



GLAMOUR

SOUTH AFRICA

MEDIA KIT 2023

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. Catering for a diverse audience of women, *Glamour's* prominent voice in fashion and beauty is respected worldwide.

Our features and editorials drive and lead conversations that inspire, uplift, motivate and educate.

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



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BRAND
HIGHLIGHTS

Unathi and Sir John

For the October 2020 issue, this global makeup artist and his muse joined forces to celebrate South African beauty.

Boity Thulo

In the May/June 2020 issue, Boity talked about longevity in a highly competitive industry and giving back to young people.

Fashion and beauty

We forecast the latest trends, beautifully photographed.

Glamour Hair

This annual supplement focuses on all things hair and is a hair enthusiast's bible that educates and inspires.

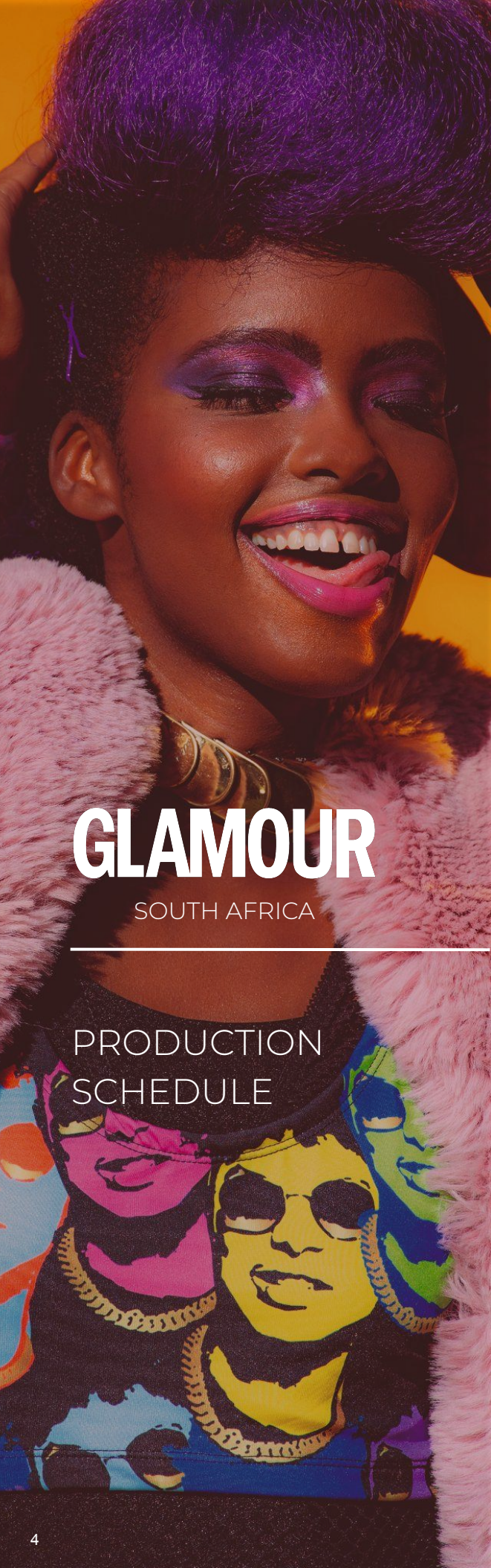
Women of the Year

This event honours powerhouses who are leaders in their chosen fields.

VIDEO CONTENT

Video content across our social media gets a minimum of 3 000 views.

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PRODUCTION SCHEDULE

ON SALE DATE	BOOKING/ CANCELLATIONS	MATERIAL DEADLINE	INSERTS DUE
FEB/MAR 2023 - THE BODY AND SKIN ISSUE			
03 FEB 23	4 JAN 23	11 JAN 23	18 JAN 23
APR/MAY 2023 - THE WELLNESS ISSUE			
24 MAR 23	30 JAN 23	06 FEB 23	27 FEB 23
JUN/JUL 2023 - THE DISRUPTORS ISSUE			
16 MAY 23	27 MAR 23	03 APR 23	24 APR 23
AUG/SEP 2023 - THE BEAUTY & HAIR SUPPLEMENT ISSUE			
21 JUL 23	29 MAY 23	05 JUN 23	26 JUN 23
OCT/NOV 2023 - WOMEN IN SPORTS & WOMEN OF THE YEAR			
22 SEP 23	31 JUL 23	07 AUG 23	28 AUG 23
DECEMBER 2023 - THE CELEBRATION ISSUE			
24 NOV 23	02 OCT 23	09 OCT 23	30 OCT 23

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CONTENT PLAN

APRIL/MAY 2023

The wellness issue

This issue is your go-to guide to wellness, mental health, fitness trends, technology and fashion. Your body also needs nourishing from the inside, and in this issue, we feature some of our favourite beauty and skincare brands to help you glow from within. We also list the top wellness influencers to know.

JUNE/JULY 2023

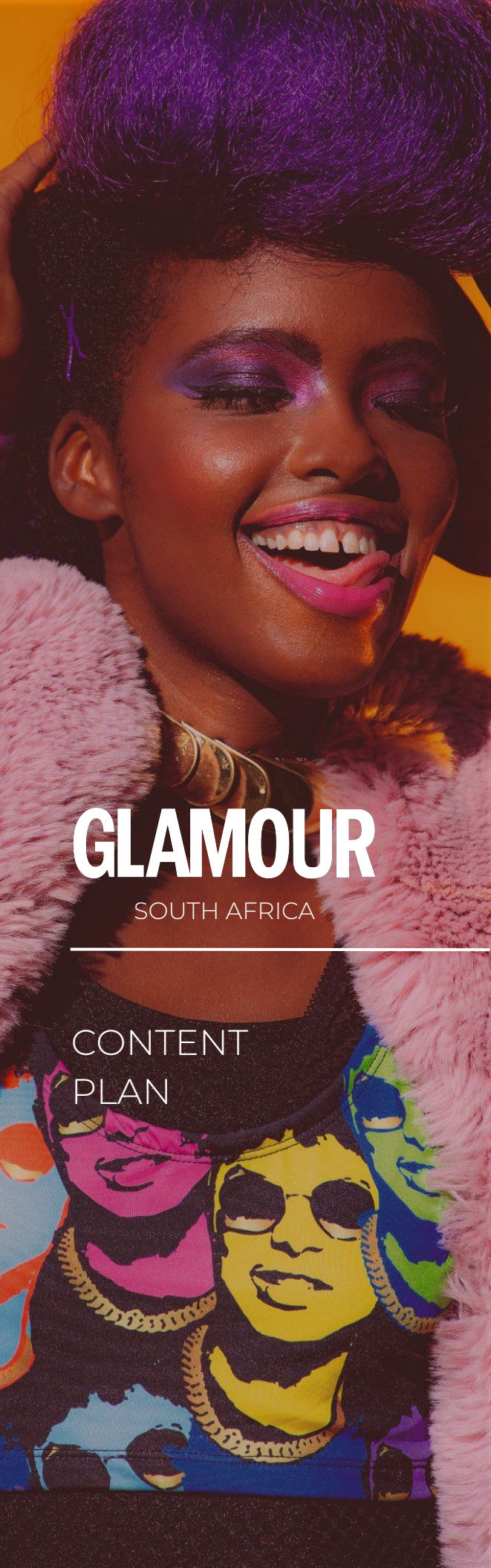
The disruptors issue

On the cover of the Youth Month edition of *Glamour* are the locals shaping the Pan-African pop-culture scene in their chosen fields. This issue celebrates Africa's young talent in various fields. We also look at what's shaping youth culture in fashion, technology, the arts, entertainment and lifestyle.

AUGUST/SEPTEMBER 2023

The beauty issue and the *Glamour* Hair supplement

This issue is a must-have beauty bible that covers beauty and skincare trends, makeup and thought-provoking features about all things beauty and skincare. This issue includes the *Glamour* Hair supplement in the build-up to the *Glamour* Hair Masterclass event held in Q4. This supplement magazine is an informative guide to all things hair-related, covering every type of hair, whether natural, straight, colour-treated, locks and shaven. We also educate about maintaining a healthy scalp and reveal the hair supplements and gadgets we love.



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CONTENT PLAN

OCTOBER/NOVEMBER 2023

Women in sports and Women of the Year (WOTY)

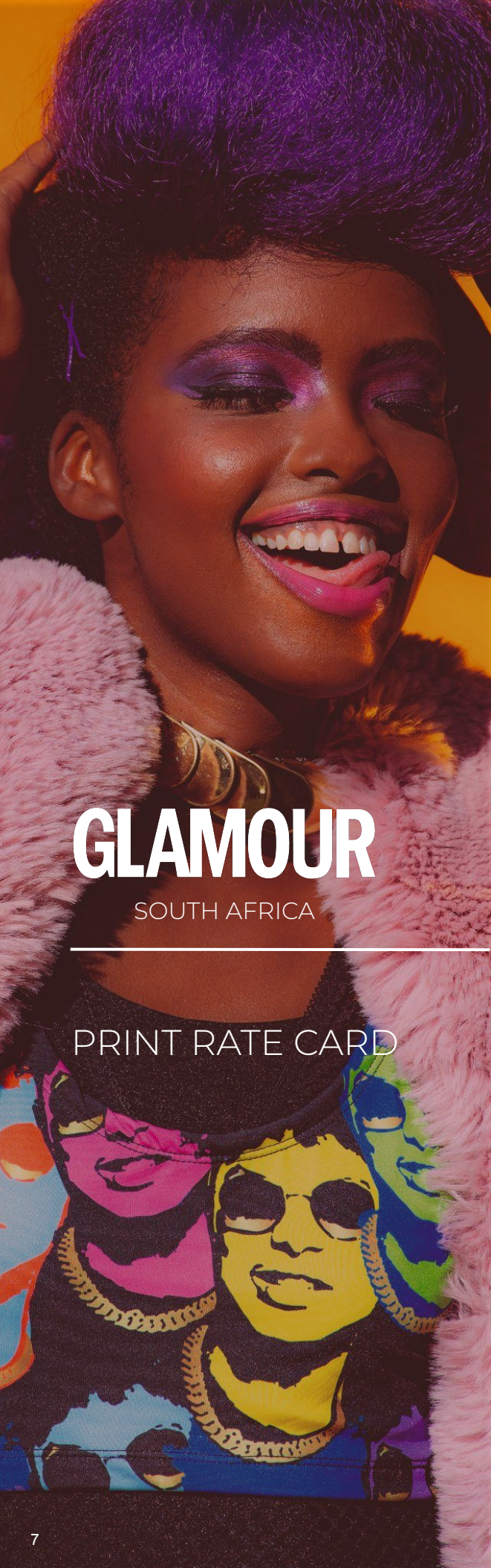
This issue of *Glamour* profiles the biggest names in sports and fitness. Sharing their journeys and stories, these women inspire and motivate us to live well and build healthy bodies and minds. We also highlight organisations and people supporting women in sports and fitness. Lastly, we cover the latest fashion and beauty trends for gym-goers.

This issue is also an extension of our brand property, WOTY, celebrating powerful Pan-African women who are successful in their chosen fields. From CEOs to entrepreneurs and mentors, this power issue is a collector's edition featuring inspirational women to know, along with their remarkable stories of success.

DECEMBER 2023

The celebration issue

- To end the year, we feature the year's highlights, from fashion to beauty, wellbeing and lifestyle.
- We also give advice and recommendations for the year ahead on finance, health, motoring and how to unplug and have fun during the holidays.



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PRINT RATE CARD

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FULL COLOUR

	RATE (R)
Full Page	60 200
Double-page spread	120 500
Two-thirds page	50 700
Half page	44 700
One-third page	40 20
Quarter page	35 800
Advertorial full page	66 300

PRIME POSITION

FULL COLOUR

	RATE (R)
Outside back page	81 300
Contents	69 200
First right-hand page	69 200
Opposite masthead	66 400
Opposite editor's letter	69 200
Opposite <i>Glamour</i> letters	66 400
Inside back cover	66 400

DOUBLE-PAGE SPREAD

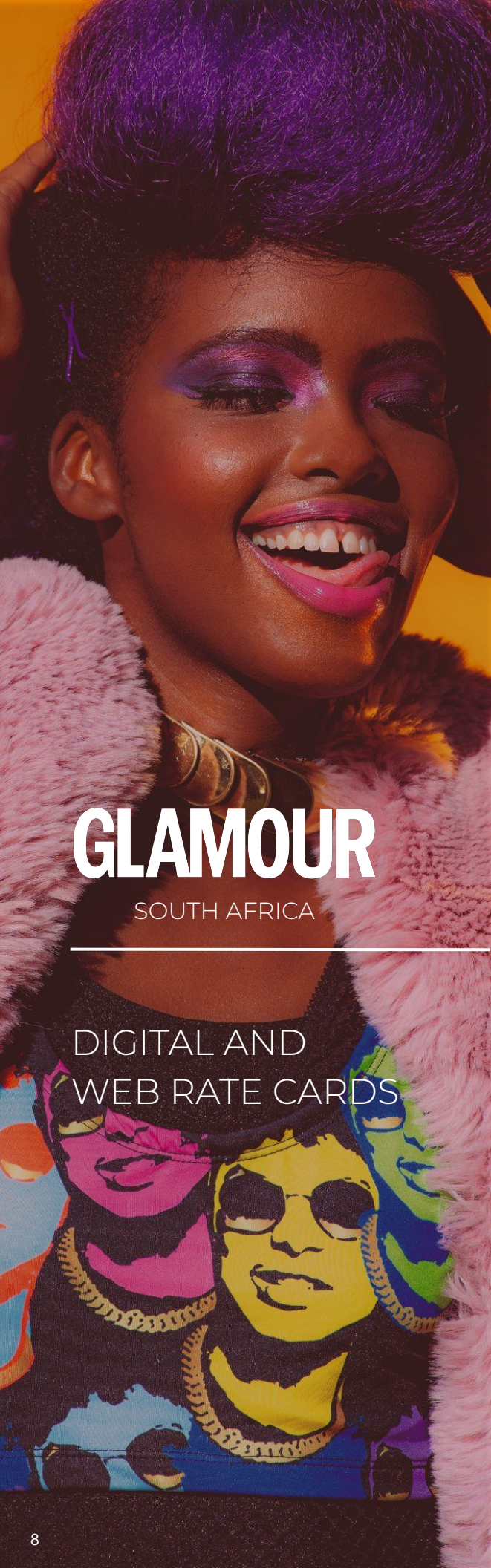
FULL COLOUR

	RATE (R)
First spread	138 700
Second spread	135 500
Third spread	135 500

INSERTS

	RATE PER THOUSAND (R)
Bound-in	790
Loose	960

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DIGITAL AND WEB RATE CARDS

DISPLAY ADVERTISING RATES/BESPOKE CAMPAIGNS

DESKTOP BANNERS	SIZE	CPM
	468X60 px	R350
	728x90 px	R350
	300x600 px	R350
	300x250 px	R350
	970x90	R350
	160x600	R350
MOBILE BANNERS	SIZE	CPM
	320X50px	R350
	300x250px	R350
	300x600px	R350
TAKEOVER	SIZE	CPM
	All ad sizes	R10 000 per day

BESPOKE CAMPAIGNS (Rate on request)

This customised solution comprises of an interactive microsite, which is developed and hosted on Glamour.co.za

INTERACTIVE CAMPAIGNS (Rate on request)

Subject to client brief, activity mechanics, production requirements and editorial approval

COMPETITIONS

R10 000

NATIVE

R20 000 | Subject to client brief, activity mechanics, production requirements and editorial approval

SURVEY (Rate on request)

MAILERS

Dedicated mailer Click to client site per subscriber R0.90

Click to Glamour.co.za per subscriber R0.60

WEEKLY NEWSLETTER INCLUSION

Inclusion click to client site per subscriber R0.50

Click to Glamour.co.za per subscriber R0.30

NEWSLETTER BANNER

Cost per subscriber R0.40

REQUIRED SPECIFICATIONS

Material deadline: 14 working days before live date

Click-through URL: Max size 1MB, Format gif/jpeg

SOCIAL MEDIA (Rate on request)

Instagram

Poll, Reel, Takeover, Gif, Post, Video, Instagram Story

Twitter

Poll, Gif, Post, Video

Facebook

Reel, Takeover, Gif, Post, Video, Facebook Story

*No cancellation of digital advertisement will be accepted three weeks before month end.

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DIGITAL NUMBERS

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DIGITAL PAGE IMPRESSION 350 000

UNIQUE USERS 80 000

MOBILE USERS 82%

PAGES VIEWED PER VISIT 2.5

NEWSLETTER SUBSCRIBERS 30 672

SOCIAL MEDIA FOLLOWING

90 000

FACEBOOK

97 000

INSTAGRAM

520 000

TWITTER

8 704

YOUTUBE

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DIGITAL COVER PACKAGES

**1x Digital Cover with 1 native
and 1 facebook post (boosted),
1 Instagram post (boosted)**

R45 000 (If images are supplied
by client)

**1x Digital Cover with 1 native
and 1 facebook post (boosted),
1 Instagram post (boosted)**

From R95 000 (If we have to do
the shoot and cover
production costs)

**X2 digital covers with 2 native
and 2 facebook post
(boosted), 2 Instagram post
(boosted)**

R65 000 (If images are supplied
by client)

**X2 digital covers with 2 native
and 2 facebook post
(boosted), 2 Instagram post
(boosted)**

From R160 000 (If we have to do
the shoot and cover
production costs)

**Duration of the cover is at
editorial discretion.**

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