



HYPE magazine is South Africa's No. 1 hip hop magazine website, appealing to urban individuals that are part of the hip hop scene living all over South Africa. The core audience are between 18 – 35 years old and 70% are black males. We continue to make hip hop the most influential pop culture on the continent through unrestricted expression and growth. At the core of every single innovation was the original dream of empowering young cats to embrace identity through a sub-culture whose very values include innovation. All your exclusive interviews, music downloads, news, music videos, unique visual content, columns, and other regular features such as, Sneak Peak, cover stories, Hype sessions and more are available on www.hypemagazine.co.za. Collector's edition hard copies of the magazine will be released as special issues from time to time. At the helm, is Rudzani Netshiheni, otherwise known as Roo, a true disciple of the culture and incredible creative force serving this community well.

SOUTH AFRICA'S No.1 HIP HOP DIGITAL MAGAZINE

HYPE
bigger than hip hop

SOUTH AFRICA'S No.1 HIP HOP DIGITAL MAGAZINE

HYPE
MUSIC

HYPE Music is a media social network developed by **HYPE** Magazine. Users can create profiles, upload, share or play music to stream or download to their device on-demand, or they can listen to curated playlists by **HYPE** Magazine and enjoy exclusive music premieres from a variety of local hip hop artists. The service also includes a social media interaction that users can use to interact live 24 hours a day, the service was launched on August 7 in conjunction to the release of **HYPE** Magazine's Collectors Four print edition, nationwide. New users can upload and share their music/videos for free, while Silver, Gold and Platinum users get an extended and exclusive promotional experience. For more than a decade **HYPE** Magazine has been dedicated to searching out new artists and introducing them to the rest of the world. And it's that same spirit of hip hop dedication that has forced us to give birth to this new **HYPE** Music media social network, a social platform that gives you the opportunity to upload and share your music on a **HYPE** platform for the world to listen to. **HYPE** Music is your personal space that will finally give us the opportunity to discover new acts at an even faster pace. This platform is dedicated to all up and coming ip hop acts. So head over to HYPEmusic.co.za, create a profile, upload your music, share your music and believe.

Digital rate card 2018

DIGITAL RATES

EDITORIAL	RATE/MONTH
WEBVERTORIAL	R5 500
CONTENT MARKETING	R5 500

* 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, ETC.
Rates on request.

CREATIVE SIZES

BANNER SIZES	SIZE (PIXELS)	ROS/MONTH
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	WEEKLY
COVER IMAGE	820 x 312	R3 450
ONCE OFF POST	470 x 470	R4 140
STICKY POST		R8 280

* Rates exclude Facebook boosts

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

www.hypemagazine.co.za



THE LINGO

CONTENT MARKETING
A genuine piece of content marketing would be created around – and feature – the client's product, but the nature of the content piece is such that it can run as an editorial piece authentically. It should be created the way an editorial story would be created. It should not feel like an advertisement to the consumer. The content should follow the advice and direction of the online editor. It would not be a hard sell but rather an interesting piece featuring the brand or product.

WEBVERTORIAL

This is not the equivalent of an above-the-line print ad, it is more along the lines of an online advertorial. It is an article in HYPE tone that centres around one specific client product or brand message.

SPECIAL RATES ON REQUEST

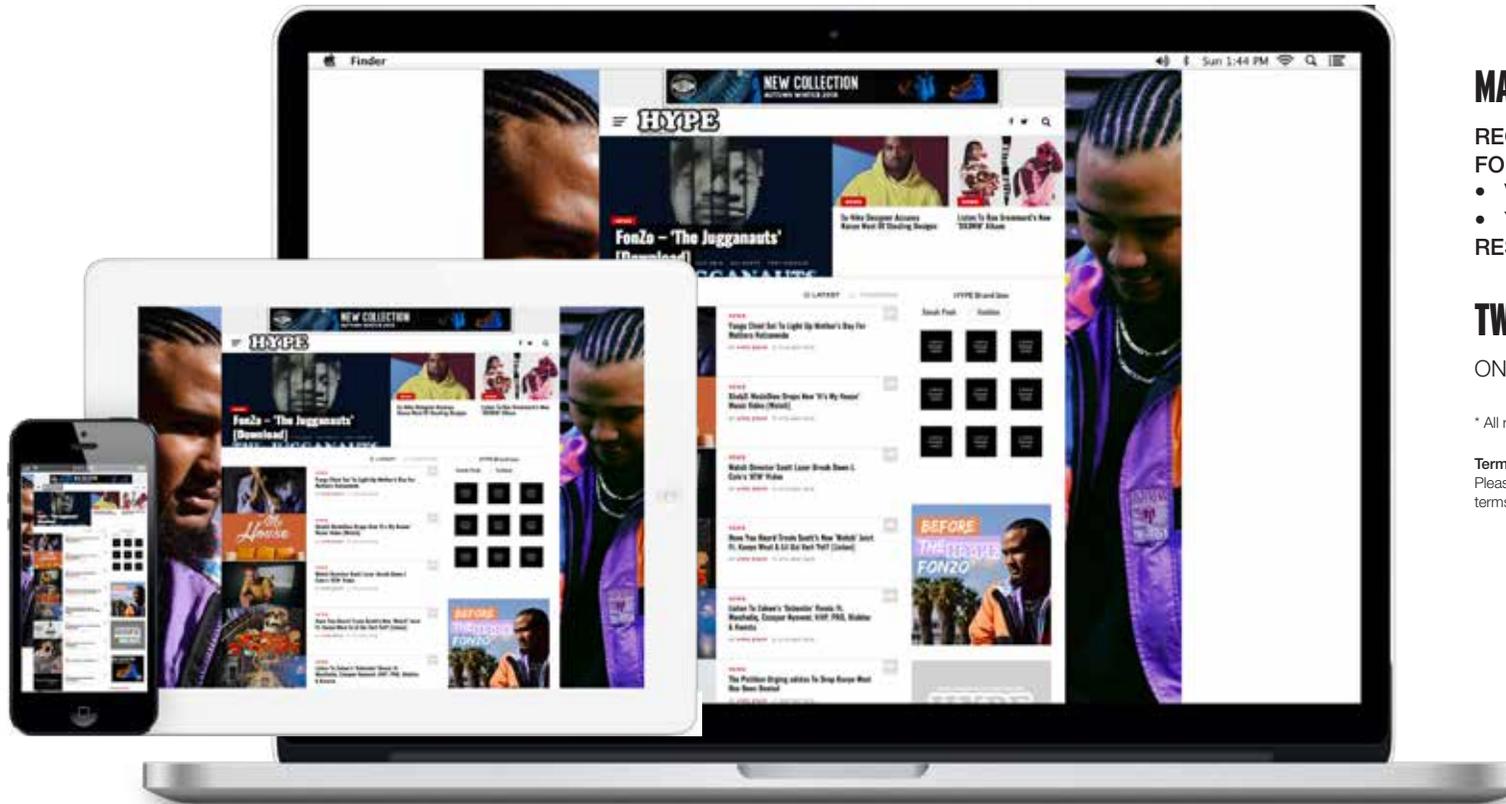
This includes section sponsorships, wallpaper banners, site take-overs, roadblock adverts, peel-back adverts, floating adverts, special rich media opportunities, web apps and web tools. Creative aspects of these elements are subject to the editor's approval.

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



TOTAL AUDIENCE **132 000**

HYPE



MATERIAL

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

TWITTER

ONCE OFF TWEET: R690

* All rates exclude VAT

Terms and conditions
Please visit our website at www.panorama.co.za/termsandconditions

SOCIAL MEDIA



40 135



21 600



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