500

→ INTERACTIVE CONTENT

DEVELOP INTERACTIVE CONTENT SUCH AS POLLS, QUIZZES, AND CONTESTS TO INCREASE ENGAGEMENT FOR YOUR CAMPAIGN

FROM R8, 500

**Additional costs may apply depending on the scale of production, brief & deliverables required.*





BUYER'S GUIDE

CONTENT

LET US DISPLAY YOUR PRODUCT TO OUR AUDIENCE, WHO TRUST US WHEN IT COMES TO SHOWCASING NEW AND HOT PRODUCTS.

→ **FEATURE GUIDE**

Includes up to 3 of your products on our weekly buying guide.

Each product inside the guide links externally to a client e-commerce.

Also includes Instagram, Facebook and Twitter promotion and showcase.

FROM R10, 000

→ **DEDICATED GUIDE**

With a dedicated page featuring 10 of your products and published on our website.

Each product inside the guide links externally to a client e-commerce.

Also includes Instagram, Facebook and Twitter promotion and showcase.

FROM R30, 000

REFERENCES OF OUR OFFERINGS

**EVENT
COVERAGE**

[LINK FOR REFERENCE](#)

**DIGITAL
COVER**

[LINK FOR REFERENCE](#)

**PRODUCT
EDITORIAL**

[LINK FOR REFERENCE](#)

**FOOTWEAR
EDITORIAL**

[LINK FOR REFERENCE](#)

**BUYING
GUIDE**

[LINK FOR REFERENCE](#)

**GIVEAWAYS/
COMPETITION**

[LINK FOR REFERENCE](#)

ADVERTORIAL

[LINK FOR REFERENCE](#)

**FOOTWEAR
ADVERTORIAL**

[LINK FOR REFERENCE](#)

VIDEO SERIES

[LINK FOR REFERENCE](#)

WE MAKE SURE YOU'RE ON THE LOOP

CAMPAIGN REPORTING

CONTENT PLAN



CAMPAIGN FLIGHTING



POST CAMPAIGN ANALYSIS

PLEASE NOTE THE FOLLOWING:

*The rates mentioned in this media kit for 2024 are subject to change.

Content and posts that promote violence, and discrimination, offensive and likely to cause outrage, general disapproval, or negative opinion within the community will NOT be approved.

PLACEMENT ADS:

All placement Ads that are published on YOMZANSI.COM are valid for 30 days (1 month).

We welcome placement advertisements in diverse formats, including images, JPEG, PNG, or script code.

SPONSORED CONTENT + SOCIAL MEDIA POSTS

The client is responsible for providing sponsored content, including write-ups, images, and captions, along with the posting schedule. Additional charges may be incurred for extra requests or modifications.

EVENT COVERAGE

Extra costs will apply if there are additional requests.

Any pre event content (write-up, images, captions) is provided by client along with posting schedule. Extra costs will apply if there are additional requests/changes.

Ownership of photos and videos captured during the event belongs to YOMZANSI, unless explicit arrangements with the client are made for sharing and usage, subject to a mutually agreed-upon fee.

EDITORIAL:

The fee is subject to change based on clients' requirements and deliverables. This excludes talent or any faces and does not encompass print or outdoor advertising usage rights. It includes usage rights solely for online advertorial and social media purposes.

PARTNER WITH THE
#1 MOST INFLUENTIAL
CULTURE BRAND



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