



GLAMOUR^{SA}

SOUTH AFRICA

DIGITAL
MEDIA KIT
2024

CONDÉ NAST



GLAMOUR
SOUTH AFRICA

BRAND MISSION

With a history spanning over eight decades, *Glamour* magazine's still one of the leading fashion magazines in the world.

With a Pan-African approach, *Glamour* South Africa is an authoritative powerhouse that documents and celebrates African talent, voices and celebs from our multicultural continent.

Each issue is beautifully curated and packaged, offering quality journalism and photography. From global fashion trends to beauty, wellness and entertainment, our think pieces and thought-provoking features provide information to empower and entertain you, as well as start dialogues around creative and social issues.

Our content is innovative and relevant and delivered across multiple platforms, such as print, digital, video, events and social media, making *Glamour* a multidimensional storytelling platform.

Nontando Mposo
Editor-In-Chief

CONDÉ NAST



GLAMOUR
SOUTH AFRICA

THE BRAND

Inspiring, warm and inviting, GLAMOUR reflects the energy and aspirations of authentic South African women of style and substance.

The GLAMOUR reader is digitally- wired, fashion and beauty-conscious and curious about travel. she loves the skin that she is in and embraces her body type with confidence. she has her finger on the pulse of breaking news and current affairs, and stays up to date with social issues affecting women today.

she is not only after a chic look and healthy relationship, but also her dream job and the perfect property. she aims to live a holistic lifestyle, with mental health, a nutritious diet and fulfilling fitness routine, on her list of priorities.

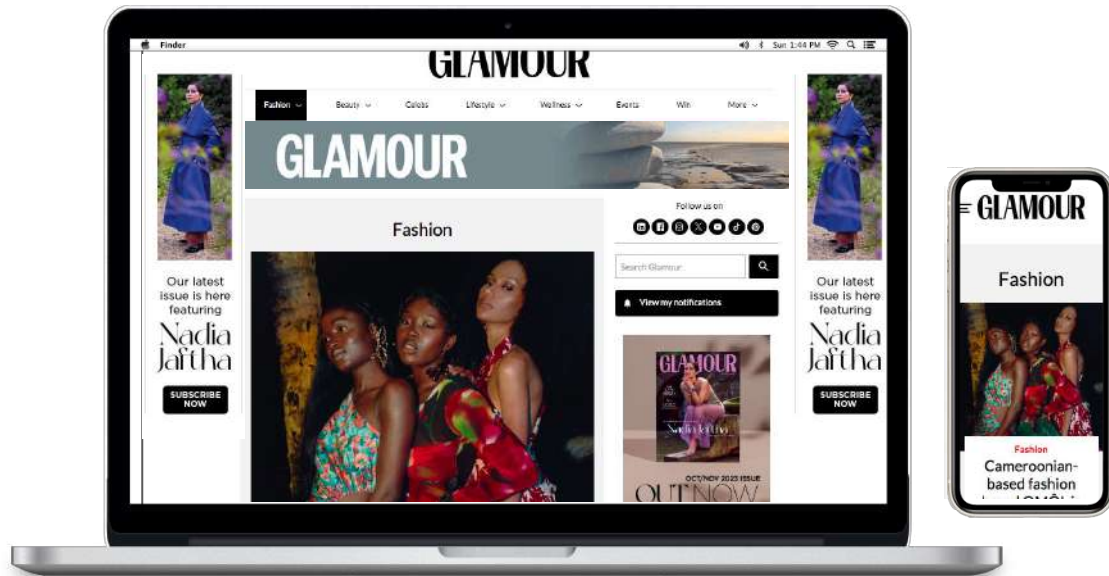
GLaMour helps her make all of these a reality with ideas and guidance to Look, feel, Live and think GLAMOURously, day and night.

CONDÉ NAST

GLAMOUR

SOUTH AFRICA

THE BRAND



1.

Highly targeted campaigns that reach your desired audience

2.

Tailor-made content solutions aligned with your brand strategy

3.

High reach, leveraged through partners and content marketing

4.

Multi- platform solutions and touchpoints

5.

Engaging, high-quality content

6.

Strong, niche and trusted brands

CONDÉ NAST



FOLLOWING

146,755+

AVERAGE USERS

400,724+

MONTHLY AVE PAGEVIEWS

98,000+

FACEBOOK

100,000+

INSTAGRAM

495,300+

X

8,059+

TIK TOK

GLAMOUR
SOUTH AFRICA

THE BRAND

GENDER



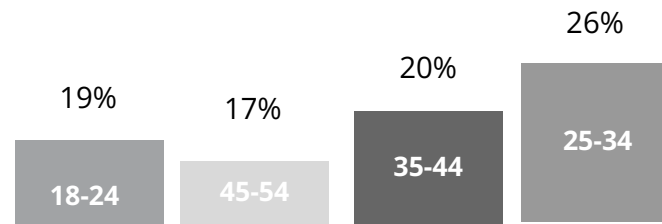
FEMALE

62%



MALE

38%



AGE

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NATIVE



INCLUDES	COST TO CLIENT
X1 Native	R20,000
X1 FB post (boosted)	
X1 X Twitter post (organic)	

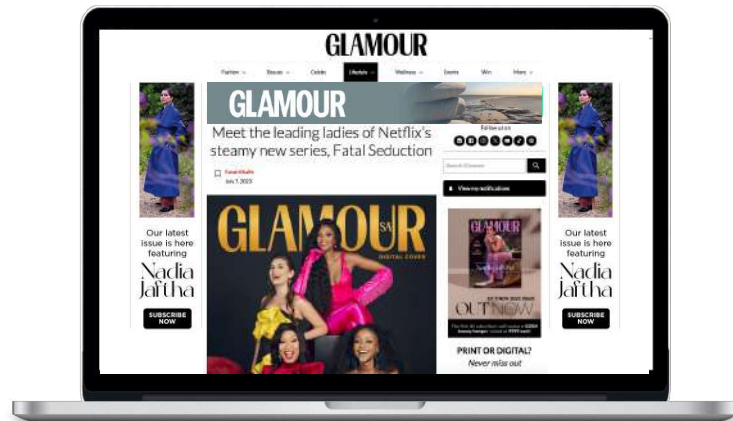
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DIGITAL COVER

This is supported by native, IG, FB and Twitter Posts pushing the digital cover, including a digital cover as an MPU.



	INCLUDES	COST TO CLIENT
OPTION 1 Images supplied by client	1 x Digital cover 1 x Native 3 x Social Media posts	R45 000
OPTION 2 Images shot / produced by Glamour team	1 x Digital cover 1 x Native 3 x Social Media posts	R95 000



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STYLE DIARY / GET THE LOOK / SHOPPING

This native can be a Style Diary or a Get the Look and translates into themed Insta Stories. The native can talk about the brand and advise how to style items and appropriate occasions to wear them.



INCLUDES	COST TO CLIENT
1 x Native	FROM R30 000
2 x Facebook posts	
2 x Twitter posts	
5 x Instagram stories	

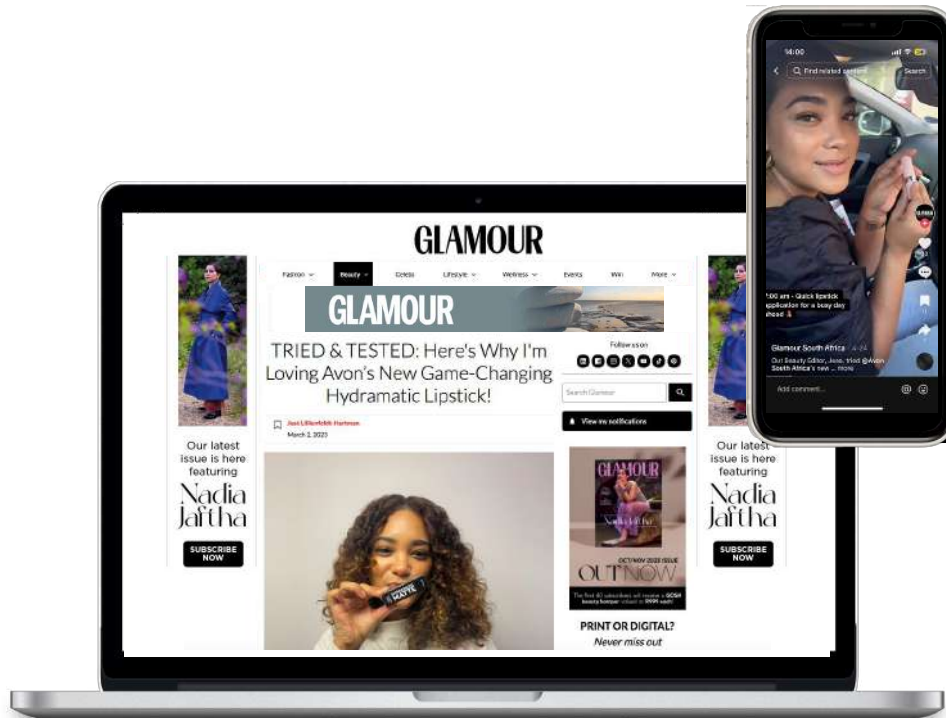
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REVIEW/UNBOXING

This includes a video of our editors or an influencer reviewing your product, hosted on IG and TikTok and included in a native.



INCLUDES	COST TO CLIENT
1 x Native with x1 video embed	FROM R40 000
1 x Facebook posts (boosted)	
1 x Instagram reel (boosted)	
1 x Twitter posts (organic)	

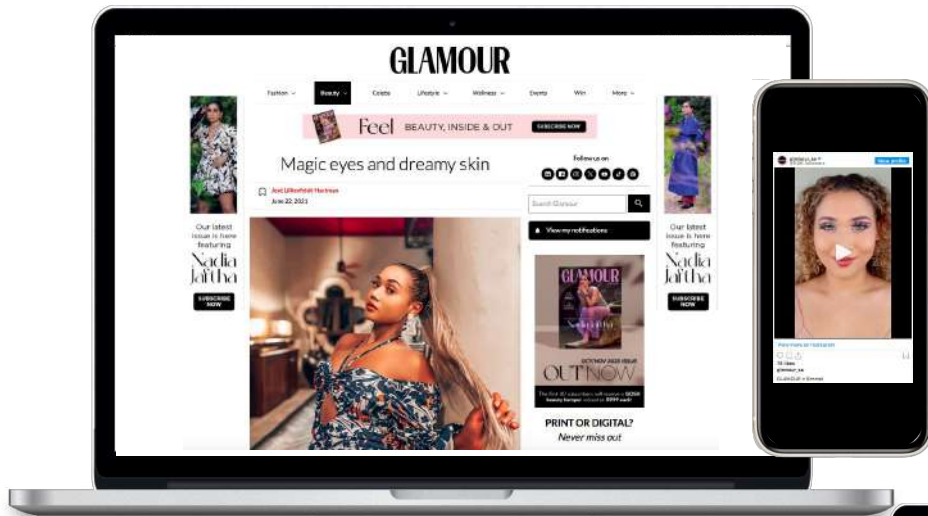
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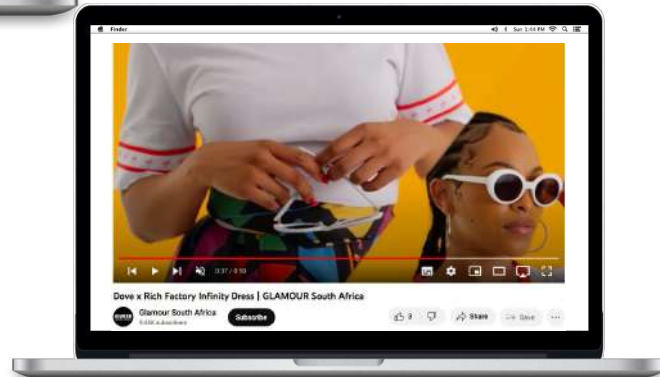
BEAUTY / FASHION SCHOOL

Glamour Beauty School is a video tutorial Brand Property that allows you to promote your brand in an educational 'how to' manner. Similarly, the Glamour Style channel is an informative video solution for fashion related content such as, figure- fixing, latest trends and more. To enhance brand impact you may opt for influencer and expert involvement as additional endorsement.

Price per brief.



INCLUDES	COST TO CLIENT
1 x Native	R45 000
2 x Facebook posts	
2 x Twitter posts	
5 x Instagram stories	
1 x Video	



CONDÉ NAST

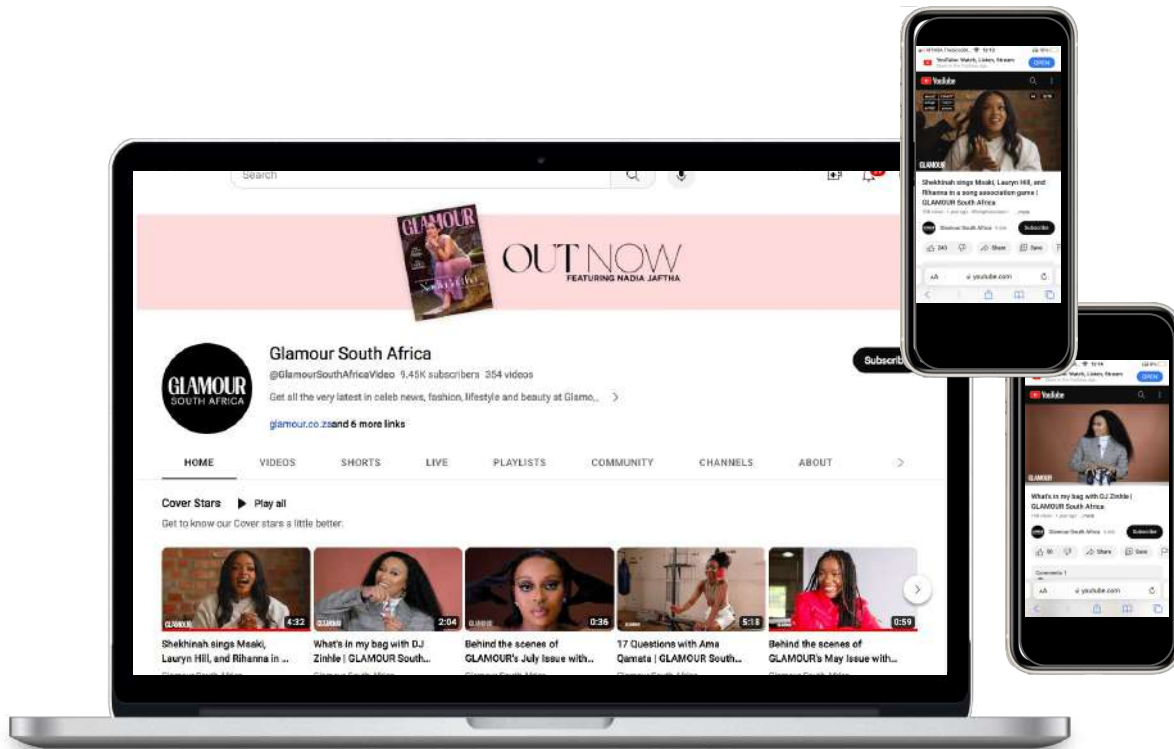
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VIDEOS

Video is one of the most effective and fastest-growing means of brand communication. Covering the likes of grooming, style, cocktail-making and expert roundtable videos, GLAMOUR offers you a captive audience. We create video content curated to align with your brand objectives.

Price per brief.



PRICE ON REQUEST

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MAILER OPTIONS

Our dedicated mailers offer a platform for your brand to reach our 31,064 subscribers' inbox. Mailer interaction rate 32.3%.

DEDICATED MAILER OPTION

GLAMOUR

MOST GLAMOROUS 2023



Introducing the return of the GLAMOUR's Most GLAMOROUS Awards

I am super excited to announce that GLAMOUR's fashion focused awards: GLAMOUR's Most GLAMOROUS (MOM2023) are back!! After a three-year hiatus, the awards are coming back in a big way with 12 strong categories.

Over the next weeks, the fashion team and I will be busy looking for the most fashionable, creative, and code-a individuals in the African continent who impress us with their style, originality and flair. From the red carpet, to the lifestyle and social media content, put your best foot forward as we will be watching!

We will be looking everywhere, including social media, online, and in real life for Africa's Most GLAMOROUS and Best Dressed personalities.

We are also asking for your help in choosing the Reader's Choice Award.

This is an individual who will be nominated by you. Please send me your nominations at nontando@condenast.co.za or slide into my DMs on Instagram @nontando58.

GLAMOUR's Most GLAMOROUS Awards will take place on October 14 2023 at a glamorous location in Johannesburg.

Nontando
Nontando Ntando
Editor in Chief



If you're interested in becoming a sponsor for #MOM2023

CLICK HERE



GLAMOUR's Most Glamorous Awards are back!

READ MORE

DON'T MISS OUT, VISIT YOUR FAVOURITE SECTION BELOW



LET'S MAKE IT OFFICIAL



MAILER INSERTION OPTION

GLAMOUR

LIFESTYLE



DISCLAIMER

I (insert/insert's) sponsor that could help your flat straighten your back at times.

CLICK HERE



WELLNESS

Beach life with 80s. Practical ways to incorporate (and stick to them)

READ MORE

WELLNESS

The 80s workout again for strength, endurance, and more.

READ MORE



WELLNESS

How to maximize the effect of your workout on the whole body.

READ MORE

WELLNESS

How to maximize the effect of your workout on the whole body.

READ MORE

DON'T MISS OUT, VISIT YOUR FAVOURITE SECTION BELOW



LET'S MAKE IT OFFICIAL



	TOTAL
Mailer inclusion per subscriber	R0. 50
Newsletter banner per subscriber	R0. 40
Dedicated mailer click to client site per subscriber	R0. 90
Click to GLAMOUR.CO.ZA per subscriber	R0. 30

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SURVEYS / COMPETITIONS

Connect with your consumers through our interactive surveys or a competitions. The site allows you to get valuable insight into what is most pertinent to your brand. Use this partnership to enhance your brand experience and provide further exposure. The price is dependent on the brief.

Revlon Survey

Name*

Surname*

Email*

Cell*

City*

1. Do you believe in love at first sight?

☐ Yes

☐ No

☐ Sometimes

☐ It hasn't happened to me yet

2. How can you tell that you're in love?

☐ It's just a feeling in the pit of my stomach

☐ I'm prepared to do anything for that person

☐ I don't know, I've never felt it

☐ My palms get sweaty, my pulse races and I feel strange — and wonderful!

☐ I can't think of anything except being with the person I'm in love with

☐ I feel emotional pain

3. What makes you feel loved? *

☐ Security (when a gorgeous girl looks at him and he doesn't look back)



"IS NOT A KISS THE VERY
AUTOGRAPH OF *love*"

HENRY FINCK, WRITER

REVLON
LOVE IS ON™



GLAMOUR

CONGRATULATIONS!

You have been chosen as one of the lucky winners of the #loveison survey which you entered on **GLAMOUR.co.za** earlier this year!

You have won a REVLON Ultra HD Lipstick and Lacquer valued at R290!

Please visit **GLAMOUR.co.za** on the link below before **11th September** to claim your prize.

CLICK HERE

*SHOULD YOU HAVE ANY QUERIES PLEASE EMAIL PRIZES@CONDENAST.CO.ZA

SURVEY INCLUDES	COST PER BRIEF	COMPETITIONS INCLUDES	COST TO CLIENT
10 Questions		Client will receive entry information in line with the POPIA act	R10 000
Client will receive entry information in line with the POPIA act		Hosted in the win section	
Hosted in the win section		X1 FB boosted	
X1 FB boosted		X1 Twitter organic	
X1 Twitter organic			

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SOCIAL MEDIA

SOCIAL MEDIA FOLLOWING

FACEBOOK: 98,000 | **INSTAGRAM:** 100,000 | **X:** 495,300 | **TIK TOK:** 8,059

	COST TO CLIENT
1 x Image	R8 000
1 x Video (supplied)	R10 000
	
1 x Image	R8 000
1 x Reel/Video (supplied)	R10 000
X1 Reel produced	R19 000

	COST TO CLIENT
1 x Image	R6 500
1 x Reel/Video (supplied)	R8 000
	
1 x Reel (supplied)	R10 000
X1 Reel produced	R19 000

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SOCIAL MEDIA

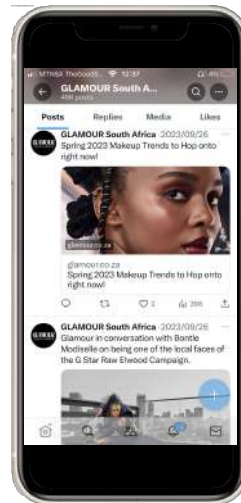
We offer a variety of social media solutions for heightened engagement and reach.



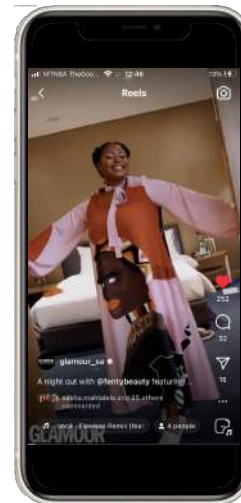
- Video post
- Reel
- FB Live
- Takeover
- Poll



- Video post
- Reel
- Insta Live
- Insta story
- Poll
- Takeover



- Video
- Tweet
- Livestream
- Takeover
- Poll



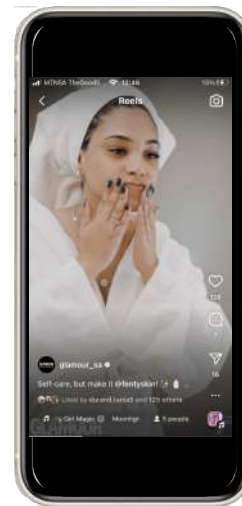
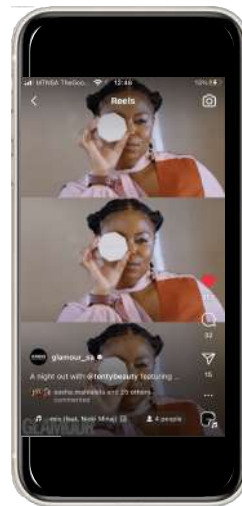
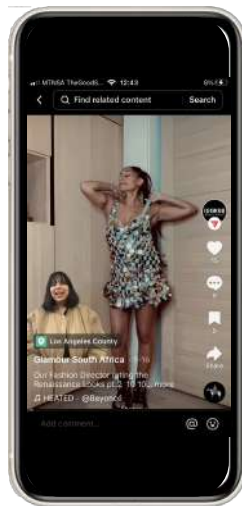
- TikTok Video
- Livestream

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REELS / TIK TOK

From Reels on Instagram and Tik Tok, we do Beauty, fashion, cover collaborations brand reveals and more.



	TOTAL
OPTION 1 Images supplied by client including boosting budget	R10 000
OPTION 2 Images shot / produced by Glamour team, including boosting budget	R19 000

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HUB

This is a microsite hosted on the GLAMOUR that includes Eight editorial articles, ads support the hub and reflect takeover ads on the site itself. Every article is shared on our social media platforms including one dedicated mailer.



TOTAL R150 000



	SIZE	CPM
DESKTOP	468x60 px	R350
BANNERS	728x90 px/970x90px	R350
	300x600 px	R350
	300x250px	R350
	160x600px	R350
MOBILE BANNERS	320x50 px	R350
	300x250 px	R350
	300x600 px	R350
TAKEOVER	All ad sizes for a takeover	R10 000 per day
TAKEOVER PACKAGE	All ad sizes for a takeover	R3 500 per day with native

REQUIRED SPECIFICATIONS

Material deadline: 14 working days before live date. Click through URL:

Max size 100KB, Format gif/jpeg