HYPE

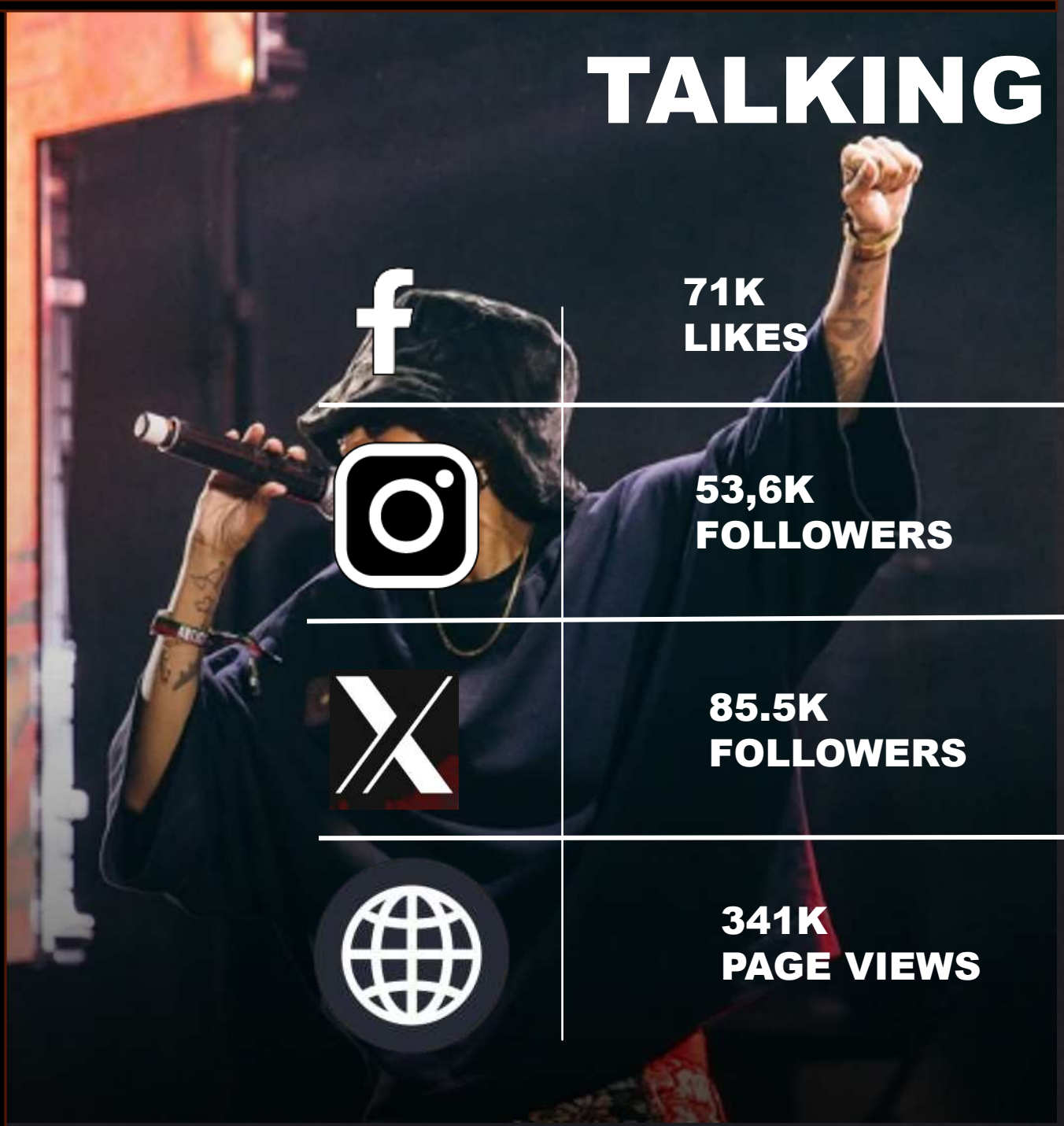
www.hypemagazine.co.za

RATE CARD 2027

We are Africa's premier 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.

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TALKING NUMBERS

HYPE
www.hypemagazine.co.za

Facebook	71K LIKES	71K FOLLOWERS	
Instagram	53,6K FOLLOWERS	1.5M VIEWS	420.7K REACH
X	85.5K FOLLOWERS	415.1K IMPRESSIONS	9.6K ENGAGEMENT
Website	341K PAGE VIEWS	101K USERS	

PERIOD: LAST 90 DAYS

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.

ALL RATES EXCLUDE VAT

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

ALL RATES EXCLUDE VAT

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

ALL RATES EXCLUDE VAT

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**

ALL RATES EXCLUDE VAT