

YOUR LUXURY

AFRICA

MEDIA KIT 2025

YLA DIRECTORS: Yvonne Shaff | Jacquie Myburgh Chemaly

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YOURLUXURY AFRICA IS A MULTI-PLATFORM MEDIA HOUSE, THAT INVITES YOU TO JOURNEY THROUGH THE WORLD OF LUXURY THROUGH A UNIQUELY PAN-AFRICAN LENS.

In just two years, *YOURLUXURY AFRICA* has become the biggest circulating monthly luxury lifestyle title in South Africa. Recently winning our first GAPP award for print excellence, this is no small feat for a new multi-platform title that is dedicated to showcasing icons and pioneering brands.

ALL ABOUT US

JOIN THE *YOURLUXURY AFRICA* LOUNGE

Officially launched as your passport to the world of personalised luxury experiences, *YourLuxury Africa Lounge* is an exclusive membership that gives first dibs to our loyal readers to access our private events and unique experiences curated by us.

EDITOR'S NOTE



At *YourLuxury Africa*, we engage, share, discover and tell the stories of the world's most iconic brands, places and faces.

Luxury is not luxury if it's not personalised. For some it's enjoying and acquiring a piece of art, for others, it's collecting a heritage timepiece to invest in for future generations. For most of us, the ultimate luxury is a dreamy holiday on an exotic island, or sailing the Mediterranean on a yacht, but luxury can simply be a single malt enjoyed with a friend in a beautiful space. We are a proud pan-African content brand that celebrates the small and substantial luxuries.

Lerato Tshabalala
Editor
lerato@yourluxury.africa



Follow Us
on Social Media



DIGITAL MARKETING

The online home of *YourLuxury* is
YOURLUXURY.AFRICA

– this is where you can find daily updates on jewels, watches, beauty, grooming, travel, cars, dining and more. It is also where readers can subscribe to our weekly newsletter and where members can sign up for YLA Lounge for exclusive offers and events.

We look forward to engaging with you on
Instagram @YourLuxury_Africa,
on Facebook @YourLuxuryAfrica
and at our events.

Yvonne Shaff
MD & Advertising Director
yvonne@yourluxury.africa



A WORLD OF LUXURY

Since its inception in November 2023, YourLuxury Africa has taken its message to multiple platforms. As our name indicates, our vision is to showcase the world of luxury through an African lens that celebrates the talent and creativity our beautiful continent and the diaspora have to offer.

To celebrate how far we've come – and all the exciting plans we have to expand our content offering – we are pleased to introduce you to the YourLuxury Africa Club - your exclusive membership to our curated world of personalised luxury experiences through our bespoke clients. Our newsletter subscribers are in for a treat with spectacular prizes, fabulous invitations and other one-of-a-kind experiences.

YOURLUXURY AFRICA: 20 000 CERTIFIED COPIES,

printed on 90gsm gloss paper, with
cover on 150gsm gloss paper.

Distribution includes hand
delivery to top households
nationally, to embassies and
5-star hotels including

The Mount Nelson, Ellerman
House and The Taj, to top wine
estates including Delaire Graff
and private lounges.

YOURLUXURY AFRICA
(ABC | CERTIFIED PRINT ORDER)

19 638 | 20 000**

ASPIRE
(LAST ABC 2019)

13 429**

BUSINESS DAY
(WANTED)

10 415* | 13 167**

FORBES AFRICA

6 283* | 10 874**

PRIVATE EDITION

9 988**

VAL DE VIE

(CLAIMED PRINT PER ISSUE;
PERIOD: 1 FEB 2024)

8 959**

STELLENBOSCH VISIO

(CLAIMED CIRCULATION PER ISSUE;
PERIOD: 1 FEB 2024)

7 650**

GQ

1 698* | 4 222**

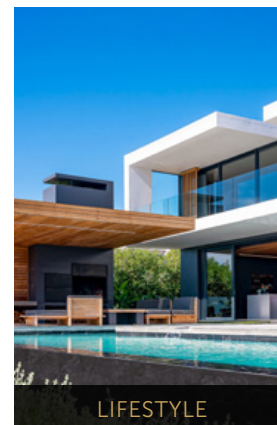
PRINT AUDIENCE

Source ABC's Jul-Sep 2024

*Sold copy sales incl. subs;

** Total incl. free

BRAND PILLARS



THEMES 2025

FEBRUARY THE ART ISSUE

We celebrate visionary artists, gallerists, museum directors, curators and thought-provoking creatives in this issue dedicated to the global world of art converging in Africa's most visited city – Cape Town.



APRIL WINTER STYLE

Luxurious layering, statement outerwear, curated essentials and cool season escapes, this is how to master winter's most stylish moments. Plus, we bring you the latest wellness trends and escapes.



MAY SPORT LUXE

Luxury meets performance in this celebration of elegance, power and the global influence of sports in the luxury landscape. We profile the people and brands that make us want to buy tickets and call ourselves fans.



MARCH CHEERS TO THE TASTEMAKERS

We spotlight the visionaries redefining luxury and the trendsetters shaping culture and discover how their bold ideas are inspiring the future of refined living. Featuring pan-African icons like masters of fine dining to filmmakers telling unique stories.



JUNE DRIVEN

Wings, wheels, water... whichever way you prefer to be driven on your journey in life, we have it covered. Plus, we reveal the best watches, trends and people to watch from Watches & Wonders 2025.



AUGUST TIMELESS/ AGELESS

Age is but a number they say. Whether it's a person, a timepiece or a heritage heirloom, there is a certain pleasure to be taken in luxuries that stand the test of time. We honour them all in this timeless issue.



SEPTEMBER DESIGN

In the most anticipated month on the design calendar, September focuses on craftsmanship and handmade luxury. From curated homes to innovative materials honouring the best in design, we collaborate with the best designers on the continent and the diaspora.



OCTOBER SUMMER TRENDS

Our focus moves to all things hot – the latest style and accessory trends, new dining destinations, summer beauty and fragrances. It's your little black book of summer luxury.



NOVEMBER SUSTAINABILITY

When sustainability is integrated into a luxury market, you get something memorable and personal. We delve into what pioneering brands are doing in design, functional fashion, accessories, travel and vehicles.



JULY TRAVEL

Roam, relax, restore... travel is the best food for the soul. This month we take you on a journey to places you have dreamed of, the places you didn't know you wanted to visit, and meet the people who live their wanderlust.



DECEMBER/JANUARY CELEBRATIONS

The festive season calls for a gifting and celebratory-focused issue. Shopping sorted. Entertaining ticked. Holiday vibes covered. Gear up for the new year with a celebratory drink, and some rest and respite.

2025

CALENDAR

	ON STREET	ADVERTORIAL	ATL BOOKING	MATERIAL
FEBRUARY	Tues 04 Feb	Tues 7 Jan	Wed 15 Jan	Thurs 16 Jan
MARCH	Tues 04 Mar	Tues 4 Feb	Wed 12 Feb	Thurs 13 Feb
APRIL	Tues 08 Apr	Tues 4 March	Wed 19 Mar	Thurs 20 Mar
MAY	Tues 06 May	Thurs 03 Apr	Tues 15 Apr	Wed 16 Apr
JUNE	Tues 03 Jun	Tues 6 May	Wed 14 May	Thurs 15 May
JULY	Tues 08 Jul	Tues 10 Jun	Wed 18 Jun	Thurs 19 Jun
AUGUST	Tues 05 Aug	Tues 08 Jul	Fri 11 July	Thurs 17 Jul
SEPTEMBER	Tues 02 Sept	Tues 05 Aug	Fri 08 Aug	Thurs 14 Aug
OCTOBER	Tues 07 Oct	Tues 9 Sept	Fri 12 Sept	Thurs 18 Sept
NOVEMBER	Tues 04 Nov	Tues 07 Oct	Fri 10 Oct	Thurs 16 Oct
ANNUAL	NOVEMBER 2025			
DEC/JAN	Tues 02 Dec	Tues 04 Nov	Fri 07 Nov	Thurs 13 Nov

PAGE SPECS

IMPORTANT TO NOTE

- **NO printers marks at all**
5mm Bleed with NO bleed marks
- **All black text to be made of 100% black**
Not CMYK and not RGB
- **Any QR codes to be made of 100%**
black and not CMYK and not RGB

FULL PAGE

(Width x Height)

Trim: 240mm x 330mm

Type: 220mm x 310mm

Bleed: 250mm x 340mm

DOUBLE PAGE SPREAD

Trim: 480mm x 330mm

Type: 460mm x 310mm

Bleed: 490mm x 340mm

HALF PAGE

Specifications by request.

MATERIAL DETAILS

SEND MATERIAL/ARTWORK TO

KATE WALTERS | kate@yourluxury.africa
+27 (0) 83 600 2675

PRINTING SPECIFICATIONS

Adverts must be supplied to the exact specifications as indicated on the Media Kit. Any dimensions that are outside these areas will not be processed, and client will have to supply new material. Removable media CD-ROM. ALL FILES MUST BE SENT AS PDF X1A FILES (ISO 15930-1).

GENERAL SPECIFICATIONS IMAGES

All images must be scanned and imported as 300 DPI. Any enlargements on page will result in a decrease in resolution.

TEXT

All black text must be set to overprint and must reproduce only on the black (K) plate, that is, black text must not be made up of any other process colours. Minimum of 8pt can be reversed out of a colour background with a non-serif typeface.

COLOUR COMPENSATION

Total ink coverage can be maximum of 320 percent. Grey component replacement (GCR). Dot gain: 23 percent. Material must be made up using CMYK process colours. All material must be prepared for offset lithographic processes as per international printing standard (ISO 12647-2).

COLOUR PROOFS

Offset lithographics colour-corrected proofs should be supplied as a guide. If not supplied, accurate colour matching cannot be guaranteed.

DIGITAL FORMAT

Closed PDF format only. No tiffs or jpegs.



SPECIAL EDITIONS

RATES &

YOURLUXURY AFRICA BRINGS YOU CUSTOMISED AND CURATED SPECIAL EDITIONS OF OUR MAGAZINE, IN PARTNERSHIP WITH OUR CLIENTS.

ANNUAL LUXURY, JEWELS & WATCHES NOVEMBER 2025

YourLuxury Africa's annual glossy showcases the world's finest watches and high jewellery in one luxurious space.

For enquiries for the Annual or Special Editions, please contact MD | Advertising Director Yvonne Shaff +27 (0) 82 903 5641.

YourLuxury November 2025 Edition

FULL PAGE: *R102 622*

DOUBLE PAGE SPREAD: *R205 244*

2025 RATES

FULL PAGE *R59 490*

DOUBLE PAGE SPREAD *R118 980*

OPENING DOUBLE PAGE SPREAD *On Request*

SECOND DOUBLE PAGE SPREAD *R130 880*

THIRD DOUBLE PAGE SPREAD *R130 880*

FULL PAGE NEXT TO CONTENT *R65 440*

FULL PAGE NEXT TO ED'S LETTER *R65 440*

INSIDE BACK COVER *R65 440*

OUTSIDE BACK COVER *On Request*

HALF PAGE HORIZONTAL/VERTICAL *R35 695*

- * Rates exclude VAT.
- * Advertorials: as above.
- * 100% cancellation fee applies should any cancellation be made after booking deadline.
- * Insert price on request.

DELIVERY DETAILS FOR INSERTS:

For attention: Colin Heugh, Goods Receiving Department,
CTP Printers, Boompies Street, Parow East.
Monday - Friday 9am-4pm.

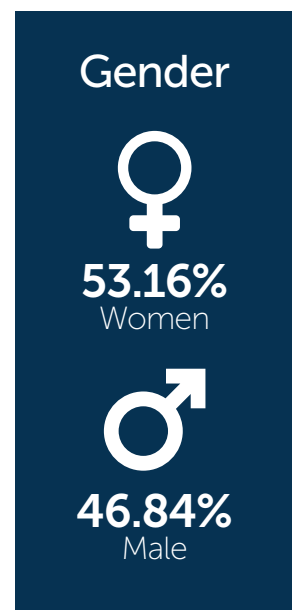


O YOURLUXURY.AFRICA NLINE



TOP INTERESTS

- News & Politics
- Banking & Finance
- Shopping Enthusiasts
- Travel
- Food & Dining



YLA SITE DATA

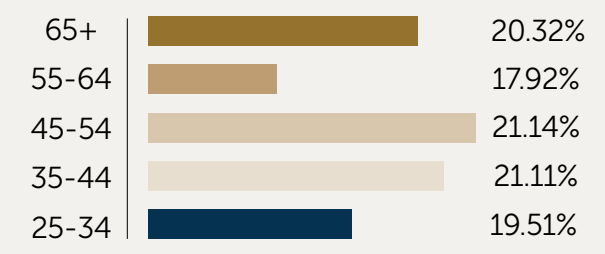
DECEMBER 2024

User Details

	56.8K	Average Unique Browsers
	66.4K	Page Impressions
	8.2K	Insta Fans
	62.8	Mobile Users
	3.7K	Newsletter Subscribers
	201%	Insta Engagements Compared to 2024

Demographics

Age by sessions



ONLINE PACKAGES

YOURLUXURY.AFRICA

1

PACKAGE OPTION 1

Seven days hosting of a Native Article on the homepage for one day and then onto 3 relevant sections for a week. Up to 4 images to be provided, including a video if available. The Article can be provided by the client or put together by the YourLuxury team.

Supported by Social Media:

- 1 @YourLuxuryAfrica Facebook post with article link
- 1 Instagram post on yourluxury_africa

NOTE: this package excludes banner advertising. Rates are quoted net excl agency comm. Please allow for four working days to write, approve and upload a Native campaign.

RATE:

R18 000

(excl vat)

VALUE:

R24 000

(excl vat)

2

PACKAGE OPTION 2

As per option one and including, seven days of 100% sponsorship, of the homepage for one day and onto 3 relevant sections for the week with all advertising space included. Wallpaper to be supplied if available.

Supported by Social Media:

- 1 @YourLuxuryAfrica Facebook post with article link
- 1 Instagram post on yourluxury_africa

NOTE: Rates are quoted net excl agency comm. Please allow for four working days to write, approve and upload a Native campaign.

RATE:

R28 000

(excl vat)

VALUE:

R36 000

(excl vat)



SITE TAKEOVER SPECS



BANNER SIZES

1	Wallpaper:	1350x700px with a 1000px center. JPG under 250kb
2	Top banner size:	728x90/1000x250px
3	Side banner size:	300x600px - JPG or GIF under 250kb
4	Small banner size:	300x250px - JPG or GIF under 250kb
5	Newsletter banner:	581x145px
6	Medium rec for mobile:	300x250px



YOU RLUXURY
AFRICA
Lounge

VIEW SOME OF OUR EVENTS ONLINE



EVENTS

YOURLUXURY.AFRICA/LOUNGE

From intimate brand experiences to direct access to high-net-worth individuals, YourLuxury Africa can design the perfect luxury event for you. Take a look at some of the incredible experiences we have created for our clients.

[CLICK HERE TO VIEW ALL YLA EVENTS ONLINE](#)



YLA LOUNGE

YLA | BMW CELEBRATORY
COCKTAIL EVENING
AT VILLA ARCADIA
3 DECEMBER 2024

[CLICK HERE TO SEE MORE](#)

YLA LOUNGE

PRIVATE CLIENTS BY
OLD MUTUAL WEALTH
COCKTAIL EVENING
23 OCTOBER 2024

[CLICK HERE TO SEE MORE](#)

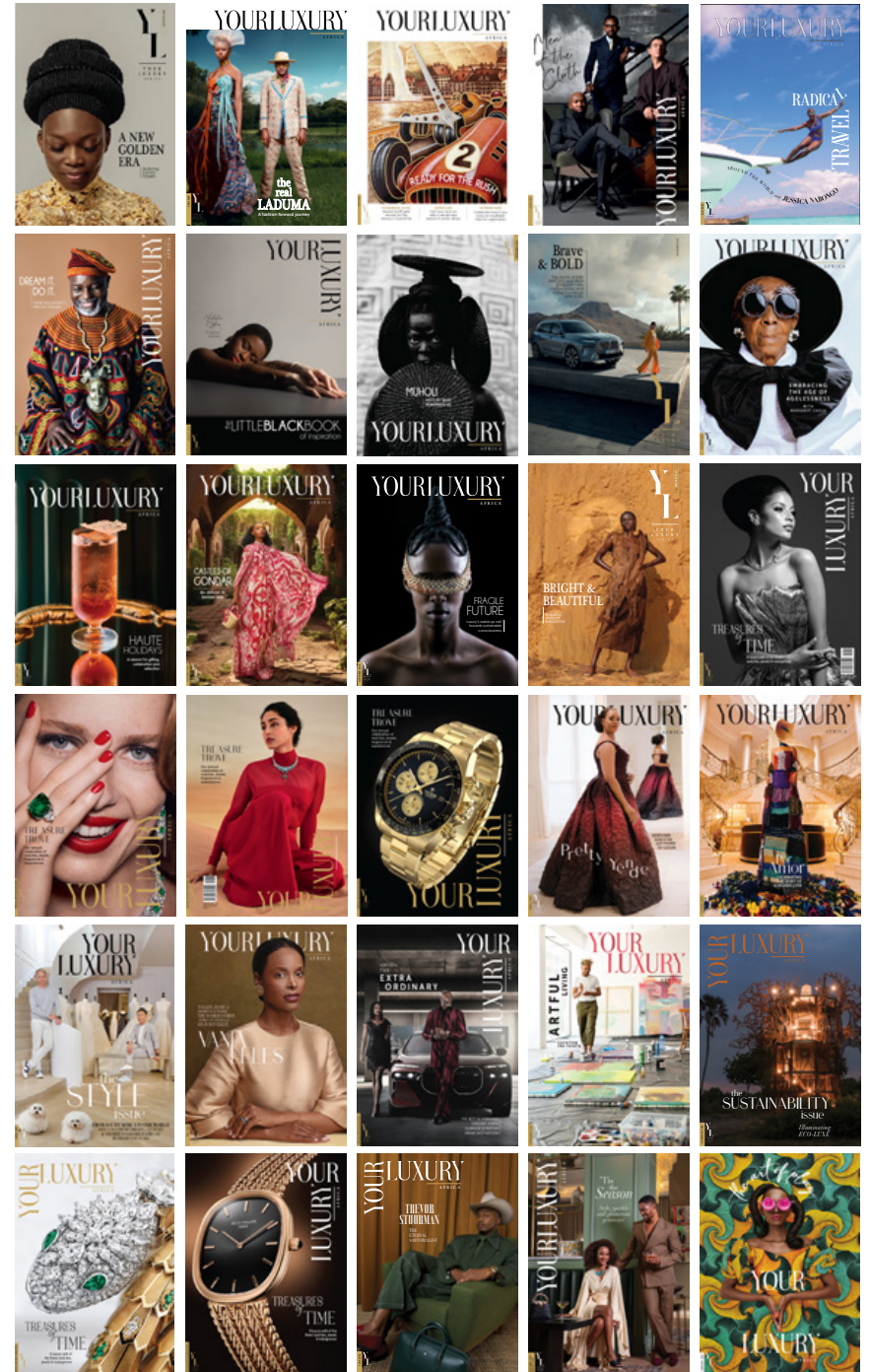


YLA LOUNGE

PANERAI | LOUIS XIII
EVENING EVENT
19 SEPTEMBER 2024

[CLICK HERE TO SEE MORE](#)

OUR COVERS



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