

SOUTH AFRICA'S No.1 HIP HOP DIGITAL MAGAZINE

HYPE

2023 MEDIA KIT



panorama
media CORP
CONTENT | PASSION | KNOWLEDGE



HYPE MAGAZINE

Since 2007, **HYPE** magazine has been providing music, fashion and hip hop culture content to our followers. Almost 14 years later, **HYPE** magazine continues to adapt and develop our digital platform through content expansion and diversification, from exclusive cover story experiences to full-on curated brand campaigns, created and shot by **HYPE**.

With that said, **HYPE** magazine is proud to announce that we will be launching new **HYPE** Ezines monthly from July 2020, to offer more **HYPE** content to our followers. These brand-new Ezines will bring exclusive content directly to you, because like we always say: “It’s bigger than hip hop.”

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Furthermore, our **HYPE** Music platform continues the brand's progressive nature by giving up-and-coming artists the opportunity to willingly share their music, and by discovering new artists.

To date, there are over 3,000 music uploads on **HYPE** Music waiting for you to explore.



INTERNATIONAL AWARDS

HYPE, TBWA Hunt Lascaris and the Tears Foundation's #BlameNoMore campaign was awarded three prestigious and coveted international Cannes Lions Awards – one gold and two silver. This after the campaign won big at the Loerie Awards in 2020.

For Women's month in 2019 **HYPE** undertook a campaign with the Tears Foundation and TBWA Hunt Lascaris to highlight victim blaming. Titled #BlameNoMore, it harnessed the influence of **HYPE** magazine to spread awareness around gender-based violence. Editor Rudzani Netshiheni conducted panel discussions with dancer and choreographer Tarryn Alberts, singer and songwriter Shekhinah and musician, actress, TV host and entrepreneur Boity. A cover shoot was done featuring these influential women and the campaign became a great success.

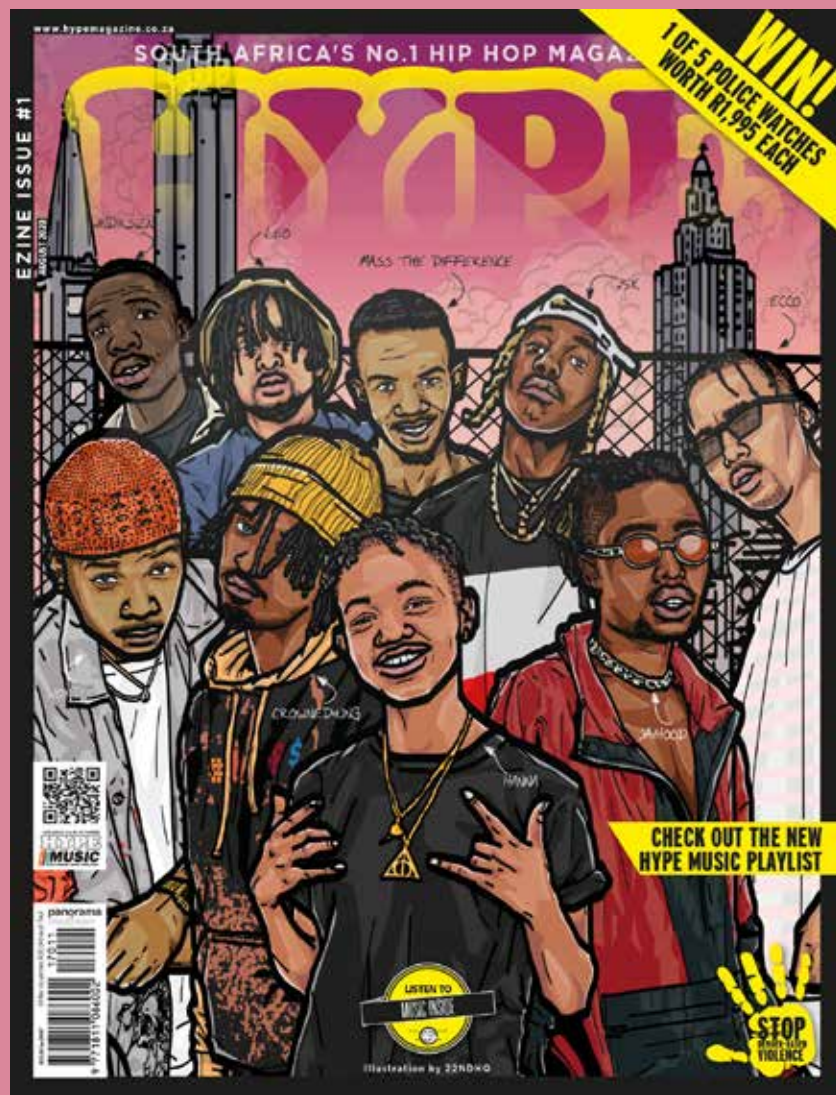
In 2020 **HYPE** magazine won four #Loeries2020 awards for the BLAME NO MORE campaign we undertook in collaboration with Tears Foundation and TBWA Hunt Lascaris.

In 2020 **HYPE** magazine won 4 IAB Bookmarks Awards for the BLAME NO MORE in collaboration with the Tears Foundation and TBWA Hunt Lascaris.

Gold for Integrated Campaign, Silver for Online Film, Craft Certificate goes to **HYPE** Magazine & Tears Foundation and DARLING FILMS for #Blame No More (For Film Crafts _ Direction), Craft Gold goes to **HYPE** Magazine & Tears Foundation and DARLING FILMS (PTY) LTD for #Blame No More (for film crafts - performance), Bronze Loerie goes to **HYPE** Magazine & Tears Foundation and TBWA Hunt Lascaris Johannesburg for BLAME NO MORE (for Design Mixed Media Campaign)

In January 2021 **HYPE** Editor Rudzani Netshiheni was recognised by the 2020 Loeries Official Rankings as a Brand Representative that consistently creates impactful work.





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www.hypemagazine.co.za

DIGITAL RATES 2023

DIGITAL RATES

EDITORIAL	RATES
DIGITORIAL	R6 950
CONTENT MARKETING	R8 450

* Articles require a blurb (maximum 20 words), body copy (this must be on brand with section page, maximum 500 words) and two to three pictures (one will be chosen by the editorial team).

RICH MEDIA

VIDEOS, EXPANDING ADS, ANIMATIONS, PODCASTS AND INTERVIEWS.

RATES ON REQUEST.

We have very attractive frequency discounts for 3/6 and 12 months commitments ask your Media Executive

CREATIVE SIZES

BANNER SIZES	SIZE (PIXELS)	ROS
LEADERBOARD	728 X 90	R4 000
MOBILE LEADERBOARD	320 X 50	
FOOTER BOARD	728 X 90	R1 500
SKYSCRAPER	300 X 720	R3 900
FULL HOME PAGE TAKEOVER		R10 000
WALLPAPER	SPEC ON REQUEST	R8 000
MEDIUM BLOCK	220 X 220	R4 500
BRAND BOXES	R700 PER 1 000 IMPRESSIONS	

SOCIAL MEDIA

FACEBOOK	SIZE	RATES
COVER IMAGE	820 x 312	R5 450
POST	470 X 470	R4 330
INSTAGRAM PER POST		R3 890
TWITTER PER POST		R7 840
NEWSLETTER BANNER		R2 080

* Rates exclude Facebook boosts

* Give us a shout for your bespoke package, tailor-made to meet your objectives.

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HYPE

GET SOUTH AFRICA'S NUMBER 1 HIP HOP DIGITAL MAGAZINE SENT STRAIGHT TO YOUR PHONE MONTHLY!

WHAT YOU GET:

- Exclusive artist interviews
- BEATLAB album/project reviews
- Profiles on industry greats & influencers
- Platform responsive content for mobile or desktop
- Monthly HYPE cover stories
- Subscribers get automatic entry to win a R2,500 TFG gift card



PLUS free digital HYPE Sessions mixtape per month with 10 FREE tracks every month that you can listen to while reading, or download to play at your leisure.

SUBSCRIBE TODAY

For only R29.99 per month, billed to your TFG account.

3 ways to subscribe:




HYPE and your ID number to pubact@tfg.co.za



HYPE and your ID number to 45176



0860 117 530

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In response to email or SMS subscription messages, we will automatically subscribe you for the HYPE digital magazine. This will be conveniently billed to your TFG account and an access link for the digital magazine will be sent to your mobile phone monthly. Standard SMS rates apply. For subscription T's & C's, visit www.hypemagazine.co.za

HYPE has partnered with one of South Africa's biggest retailers – **The Foschini Group (TFG)** – to market the **HYPE** digital magazine to their massive database. **TFG** consists of brands such as Sportscene, Foschini, The Fix and Markham.

Since the launch, we have had **5 036** subscribers sign up, exceeding our projections, and this figure is growing weekly as new campaigns are rolled out.

TFG have also recently opened up a cash sales project, with **HYPE** now being available for sale to persons who do not hold a **TFG** account.

We are confident that this partnership will help the **HYPE** digital magazine reach great heights.

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EZINE RATES 2023

EZINE SPECS 2023

COVERS

INSIDE FRONT (IFC)	R33 894
INSIDE BACK (IBC)	R31 388
OUTSIDE BACK (OBC)	R35 154

MAIN BOOK

FULL PAGE	R23 681
DOUBLE PAGE	R44 198
HALF PAGE	R18 522
DOUBLE HALF PAGE	R14 112
ADVERTORIAL	R26 181 *

* Advertorials include standard production

All rates exclude VAT and agency commission

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DOUBLE PAGE SPREAD

TRIM	420mm X 275mm
BLEED	430mm X 285mm
TYPE	400mm X 255mm

FULL PAGE

TRIM	210mm X 275mm
BLEED	220mm X 285mm
TYPE	190mm X 255mm

HALF PAGE

TRIM	210mm X 137mm
BLEED	220mm X 147mm
TYPE	190mm X 117mm

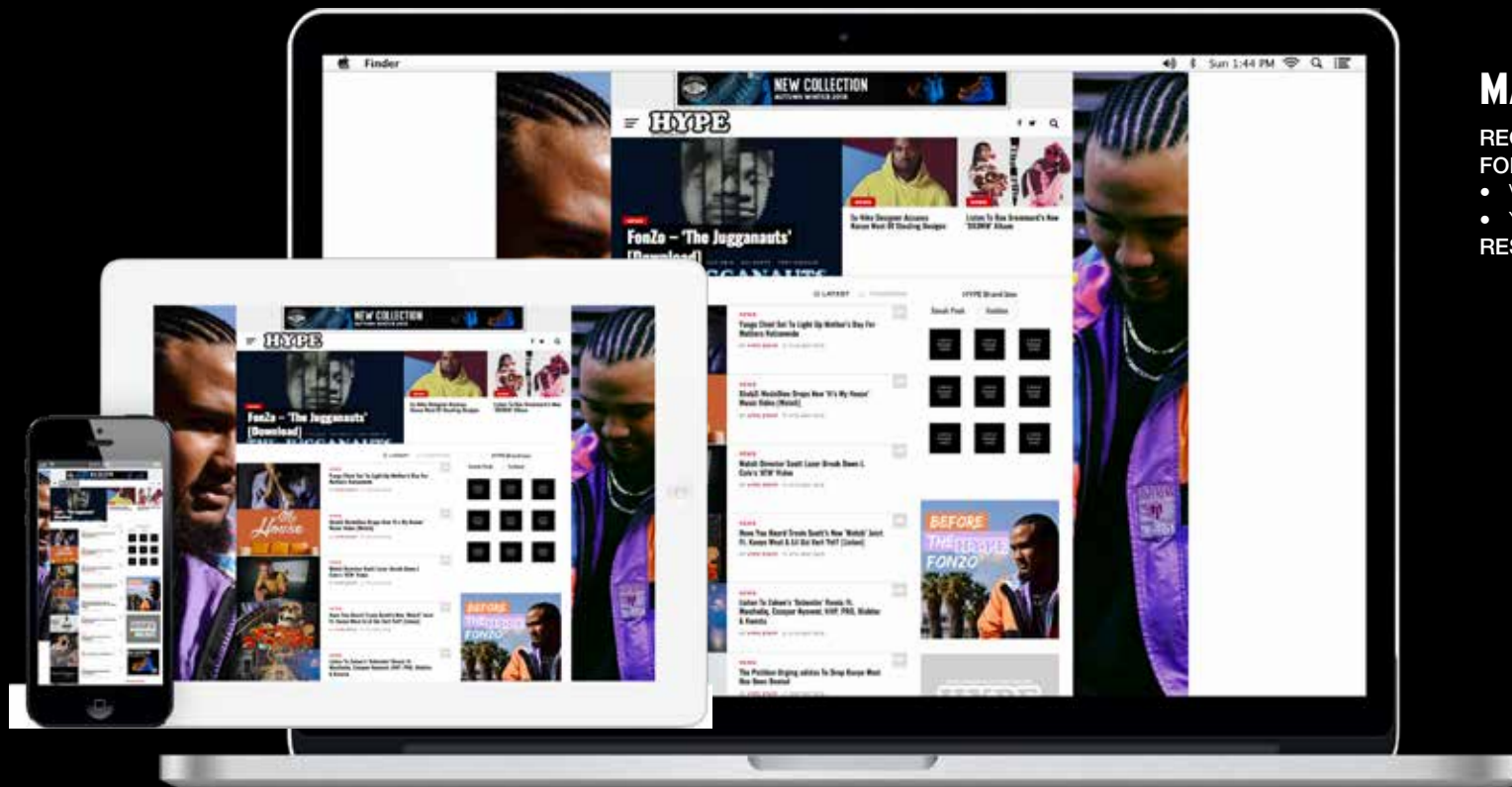
Please note: all material sizes are width x height in millimetres

Material can be sent via WESEND, adsend or email gill@panorama.co.za

All images must be a minimum of 300 dpi (high resolution)

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MATERIAL

- REQUIREMENTS (DIGITAL):
FORMAT: JPEG / PNG FILES.
- VIDEO: MP4
 - YOUTUBE: URL
- RESOLUTION: 72 DPI

SOCIAL MEDIA



63 943



36 931



82 572
FOLLOWERS



4 921



www.hypemagazine.co.za
USERS: 7 589
PAGE VIEWS: 23 489

Source: Google Analytics
Oct 29, 2022 – Nov 27, 2022

HYPE PARTNERS

THE FOLLOWING BRANDS CONNECTED WITH OUR AUDIENCE ON THEIR BRAND JOURNEYS



CONTACT HYPE

LOLWETU PAKATI


EDITORIAL

 061 473 9237

 Lolwetu@panorama.co.za

GILL JOHNSTON

NATIONAL SALES MANAGER

 083 455 2397

 Gill@panorama.co.za

NOTHANDO NTULI

SALES EXECUTIVE

 061 164 1844

 Nothando@panorama.co.za



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