

# GLAMOUR

SOUTH AFRICA



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. 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

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BRAND  
HIGHLIGHTS

## **The BIG Women's month celebration issue featuring Award-Winning media personality Bonang Matheba**

Affectionately known as “Queen B”, Bonang Matheba is one of Africa's biggest and most celebrated personalities.

Covering our August/September 2023 Women's Month Celebration issue, Bonang exclusively shared the highs and lows of her career spanning 20 years.

### **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/<br>CANCELLATIONS | MATERIAL<br>DEADLINE | INSERTS DUE |
|--|---------------------------|----------------------|-------------|
| <b>Autumn 2024 - THE WELLNESS ISSUE</b>    |                           |                      |             |
| 01 MAR 24                                  | 02 FEB 24                 | 05 FEB 24            | 12 FEB 24   |
| <b>Winter 2024 - THE DISRUPTORS ISSUE</b>  |                           |                      |             |
| 24 MAY 24                                  | 26 APR 24                 | 29 APR 24            | 06 MAY 24   |
| <b>Spring 2024 - THE BEAUTY ISSUE</b>      |                           |                      |             |
| 23 AUG 24                                  | 26 JUL 24                 | 29 JUL 24            | 05 AUG 24   |
| <b>Summer 2024 - THE CELEBRATION ISSUE</b> |                           |                      |             |
| 22 NOV 24                                  | 25 OCT 24                 | 28 OCT 24            | 04 NOV 24   |

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## CONTENT PLAN

### AUTUMN 2024

#### **The wellness issue**

Shining a spotlight on mental health, wellness and everything fitness to help you live a wholesome life. This issue is your go-to guide to fitness trends, technology and gadgets and fashion trends. Your body also needs nourishment from the inside and in this issue we feature some of our favourite beauty, skin-care brands, as well as everything in between.

### WINTER 2024

#### **The disruptors issue**

Covering this Youth edition of GLAMOUR is some of Africa's disruptors who are shaping the Pan-African pop culture scene in their chosen fields. One of our most-anticipated issues of the year, this edition is a celebration of some of Africa's young talent in various fields. We also take a look at what's shaping the youth culture in fashion, technology, the arts, entertainment and lifestyle.

### SPRING 2024

#### **The beauty issue and the *Glamour* Hair supplement**

The most sought-after issue of the year. The GLAMOUR BEAUTY issue is a must-have beauty bible that covers beauty and skincare trends, make-up and thought provoking features about all things beauty and skincare. This issue includes our GLAMOUR Hair supplement that is a build-up to our GLAMOUR Hair Masterclass event that will be held in Summer. The GLAMOUR HAIR supplement acts as an information guide for everything hair related. Covering all types of hair such as natural hair, straight, colour treated hair, to locks and shaven. We also educate about maintaining a healthy scalp and hair supplements and gadgets that we love.

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CONTENT  
PLAN

## SUMMER 2024

### **The celebration issue**

To end of the year, we feature all the year's highlights from fashion, beauty, wellbeing and lifestyle. We also look ahead and predict trends you should know for 2024. We also give advice and recommendations for the year ahead in finance, health, motoring, as well as how to unplug and have fun during the holidays.

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## PRINT RATE CARD

### PRINT RATE CARD

#### FULL COLOUR

|                       | <b>RATE (R)</b> |
|-----------------------|-----------------|
| 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

|                                 | <b>RATE (R)</b> |
|---------------------------------|-----------------|
| 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

|               | <b>RATE (R)</b> |
|---------------|-----------------|
| First spread  | 138 700         |
| Second spread | 135 500         |
| Third spread  | 135 500         |

### INSERTS

|          | <b>RATE PER THOUSAND (R)</b> |
|----------|------------------------------|
| 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<br>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

## DIGITAL NUMBERS

**DIGITAL PAGE IMPRESSION**

460 279

**TOTAL USERS**

146 755

**PAGES VIEWS**

400,274+

**NEWSLETTER SUBSCRIBERS**

31 597

## SOCIAL MEDIA FOLLOWING

701 359

**FACEBOOK**

100 000

**INSTAGRAM**

100 000

**TWITTER**

495 300

**TIKTOK**

8 059

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## DIGITAL COVER PACKAGES

### **1x Digital Cover**

### **1x Native**

### **1x Facebook post (boosted)**

### **1x Instagram post (boosted)**

- R45 000 (Subject to all images supplied by client)
- From R95 000 (includes Glamour team shoot and all production costs)

### **2x Digital Cover**

### **2x Native**

### **2x Facebook post (boosted)**

### **2x Instagram post (boosted)**

- R65 000 (Subject to all images supplied by client)
- From R160 000 (includes Glamour team shoot and all production costs)

Duration of the cover is at editorial discretion.