



www.hypemagazine.co.za

MEDIA KIT 2026

We are Africa's premier hip-hop platform

HYPE Magazine is Africa's leading hip-hop platform, evolving from a traditional publication into a digital-first media enterprise that has documented music and culture for over 20 years, serving as a key voice in contemporary African culture.

Our Key Strengths

Through HYPE's specially curated content, advertising campaigns and strategic partnerships, we create meaningful brand-consumer connections while maximising reach through fresh, unconventional daily content.

With a legacy spanning more than two decades, we have remained at the forefront of music, fashion, lifestyle and cultural trends. Our extensive digital ecosystem delivers engaging content across multiple platforms, connecting brands with an influential, highly engaged youth audience.



ACROSS PLATFORMS TO REACH OUR AUDIENCE

**WEBSITE &
MOBILE**
hypemagazine.co.za

SOCIAL MEDIA
Engaged cross-
platform followers

PODCAST
Amplifying authentic voices
through compelling stories and
exclusive conversations with
hip-hop's most influential
leaders

**MONTHLY EZINE
COVERS**
Monthly digital
covers featuring
A-list talent

**TAILOR-MADE
EDITIONS**
Bespoke cover design &
content integration. Digital
or print

NEWSLETTERS
Weekly and monthly
newsletters

SPOTLIGHT ISSUE
Website spotlight and
editorial coverage with
photoshoot and in-depth
content

VIDEO
A series of video
content, reviews,
interviews and
experiences

EVENTS
Connecting our
community through live
events and creative
spaces

HYPED PARTNERS



G-STAR

NETFLIX



CASTLE
LITE

TULLAMORE
DEW
The Legendary
IRISH WHISKEY



FILA

crocs

TF
G

TOMS

Eskom



KFC



GORDON'S



Ray-Ban

REVLON



SMIRNOFF

VANS
"OFF THE WALL"



CHIVAS

asics

RUSSIAN
BEAR
VODKA



new balance



Canon

H&M

SAMSUNG



salomon



BACARDÍ



AXE



JOHNNIE WALKER

★
HEINEKEN



Miller

Savanna
PREMIUM
CIDER

CAPITEC
BANK



BERNINI



TALKING NUMBERS

HYPE
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**71K
LIKES**

**71K
FOLLOWERS**



**53,6K
FOLLOWERS**

**1.5M
VIEWS**

**420.7K
REACH**



**85.5K
FOLLOWERS**

**415.1K
IMPRESSIONS**

**9.6K
ENGAGEMENT**



**341K
PAGE VIEWS**

**101K
USERS**

5

PERIOD: LAST 90 DAYS

AUDIENCE DEMOGRAPHICS

GENDER SPLIT

FEMALE
48.1%

MALE
51.9%

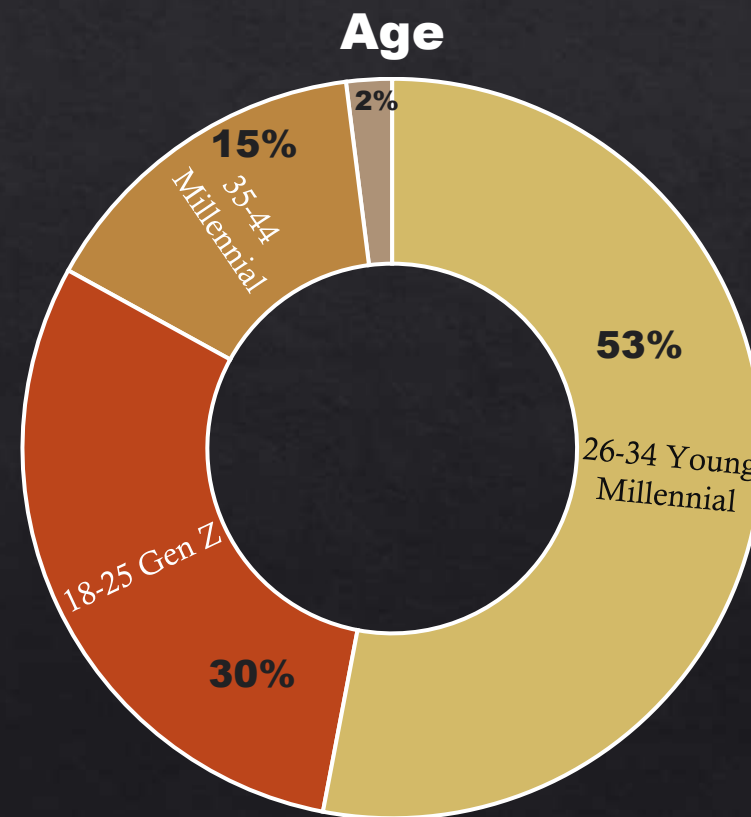
GEOGRAPHIC DISTRIBUTION

JOHANNESBURG
PRIMARY MARKET HUB

CAPE TOWN
COSTAL CULTURAL CENTRE

DURBAN
EMERGING MARKET

PRETORIA
GROWING URBAN AUDIENCE



■ 18-25 Gen Z ■ 26-34 Young Millennial ■ 35-44 Millennial ■ 45+ GenX

HYPE

AUGUST 2025



No. 57

SAUWCY
THE BOSS BRAT

IN THIS ISSUE:
Lerato Zwane • Tammy Moyo • Zannah African



WEBSITE CONTENT *
DISPLAY ADVERTISING*
NEWSLETTER OFFERINGS*
SOCIAL MEDIA*
VIDEO CONTENT*
SUPPLIED VIDEO*
CUSTOMER PRODUCTION*
PREMIUM CONTENT*
SOCIAL MEDIA PACKAGE*
WEBSITE & SOCIAL INTEGRATION*
WEBSITE ADS * SOCIAL PACKAGE*
EZINE INTEGRATION PACKAGE*

CONTENT OFFERINGS

**How much
will it take?**

RATES

WEBSITE

WEBSITE CONTENT

DIGITORIALS	R15,466
COMPETITIONS*	R19,740
CUSTOM UNBOXING FEATURES INCL PRODUCTION	R55,650
PRODUCT REVIEWS	R24,150

WEBSITE DISPLAY ADVERTISING

TOP BILLBOARD	R15,960
MEDIUM BILLBOARD	R13,125
MEDIUM BLOCK/SKYSCRAPER	R 7,665
FOOTER	R 5,250
HOME PAGE TAKEOVER	R33,600

*COMPETITIONS CAN LIVE ON BOTH SOCIAL MEDIA AND WEBSITE. MATERIAL TO BE SUPPLIED. PRODUCTION EXCLUDED.

SOCIAL MEDIA

FACEBOOK	R 8,200
INSTAGRAM	R 13,400
X	R 14,430
TIK TOK	R 3,150
COMBINED SOCIAL MEDIA PACKAGE	R 38,850

CUSTOM VIDEO INHOUSE PRODUCTION

SHORT VIDEO FORMAT	R 30,450
LONG VIDEO FORMAT	R 33,600

PREMIUM CONTENT

DIGITAL EZINE FULL PAGE	R 29,500
FRONT COVER FEATURE : EZINE INCL PRODUCTION	R158,000
SPOTLIGHT FEATURE (SEE PG 1)	R117,500
TAILOR-MADE EDITIONS	POR
NEWSLETTER	R 6,300

SPECIAL PACKAGES

PACKAGE 1 : SOCIAL MEDIA

1 POST (FB, INSTA & X)	R36,270
3 POSTS (FB, INSTA & X)	R68,250
INSTAGRAM 3 POSTS	R40,000
INSTAGRAM 1 CUSTOM REEL	
2 CUSTOM STILLS	R37,000

PACKAGE 2 : WEBSITE & SOCIAL INTEGRATION

WEBSITE DIGITORIAL & INSTA POST	R26,750
WEBSITE DIGITORIAL & COMBINED SOCIAL MEDIA PLATFORM POST	R46,550

PACKAGE 3 : DISPLAY AD & SOCIAL INTEGRATION

TOP BILLBOARD & 1 SOCIAL MEDIA POST	R28,350
TOP BILLBOARD & COMBINED SOCIAL MEDIA PLATFORM POST	R48,660
HOME PAGE TAKEOVER & 1 SOCIAL MEDIA POST	R43,800
HPTO & COMBINED SOCIAL MEDIA PLATFORM POST	R70,350

SPECIAL PACKAGES

PACKAGE 4 : EZINE INTEGRATION

FULL PAGE AD & 1 SOCIAL MEDIA POST

FACEBOOK

R31,500

INSTAGRAM

R35,800

X

R36,750

TIKTOK

R27,300

FULL PAGE AD & COMBINED MEDIA PLATFORM POST

R57,100

PACKAGE 5 : 3 FOLD INTEGRATION

DIGITORIAL, FULL PAGE AD & 1 SOCIAL MEDIA POST

FACEBOOK

R39,900

INSTAGRAM

R43,680

X

R44,450

TIKTOK

R36,000

DIGITORIAL, FULL PAGE AD & COMBINED MEDIA PLATFORM POST

R63,000

WHAT IS A *SPOTLIGHT* COVER?

The HYPE Spotlight Feature occupies a premium spot on the website and is given the same editorial efforts as the HYPE cover. This offering was developed to meet the high demand for HYPE covers providing brands with an alternative premium feature option.

Includes the following:

- ☐ Professional photoshoot
- ☐ In-depth editorial coverage
- ☐ Social media amplification
- ☐ Premium website placement
- ☐ Behind-the-scenes content



WHAT IS A *TAILOR-MADE* *EDITION* ?

HYPE's tailor-made editions allow partnerships to tap into our publishing expertise and leverage our insights for premium commercial impact. These special editions create truly memorable covers powered by brands.

Includes the following:

- ☐ Bespoke cover design
- ☐ Brand integration
- ☐ Custom editorial content
- ☐ Multi-platform promotion
- ☐ Limited-edition – print copies



THE WORK

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