

1.53M

90-DAY VIEWS

71.2K

ACCOUNTS REACHED

80.1%

VIEWS FROM STORIES

CONTENT PARTNERSHIPS

Strategic, authentic content created for brands seeking trusted access to an engaged South African lifestyle audience. Rates below cover organic content creation and publication.

INSTAGRAM CONTENT

Reel <i>Concept, filming, editing, caption + organic post</i>	R6 500
Static feed post	R4 800
3-frame story sequence	R3 200
5-frame video-led stories <i>Spoken delivery and call to action</i>	R4 800
Reel + 3 stories <i>Recommended campaign package</i>	R8 500

CAMPAIGNS & APPEARANCES

Giveaway campaign	FROM R6 500
Event appearance + stories	FROM R5 500
Full-day campaign <i>Travel and accommodation excluded</i>	FROM R10 000
Website blog feature	FROM R5 500
Facebook add-on	R1 500

EVERY PARTNERSHIP INCLUDES

- Campaign research and creative direction
- Content production and professional editing
- Caption writing, posting and audience engagement
- Performance screenshots available after publication

ADDITIONAL COMMERCIAL RIGHTS

Paid media usage, boosting/whitelisting, category exclusivity, raw footage, travel, additional revisions and expedited turnaround are quoted separately.

CONTENT FEATURING CHILDREN IS SUBJECT TO SEPARATE APPROVAL AND RATES.

Custom packages are available for retained and long-term brand partnerships.