

YOUR LUXURY

AFRICA



MEDIA KIT 2026

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ALL ABOUT US

***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.

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.

CLICK TO JOIN

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



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.

Yvonne Shaff | MD & Advertising Director
yvonne@yourluxury.africa



WHERE TO FIND US ONLINE

The online home of YourLuxury is

WWW.YOURLUXURY.AFRICA

20 000 certified copies of *YourLuxury Africa* are printed and delivered nationwide directly to homes, selected airline lounges, wine estates and five-star hotels, as well as luxury car retailers, embassies, and banks. If you would like to subscribe, please visit yourluxury.africa

Our **weekly newsletter** invites subscribers into the world of luxury with news and stories from around the globe.

Subscribe to our channel on **Youtube** at [@yourluxuryafrica](https://www.youtube.com/@yourluxuryafrica) and follow us on **Instagram** at [@yourluxury_africa](https://www.instagram.com/yourluxury_africa), on **Facebook** at [YourLuxury Africa](https://www.facebook.com/YourLuxuryAfrica) and on **LinkedIn** at [YourLuxury Africa](https://www.linkedin.com/company/YourLuxuryAfrica) where we engage with our followers on a daily basis.



YOURLUXURY AFRICA: 20 000 CERTIFIED COPIES,

printed on 90gsm gloss paper, with cover on 150gsm gloss paper. Distribution includes hand delivery to various homes 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.

PRINT AUDIENCE

20 000 | 19 756**

YOURLUXURY AFRICA
(CERTIFIED PRINT ORDER)
(ABC)

15 325**

BUSINESS DAY (WANTED)
DECLASSIFIED AS WANTED
FREE DISTRIBUTION

14 648**

VAL DE VIE
(CLAIMED PRINT PER ISSUE
PERIOD: 2025-02-01)

13 429**

ASPIRE
(CLAIMED PRINT PER ISSUE
PERIOD: 2025-01-01)

11 516 | 7 520***

FORBES AFRICA

9 972**

PRIVATE EDITION
(FREE)

7 650**

STELLENBOSCH VISIO
(CLAIMED CIRCULATION PER ISSUE;
PERIOD: 1 FEB 2025)

4 434 | 1 535***

GQ

Source ABC's Jul-Sep 2025:

*Sold copy sales incl. subs | **Total incl. free



FASHION & BEAUTY



ART & CULTURE



LIFESTYLE

WEALTH



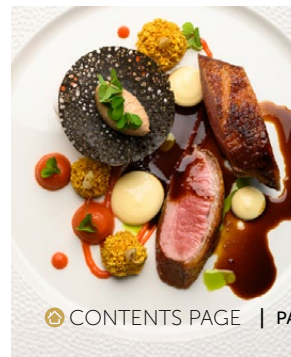
WHEELS, WINGS, WATER



WATCHES & JEWELS

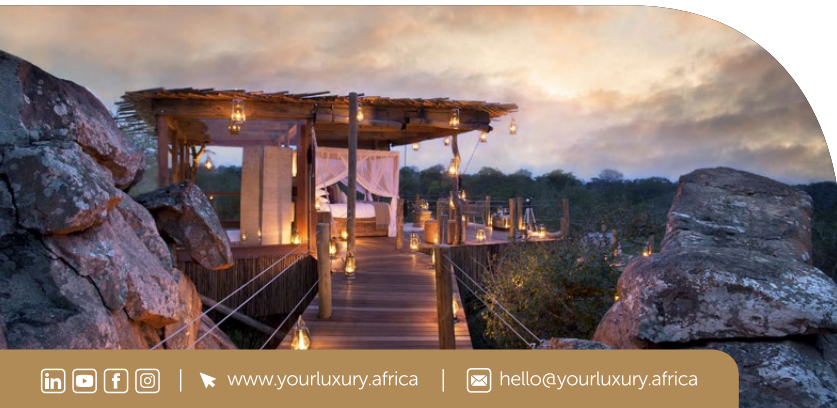


DINING



BRAND PILLARS

TRAVEL



CALENDAR & THEMES 2026



FEBRUARY

CAPE TOWN IN FULL COLOUR

February in the Mother City is a celebration of creativity, culture, and world-class hospitality. As its luxury hotels earn their place among the MICHELIN Key elite, Cape Town once again proves itself to be the beating heart of African style. From the opening of Furniture Week to the crescendo of the Investec Cape Town Art Fair, the city transforms into an open-air gallery of inspiration – a place where food, travel, art, and design merge in perfect harmony.

PUBLICATION	ADVERTORIAL	ATL BOOKING	MATERIAL
TUES 10 FEB	WED 07 JAN	FRI 09 JAN	THUR 15 JAN

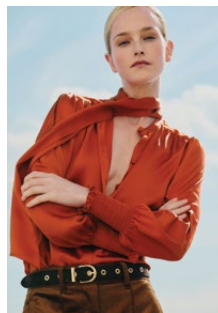


MARCH

THE TASTEMAKERS

Bold, discerning, and unapologetically original – this issue salutes the individuals shaping the way we eat, dress, and experience luxury today. From culinary innovators and cultural curators to style leaders and design visionaries, we uncover what defines their taste, the stories behind their influence, and how their choices signal what's next in sophisticated living. Discover the pan-African creatives rewriting the rules and setting new benchmarks for refinement, authenticity and allure.

PUBLICATION	ADVERTORIAL	ATL BOOKING	MATERIAL
TUES 10 MAR	WED 11 FEB	MON 16 FEB	THUR 19 FEB



APRIL

AUTUMN/WINTER TRENDS

This season is all about intelligent layering, sculptural silhouettes and pieces designed to elevate rather than overwhelm. We decode Autumn/Winter's essential trends – from impeccable tailoring and textured knits to modern outerwear, elevated leather and cool-weather beauty looks. Whether you're wintering in the city or escaping to somewhere crisp and cinematic, this issue brings together the style, destinations and wellness rituals that define an effortlessly polished cold-season wardrobe.

PUBLICATION	ADVERTORIAL	ATL BOOKING	MATERIAL
TUES 7 APRIL	WED 04 MAR	WED 18 MAR	THUR 19 MAR

CALENDAR & THEMES 2026



MAY

SPORT LUXE

Elegance meets adrenaline in an issue dedicated to the world where luxury and sport intertwine. From the athletes who command stadiums and social conversations to the brands elevating sporting heritage into coveted style, this edition celebrates power, precision and the enduring glamour of competition.

Whether you're courtside, trackside or simply inspired by the energy of the season, expect a masterclass in refined sporting influence.

PUBLICATION	ADVERTORIAL	ATL BOOKING	MATERIAL
TUES 05 MAY	WED 01 APR	WED 15 APR	THUR 16 APR



JUNE

THE GENTLEMAN'S EDIT + WATCHES & WONDERS

Considered, cultured and impeccably attuned to detail – this issue is a modern guide to the gentleman's world. From tailoring with quiet confidence to fragrances, grooming, technology and spirited pursuits, we map out what defines contemporary masculine elegance. It's an invitation to refine, refresh and rediscover the pleasures of a well-curated life.

WATCHES & WONDERS

Straight from Geneva, we bring you unparalleled access to the most coveted horological releases and the stories behind them. Expect a dedicated section with first-hand impressions, emerging trends, standout complications, and the maisons setting the pace for 2026.

It's your essential annual digest of craftsmanship, innovation and the art of time.



PUBLICATION	ADVERTORIAL	ATL BOOKING	MATERIAL
TUES 09 JUN	WED 06 MAY	WED 20 MAY	THUR 21 MAY

CALENDAR & THEMES 2026



JULY

TRAVEL + BEST OF BRITISH

This edition takes you across continents and into both iconic and little-known spaces, celebrating travel as the ultimate expression of freedom and restoration. From breathtaking African wilderness experiences to refined global escapes, we spotlight the destinations, design-focused stays and cultural encounters that feed the imagination and replenish the spirit.

BEST OF BRITISH

In a special focus, we celebrate the quintessential British touch – from heritage craftsmanship to luxury brands shaping contemporary culture. A curated homage to excellence, eccentricity and enduring English charm.

PUBLICATION	ADVERTORIAL	ATL BOOKING	MATERIAL
TUES 07 JUL	WED 03 JUN	WED 17 JUN	THUR 18 JUN

AUGUST

TIMELESS

A celebration of the pieces, places and people that transcend eras. This issue honours enduring luxury in all its forms – from heirloom jewellery and heritage timepieces to architecture, craftsmanship and personalities whose influence only deepens with time.

We explore why certain designs become perennial favourites, how investment pieces earn their place in history, and what it means to cultivate a life marked by quiet sophistication rather than passing trends.

Discover the elegance of longevity – where restraint becomes a statement and timelessness, a way of living.

PUBLICATION	ADVERTORIAL	ATL BOOKING	MATERIAL
TUES 04 AUG	WED 08 JUL	WED 15 JUL	THUR 16 JUL

CALENDAR & THEMES 2026



SEPTEMBER

THE DESIGN ISSUE

Our annual design showcase returns with a bold exploration of the innovators defining contemporary luxury across Africa and beyond. From visionary architects and interior designers to artisans, fashion houses and the makers shaping the objects we covet, this issue unpacks the power of intentional creation.

We delve into the philosophies driving modern craftsmanship, spotlight sustainable materials and celebrate the aesthetic languages that are influencing what beautiful living looks like today in Africa. This is the art of considered living – thoughtful, tactile and profoundly human.

PUBLICATION	ADVERTORIAL	ATL BOOKING	MATERIAL
TUES 08 SEP	WED 05 AUG	WED 12 AUG	THUR 13 AUG

OCTOBER

SPRING/SUMMER TRENDS + LA DOLCE VITA

A vibrant guide to the season ahead, infused with the irresistible spirit of La Dolce Vita. Expect breezy silhouettes, sunlit beauty, standout accessories and warm-weather essentials designed to elevate every moment – from lunch on a terrace to evenings along the coast.

We explore the destinations capturing the imagination this season, the fragrances that bottle sunshine, the palettes that define effortless glamour, and the designers bringing Mediterranean joy to contemporary style.

It's a celebration of colour, confidence and personal style.

PUBLICATION	ADVERTORIAL	ATL BOOKING	MATERIAL
TUES 06 OCT	WED 09 SEP	WED 16 SEP	THUR 17 SEP

CALENDAR & THEMES 2026



NOVEMBER

SUSTAINABILITY

Where conscious luxury meets future-minded innovation. This issue examines how pioneering brands across fashion, travel, beauty, design and automotive culture are reframing sustainability as a mark of true refinement.

From regenerative materials and circular craftsmanship to low-impact escapes and ethically driven ateliers, we spotlight the ideas shaping a more responsible tomorrow. Here, sustainability isn't a compromise – it's a new definition of luxury, where excellence and ethics coexist with seamless intention.

PUBLICATION	ADVERTORIAL	ATL BOOKING	MATERIAL
TUE 10 NOV	WED 07 OCT	WED 14 OCT	THUR 15 OCT



DECEMBER/JANUARY

THE CELEBRATION ISSUE + WATCHES & JEWELS SPECIAL EDITION

Our bumper festive edition brings together the finest expressions of luxury living for the season. Think beautifully curated gifting, elevated entertaining, holiday fashion, sparkling jewellery, horological highlights and destination inspiration for an unforgettable summer break.

WATCHES & JEWELS SPECIAL EDITION

We showcase the standout watches and jewels of the year, the artisans behind them, and the timeless allure they carry into every celebration. This sophisticated edit is made for indulgence – a shimmering finale to the year and an inspired start to the next.

PUBLICATION	ADVERTORIAL	ATL BOOKING	MATERIAL
TUE 08 DEC	WED 04 NOV	WED 18 NOV	THUR 19 NOV

PAGE SPECS

MATERIAL DETAILS

IMPORTANT SPECS TO NOTE:

- * 300 DPI PDF (please insure that all images used to make up the ad are 300dpi high res images)
- * NO printer marks at all (this included trim as well as bleed marks)
- * 5mm bleed all around the ad (even though there are no bleed marks)
- * ALL black text must be made up of 100% black (100K) and NOT CMYK
- * ALL black QR codes must be made up of 100% black (100K) and NOT CMYK
- * ALL black logos must be made up of 100% black (100K) and NOT CMYK

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.



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%. Grey component replacement (GCR). Dot gain: 23%. 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.

2026 RATES

FULL PAGE:

R62 464

OPENING DOUBLE PAGE SPREAD

R149 919

THIRD DOUBLE PAGE SPREAD

R137 424

FULL PAGE NEXT TO ED'S LETTER

R68 712

OUTSIDE BACK COVER

R74 960

DOUBLE PAGE SPREAD:

R124 928

SECOND DOUBLE PAGE SPREAD

R137 424

FULL PAGE NEXT TO CONTENT

R68 712

INSIDE BACK COVER

R68 712

HALF PAGE HORIZONTAL/VERTICAL

R37 480

* Rates exclude VAT.

* Advertorials: as above.

* Insert price on request.

* 100% cancellation fee applies should any cancellation be made after booking deadline.

SPECIAL EDITION

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

**DEC / JAN & JEWELS & WATCHES FLAGSHIP EDITION:
DECEMBER 2026**

YourLuxury Africa's annual flagship glossy showcases the world's finest brands in one luxurious space.

PRICE ON REQUEST

For enquiries, custom publishing and other special editions contact:
MD | Advertising Director Yvonne Shaff +27 (0)82 903 5641



DELIVERY DETAILS FOR INSERTS:

Monday - Friday 9am-4pm.

For attention: Zel-Marie Snowdon and Wadia Eksteen,
CTP Printers, Boompies Street, Parow East.

SITE DATA

YLA ONLINE



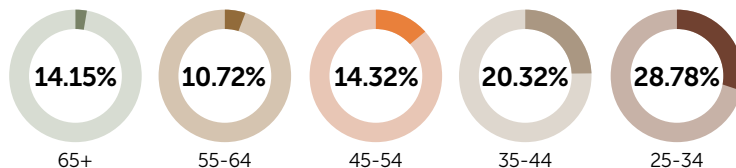
Yourluxury.Africa

DECEMBER 2025

[in](#)
[v](#)
[f](#)
[@](#)
 | 📍 www.yourluxury.africa
 | ✉ hello@yourluxury.africa

Demographics

Age by sessions



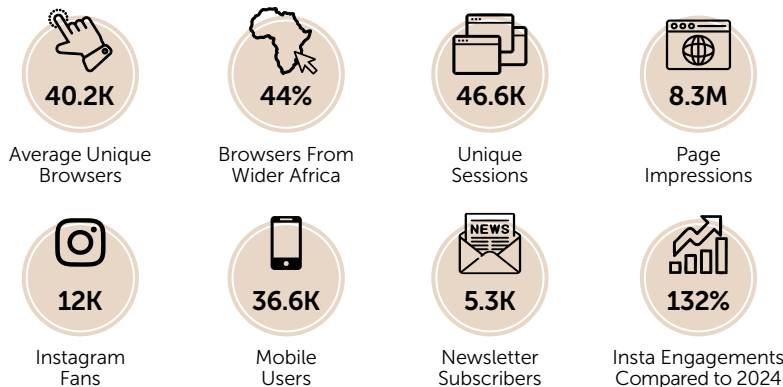
Gender



Top Interests

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

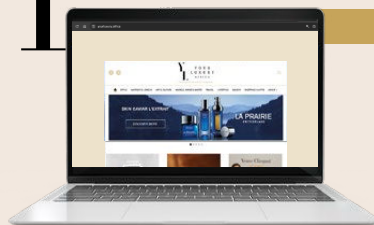
User Details



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

RATE: R18 900
(excl vat)

VALUE: R25 200
(excl vat)

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.

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

RATE: R29 400
(excl vat)

VALUE: R37 800
(excl vat)

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

3



PACKAGE OPTION 3

Social Media ONLY:

- 1 @YourLuxuryAfrica FB and IG post/reel plus stories.



RATE: R12 400
(excl vat)

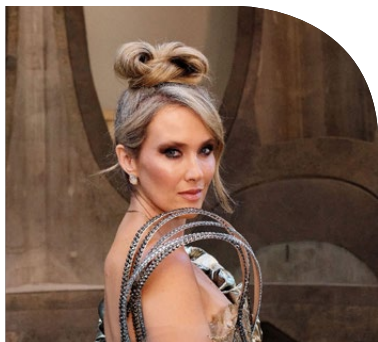
SITE TAKE OVER SPECS



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





YLA 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 EVENTS](#)

YLA X CHANEL
CAPE TOWN
7 NOVEMBER 2025
[CLICK TO VIEW GALLERY](#)

YLA X THE ART OF TIME
JOHANNESBURG
17 SEPTEMBER 2025
[CLICK TO VIEW GALLERY](#)

**YLA X PRIVATE CLIENTS BY OLD
MUTUAL WEALTH – STRAUSS & CO**
JOHANNESBURG
13 AUGUST 2025
[CLICK TO VIEW GALLERY](#)

YLA X MEMO DINNER
CAPE TOWN
30 JULY 2025
[CLICK TO VIEW GALLERY](#)

ZEITZ MOCAA GALA 2025
CAPE TOWN
21 FEBRUARY 2025
[CLICK TO VIEW GALLERY](#)

MINESHIFT 2025
CAPE TOWN
2 FEBRUARY 2025
[CLICK TO VIEW GALLERY](#)



OUR COVERS

CLICK ON THE COVERS BELOW
TO VIEW THE FULL ISSUE ONLINE





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