

**ROXI NEWHAM-BLAKE**  
ART DIRECTOR + DESIGNER  
**EDITORIAL + PACKAGING**

# PACKAGING

Client: **Learn To Lead :: Training Game**



Client: **African Craft Gin**



Client: **Kahvé Road**

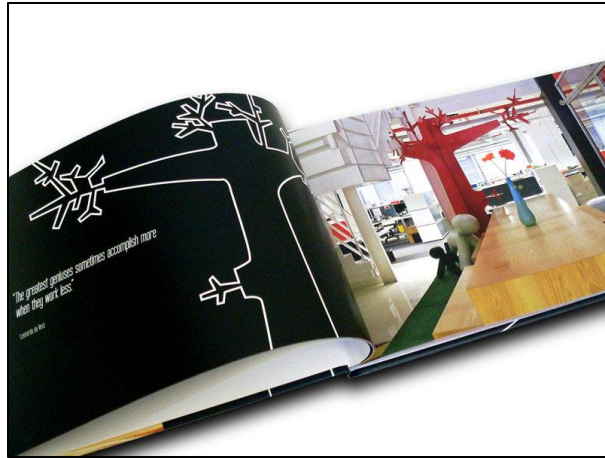
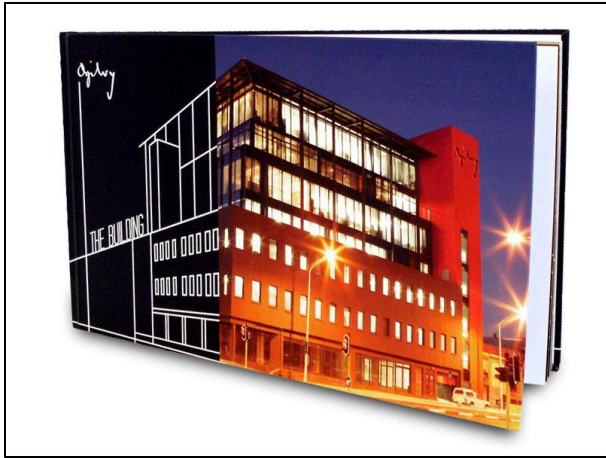


Client: **Unity Body Care (concept work)**



# EDITORIAL & LAYOUT DESIGN

Client: **Ogilvy :: In-house Coffee Table Book**



Client: **Dunes Restaurant :: Logo + Menus**



# EDITORIAL & LAYOUT DESIGN

Client: **The Butcher Man :: Posters**



Client: **Sticky Fingers BBQ :: Menus**



Client: **BioVac :: Posters**



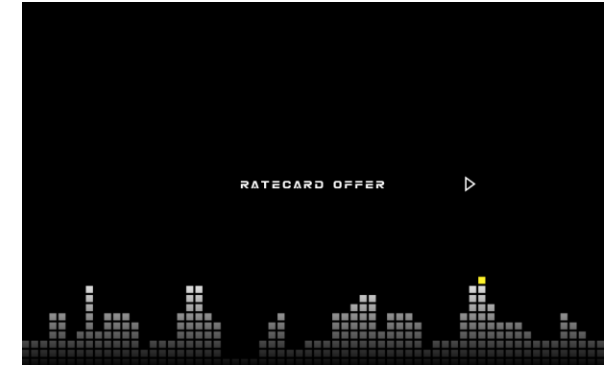
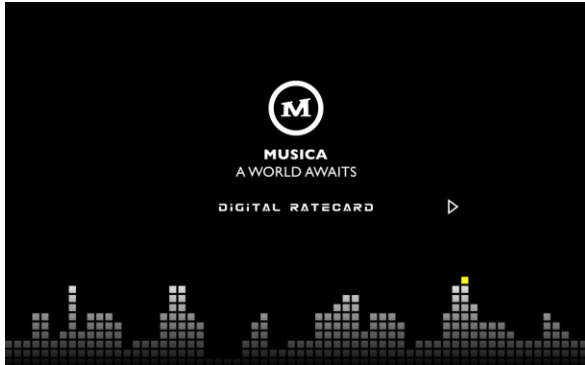
Client: **The Mandela Legacy :: Flyer**





# EDITORIAL & LAYOUT DESIGN

Client: **Musica :: Rate Card**



PROMOTE YOUR NEW RELEASES OR CAMPAIGNS BY BOOKING THE BACKGROUND OF THE WEBSITE.

**MAIN WEBSITE BACKGROUND**  
RATE: **R150 CPM**  
Creative specs and requirements:  
Campaign title  
Takeover background image size: 1800px (width) x 760px (height)  
Site takeover background colour  
Click-through URL  
Material deadline: 14 working days before live date  
\*All rates are based on material supplied, include agency commission and exclude VAT.

FEATURE YOUR NEW PRODUCT AT THE VERY TOP OF ANY OF THE SITE CATEGORIES.

**CATEGORY BANNER**  
RATE: **R100 CPM**  
Creative specs and requirements:  
Category banner images  
Format: jpg, Max 50kb  
Dimensions: Desktop: 940px x 275px  
Tablet: 500px x 275px  
Mobile: 400px x 275px  
Click-through URL  
Material deadline: 14 working days before live date  
\*All rates are based on material supplied, include agency commission and exclude VAT.

BOOK MAXIMUM EXPOSURE ON THE FEATURED HOMEPAGE BANNER.

**FEATURED BANNER**  
RATE: **R100 CPM**  
Creative specs and requirements:  
Featured banner title  
Featured banner images  
Format: jpg, Max 50kb  
Dimensions: Desktop: 1180 x 400px  
Tablet: 760 x 400px  
Mobile: 490 x 400px  
Click-through URL  
Client can select a product to display on the banner (optional)  
Material deadline: 14 working days before live date  
\*All rates are based on material supplied, include agency commission and exclude VAT.

STANDARD DISPLAY ADVERTISING

**1. LEADERBOARD**  
RATE: **R200 CPM**  
Creative specs and requirements:  
Format: jpg, gif or .swf, Max 29kb  
Dimensions: Leaderboard: 720px (width) x 90px (height)  
Sidebar: 160px (width) x 600px (height)  
Click-through URL  
Material deadline: 14 working days before live date  
\*All rates are based on material supplied, include agency commission and exclude VAT.

INCREASE PRODUCTS SALES BY FEATURING YOUR CUSTOM PRODUCT PROMOTION (EXCLUSIVE TO BRANDS STOCKED IN MUSICA)

**CUSTOM PRODUCT PROMOTION**  
RATE: **R15 000 PER WEEK**  
Creative specs and requirements:  
Product Promotion  
Promotion title  
Product Promotion Banner Image  
Dimensions: 180px (width) x 175px (height)  
Product Promotion Images  
Dimensions: Desktop: 770px (width) x 90px (height)  
Tablet: 500px (width) x 90px (height)  
Mobile: 400px (width) x 175px (height)  
List of products to feature in the promotion  
Material deadline: 14 working days before live date  
\*All rates are based on material supplied, include agency commission and exclude VAT.

BOOK AN IN-STORE, ONLINE OR FACEBOOK COMPETITION TO ENGAGE OUR CUSTOMERS

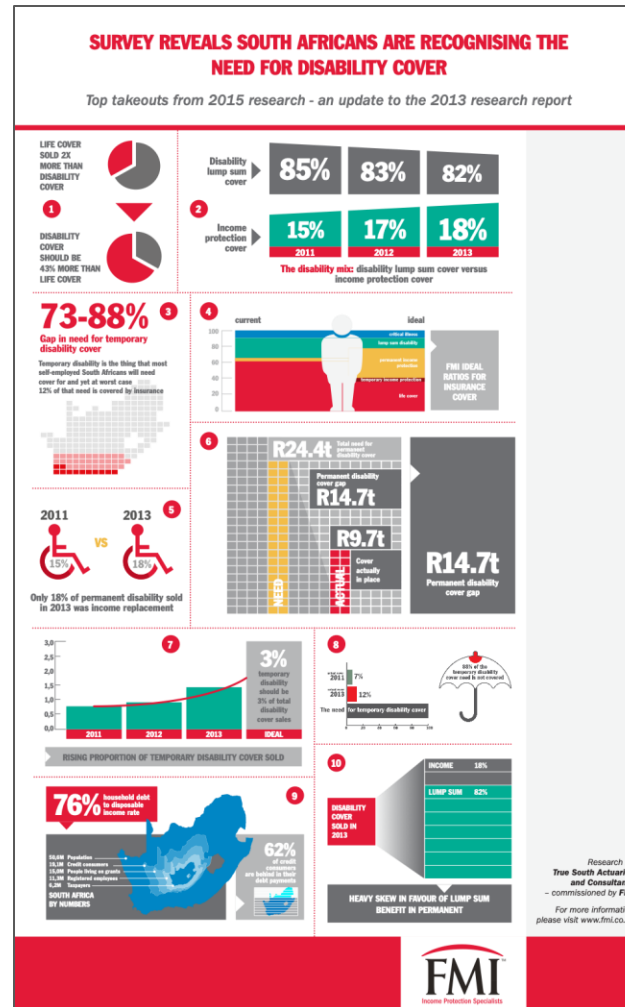
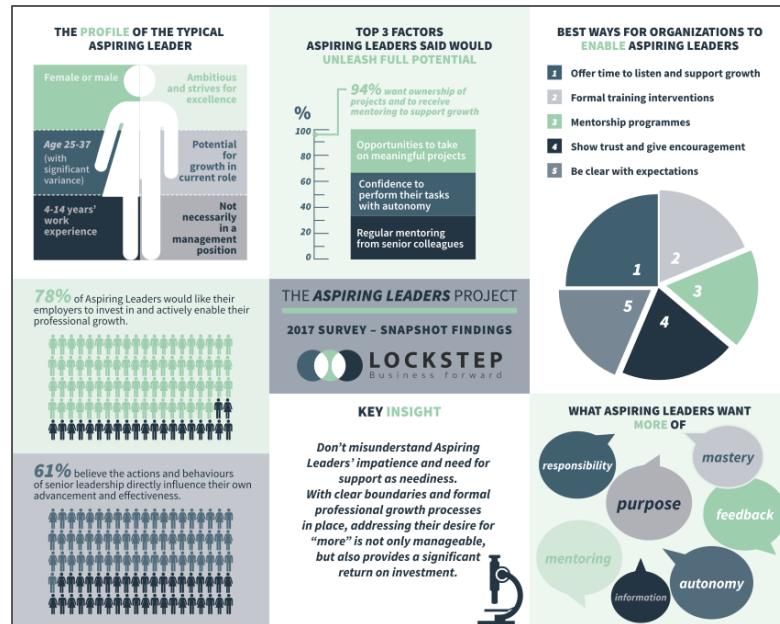
**COMPETITION**  
RATE: **R15 000**  
Creative specs and requirements:  
Supplied Copy  
Suitable prize  
Terms and Conditions  
Featured image dimensions: 480px (width) x 212px (height)  
Material deadline: 14 working days before live date  
\*All rates are based on material supplied, include agency commission and exclude VAT.

WE'LL FEATURE YOUR BRAND AND LOGO ON EVERY PAGE FOR INCREASED RESPONSE RATES

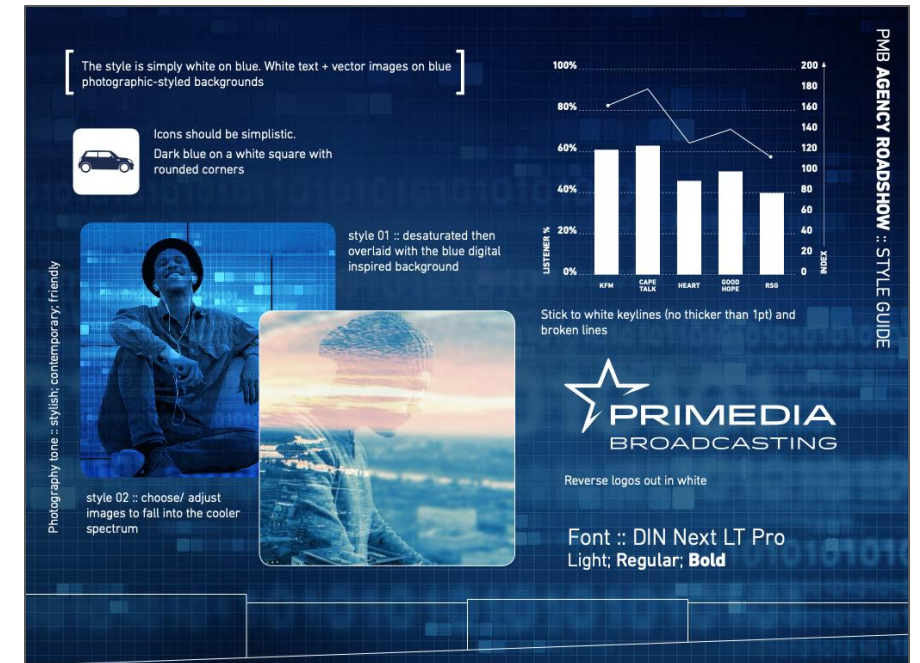
**BRAND LOGO FEATURED IN HOMEPAGE BRANDS LIST**  
RATE: **Brand logo R10 000 (fixed fee monthly)**  
Creative specs and requirements:  
Logo  
Logo dimensions: 103px (width) x 50px (height)  
Material deadline: 14 working days before live date  
\*All rates are based on material supplied, include agency commission and exclude VAT.

**CONTACT US**  
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021 458 5904

## Infographics



## Client: **Primedia Broadcasting** :: Style Guide Snapshot



# EDITORIAL & LAYOUT DESIGN

Client: **Beauty South Africa :: Credentials & Pitch Deck**

## CREDENTIALS 2015

Beauty SOUTH AFRICA.COM

### BEAUTY NEWS

UNBIASED REVIEWS  
AMAZING HOW-TO'S

Beauty SOUTH AFRICA.COM | credentials 2015

### NOT JUST A BEAUTY WEBSITE, A PRE-SHOP BEAUTY SPOT

BeautySouthAfrica speaks to **women between the ages of 18 and 40** who want to make the best, most informed choices about **beauty product purchases**. BSA, the community of women who engage with us, and our panel of experts, help them make choices about their individual beauty needs.

**The winning formula:**

- Clearly defined hubs to find advice to solve every beauty problem
- Service journalism: **2 000+** products listed and reviewed

**Engaged community:**

- Real reviews by real women in the **Beauty Network**
- 360 degrees of engagement: **Facebook, Twitter, Instagram, workshops** and activations

BEAUTY SOUTH AFRICA  
YOUR PRE-SHOP BEAUTY STOP

Beauty SOUTH AFRICA.COM | credentials 2015

### THE BSA HUBS

PRODUCTS	MAKE-UP	SKIN AND BODY
HAIR & NAILS	HEALTHY LIVING	FRAGRANCE
HOW-TO	ASK THE EXPERTS	WIN

Beauty SOUTH AFRICA.COM | credentials 2015

### SERVICE JOURNALISM

Over **2000** beauty products reviewed by BSA and our readers are listed.

Beauty SOUTH AFRICA.COM | credentials 2015

### ENGAGED COMMUNITY

- BSA has over **22 000** registered **Beauty Network** members
- This community of BSA readers regularly interacts on the website through **comments and reviews**
- As readers review and engage, they are awarded **loyalty points**
- For readers who earn the most points are sent **new products to test and review**

Beauty SOUTH AFRICA.COM | credentials 2015

### 360° OF ENGAGEMENT

Beauty SOUTH AFRICA.COM | credentials 2015

### THE BSA READER

age 20-35: **66.74%**  
black readership: **18%**  
location (JHB, CT, DBN): **83%**  
monthly beauty spend (R150 - R1 000): **24%**  
purchasing habits: **79.16%** in a day are likely to purchase if they have sampled a product

Beauty SOUTH AFRICA.COM | credentials 2015

### THE BIGGEST BEAUTY WEBSITE FOR SA WOMEN

Unique visits: **66 538**  
page views: **152 290**  
pages viewed per visit: **2.29**  
average visit duration: **02:16 minutes**

Beauty SOUTH AFRICA.COM | credentials 2015

### SOCIAL MEDIA

"A brand is no longer what we tell the consumer it is, it is what consumers tell each other it is." - Scott Cook

facebook: **53 047**  
instagram: **2 634**  
twitter: **11 895**  
pinterest: **2 647**

Beauty SOUTH AFRICA.COM | credentials 2015

### EDITORIAL OPPORTUNITIES

**Product listing**  
Send your new launches or existing products to BSA to be reviewed

**Beauty news**  
Send BSA your press releases and engage with them at beauty launches so we can share your news with our readers

Beauty SOUTH AFRICA.COM | credentials 2015

### COMMERCIAL OPPORTUNITIES

**Display Advertising**  
Leaderboards

**Unique Brand Pages**  
Allow us to create your unique brand page with your products listed (including pricing, availability and reviews).

**Trial Teams**  
Brands can connect with our readers through targeted Trial Teams. Products reviewed by our Beauty Network members will be loaded onto your brand page

**Branded E-Newsletters**  
Speak directly to our 14 000+ newsletter subscribers. BSA will create an exclusive mailer for your brand, or book a banner placement on the monthly editorial newsletter showcasing the latest news on BSA

Beauty SOUTH AFRICA.COM | credentials 2015

### COMMERCIAL OPPORTUNITIES

**Competitions**  
Run a competition on BSA's most popular content category

**Events / Activations / Workshops**  
The possibilities are endless! Whether it's providing readers for your event, or the creation of a brand-specific event, you can reach BSA members that match your target audience

**Videos**  
Tap into our dedicated BeautySouthAfrica YouTube Channel. We can provide you with sponsored video production service and hosting

**Social Media**  
Whether it's building a mini microsite or encouraging engagement, we'll help your brand go viral

Beauty SOUTH AFRICA.COM | credentials 2015

### HOW WE SHOWCASE LUXURY

- We always take into account the brand's ideals and identity
- We strive to showcase luxury in the best possible format. This may mean styling and photographing stills in a professional studio
- We try to separate high-end luxury from entry-level brands
- We try to showcase beautiful, luxurious products that our readers will aspire to

Beauty SOUTH AFRICA.COM | credentials 2015

### BEAUTYSOUTHAFRICA VIDEOS

Beauty SOUTH AFRICA.COM | credentials 2015

**THANK YOU**