

MEDIA PACK



COVERS



CHEEK2CHIC BRAND



Luxury online magazine **CHEEK2CHIC** is edited, owned and published by well known journalist Sarah Cangley, whose column “Cheek to Chic” appeared in The Citizen for 13 years and who has written for many top South African publications, such as Forbes Africa, Good Taste, Business Day, iafrica, Moneyweb, Marie Claire, Elle and Sawubona magazine.

CHEEK2CHIC CHIC BRAND

CHEEK2CHIC is a glossy, highly visual, luxury lifestyle online magazine featuring the best and most bespoke, with a focus on South Africa as a global destination.

The magazine follows the trend of international magazines which are purely digital and user friendly, providing huge exposure for clients.

The online magazine, which appears on digital platform www.issuu.com/cheek2chic, offers well written articles by well respected writers on food, alcohol, travel, men’s and women’s fashion, jewellery and watches, international and local brands, shopping, high profile South Africans, luxury cars, art, interiors, beauty, technology, movies, conservation and many other topics. The magazine is also available in print via Peecho.

Readership is driven by regular social media updates via Twitter, Facebook, Instagram and LinkedIn.

This is the audience you want to reach.

CONTENT



Content includes cars and technology, travel, beauty, male fashion, female fashion, food and wine/alcohol, international and local luxury brands, newsmakers, watches and jewellery, shopping pages, business.

In addition to international brands **CHEEK2CHIC** magazine also has strong South African content showcasing local talent in fashion, food and wine, design, art and business, among other industries.

Updates on both the magazine and the website can be found on **Twitter** (@cheek2chic), **Facebook**, **Instagram** (cheek2chic2) and **LinkedIn**.



Cheek2Chic's PeoplePlacesParties



@cheek2chic



cheek2chic2

CONTRIBUTORS



TRAVEL WRITER
CAROLINE HURRY

Caroline Hurry is an award-winning travel writer and editor of www.travelwrite.co.za who likes to sit in the lap of luxury



WINE WRITER
JULIET CULLINAN

Juliet Cullinan is the founder of the oldest, most prestigious wine show in South Africa, the Juliet Cullinan Standard Bank Wine Festival



MOTORING JOURNALIST
RICHARD WEBB

Richard Webb travels globally to unearth and share cool content for brands and writes for numerous luxury publications



LIFESTYLE WRITER
DAVID ELEY

English writer and artist David Eley has brought out a beautifully illustrated new map of the Champagne region and delights in doing quirky portraits of the characters of the region



FASHION EDITOR
ROBERT BELL

Robert Bell has extensive experience in fashion, commercials, magazines and television. He has received several awards for his contribution to fashion



FOOD EDITOR
ANNA TRAPIDO

Award winning food writer Anna Trapido is trained as both a chef and an anthropologist and uses both disciplines in her work

AUDIENCE



CHEEK2CHIC magazine speaks to influencers and a high profile, well-travelled audience with a taste for luxury. high profile followers include Laurent Perrier champagne, Montblanc, the World of Fine Wine magazine, the Royal UK Mint and many other international luxury brands.

THE CHEEK2CHIC READER:

PRIMARY REACH

- LSM 9-10 (the top echelon):
- Aged between 30 – 55 years. • Spread across a 63% female / 37% male demographic.
- Ethnicity: Both men and women of all ethnic groups between the ages of 30 and 55 who are financially established, have a formal education, are industry leaders or trendsetters holding high profile positions
- Sophisticated, and travel internationally for business or leisure
- Mostly situated in South Africa, but a 30 percent high profile international readership from the US, Europe, Far East and Australasia

SECONDARY REACH

- LSM 7-9: Spread across a 50% female / 50% male demographic
- Aged from 25 years upwards
- Ethnicity: Both men and women of all ethnic groups between the ages of 25--34 who are aspirational, ambitious and driven.
- Emphasis on image, trends and fashion with the majority of consumable income spent on the above.
- Tertiary educations
- Travel internationally.

FOLLOWERS



TWITTER

11 000

INSTAGRAM

670

FACEBOOK

4 750

LINKEDIN

4 732

CHEEK2CHIC PORTFOLIO



MAGAZInE



TABLET



ChEEKTOChIC.CO.ZA



ChEEKTOChIC'SPEOPLEPLACESPARTIES

SOCIAL



ChEEK2ChIC2



ChEEK2ChIC

CHEEK2Chic

MEDIA PACK

RATES & SPECS



SINGLE PAGE: R17 500.00 per page Excluding VAT, including Agency Commission

DOUBLE PAGE: R 35 000.00

INSIDE BACK COVER & INSIDE FRONT COVER: POR

- Provides a unique platform to showcase creative and innovative advertising.
- **CHEEK2CHIC** identity is unique to its brand, generating world-class visuals and editorials.
- Advertising is ensured relevance over a long period of time due to the archive system in place.
- Advertising within **CHEEK2CHIC** creates aspirational appeal for brands, and ties the brand identity with a high quality publication, and therefore desired target audience

ADVERTISING SPECS

Single: Trim: 210mm x 297mm. Bleed: 5mm

Double: Trim: 420mm x 594mm. Bleed: 5mm

Please supply material in high resolution (300dpi) pdf or jpg format

DEADLINES To BE ADVISED

All inserts must be delivered to layout, via Sarah Cangley (scangley43@gmail.com)

WEBSITE



The website will be designed to marry with the magazine, featuring short, snappy pictorial looks at breaking news on food, alcohol, travel, men's and women's fashion, jewellery and watches, international and local brands, shopping, high profile South Africans, luxury cars, art, interiors, beauty, technology, movies, etc. The website is intended to be a regular update on what the magazine offers.

Each new issue of the magazine will be featured prominently on the new look website which will be launching soon

Ad space will be available online at **www.cheektochic.co.za**

DEADLINES AND THEMES



SIX ISSUES:

1. MARCH/AprIL

THEME: ROMAnCE AnD LOVE

2. MAy/JuNE

THEME: BE jEWELLED

3. AuGuST/SEpTEMBER

THEME: ThE WInTER ISSUE

4. oCToBER/NovEMBER

Theme: ThE WInE ISSUE

5. DECEMBER

THEME: ChRISTMAS

6. DECEMBER 2019/JANuARy 2020

THEME: nEW yEAR

PICTURES SUPPLIED