



**EMPRESS  
SOUTH AFRICA  
2020**

**BROCHURE RATE CARD**





# WHAT IS EMPRESS SOUTH AFRICA?

**E**MPRESS SOUTH AFRICA is in its third consecutive year. It is the first & largest online based beauty contest in the world. Empress SA is a powerful influencer network in SA using the Beauty with Brains & Purpose platform. We have over 500 contestants across all South Africa provinces, that were shortlisted from 45,000 applications. We have 3 levels, Contestant, Semi-finalist and finalist. Contestants need to earn points to reach each level. We have a diverse cosmopolitan mix of contestants from all backgrounds, culture and race groups, in all provinces and cities nationally in South Africa. Contestants are given various tasks online singing, modelling, dancing, drama, poetry, public speaking, creating commercials, blogs, etc. These activities are geared around them receiving points to progress in the contest, build their personal brand, develop and grow themselves as influencers, and as a celeb Brand into Leadership, which is part of our Youth Empowerment and Woman Empowerment objectives.

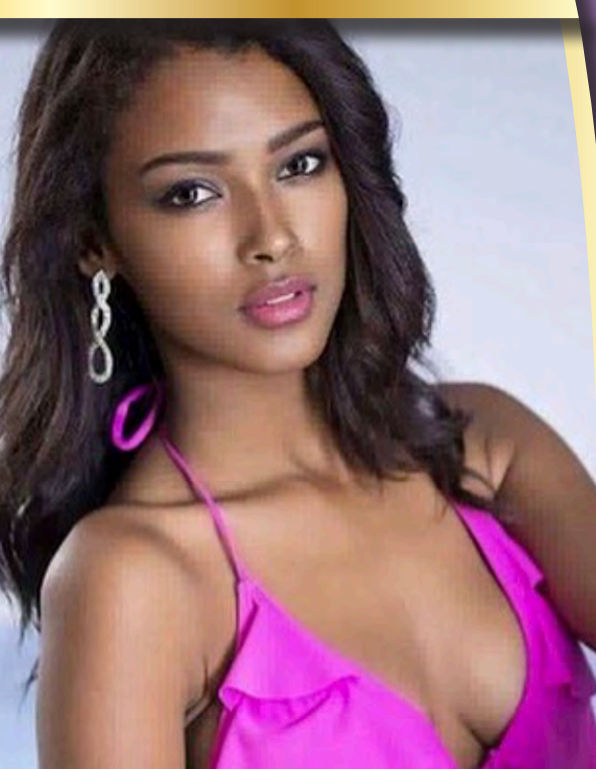
## POWERFUL INFLUENCER NETWORK

This contest will have Finalists called Royal Princesses, from all nine provinces, and from there a winner will be selected at the pageant and crowned EMPRESS SOUTH AFRICA. Our event is scheduled for early 2021, based on Covid 19 developments and lockdown restrictions.

We have expansion plans to grow into Africa and globally. We have done over 2000 media engagements in a short span since inception, reaching a media audience of 35 million. We have received endorsements and shoutouts from hundreds of celebrities across South Africa.

Our online presence is formidable as we have the largest beauty contest facebook group community (over 1/4million). All our contestants have their own EMPRESS SA Instagram and other social media accounts. We are a powerful influencer network across all provinces in the country.

## THE FUTURE OF ONLINE BEAUTY INFLUENCERS IS NOW!



### 1. POWERFUL INFLUENCER ONLINE PRESENCE:

EMPRESS SA has The largest beauty pageant online presence in SA and the African continent:

- Over 1/4 Million members on our [FACEBOOK GROUP](#)
- Over 47,000 followers on EMPRESS SA [FACEBOOK PAGE](#)
- Additional online presence on Instagram (11k followers), Twitter and Youtube
- All contestants have online pages prescribed with a minimum of 500 likes, as well as Instagram and social media accounts. Contestants create fun videos creating ads, motivational videos, dancing, singing, modelling etc.



### 4. TRENDY BRAND PHENOMENON

- EMPRESS SOUTH AFRICA had initially received over 45,000 applications for this contest via. facebook and we have shortlisted to 500 contestants. Our contestants are spread out across all 9 provinces in South Africa. We continue to receive many applications every day, even though entries are officially closed. Contestants are narrowed down from Semi-Finalists to Finalists. EMPRESS SA is a trend setter, and has captivated strong interest from our target audience and all LSM's of society.

### 2. ONE OF THE FASTEST GROWING BRAND IN SA

- EMPRESS SA has received more diverse publicity than any other brand in SA within a short space of time. In the passed 2 years we have done over 2000 media engagements across the country in: Newspapers, Magazines, Online features, Television and Radio. We have received over 35 million audience in media coverage. Our media engagements can be tracked on our @empresssouthafrica Instagram page.

## UNIQUE FACTS ABOUT EMPRESS SOUTH AFRICA

### 5. INNOVATIVE AUDIENCE ENGAGEMENT

- EMPRESS SA is an innovative beauty contest. We have developed two songtracks (UZITHOLE KAHLE and NOTHING CAN STOP ME NOW - by DJ SMOKES, BOSKASIE & JILLZ), which are listed on music stores such as iTunes, Spotify, SoundCloud etc.  
- EMPRESS SA is unique as we have our own online presenters such as Kajal Maharaj, Nicole Bessick, SABC News Anchor, Mahedra Raghunath, Rahul Brijnath,etc,

### 3. CELEBRITY RECOGNITION AND ENDORSEMENTS

- We have received recognition and support from the biggest brands in the country. From International and local Celebrities, Actors, News Anchors, Musicians, Business figures, Sportsmen and women to political figures such as the SA President. Celebrities have sent many shoutout videos to the pageant and our contestants. Our celeb shoutouts and media engagements can be tracked on our Instagram account: @empresssouthafrica



### 6. CUTTING EDGE AND EFFICIENT

- The EMPRESS SA pageant is about Beauty with brains and purpose. Beauty is not just skin deep in EMPRESS SA. We also consider giving back to communities and those in need. We develop our contestants with knowledge, guidance, counselling and support, mentoring and training.  
- We have three levels to narrow down the most competent & dedicated contestants. Each level has points to progress to the next level.  
Our platform used is cutting edge as its based completely online, except for the crowning. This is the first online based beauty contest in the world.



# CELEBRITY ENDORSEMENTS

- EMPRESS South Africa has Received the Support and Endorsements from Local and International Celebrities, Athletes, Politicians , Influencers, Public Figure & Business People
- Celebrities have sent shoutouts to Contestants
- Bonang, Pearl Thusi, Minnie Dlamini, Khanyi Mbau, Bonang Matheba, DJ Black Coffee, DJ Fresh, Danny K and many more

Even the current president Cyril Ramaphosa has personally endorsed us at least four times recently.

- The EMPRESS South Africa Brand is Growing Rapidly and Celebs are Endorsing us
- Bonang, Pearl Thusi, Black Coffee, DJ Fresh, Minnie Dlamini, Khanyi Mbau, Bonang Matheba, Danny K, Khanyi Mbau, Bonang Matheba,

## HUNDREDS OF CELEBRITY ENDORSEMENTS

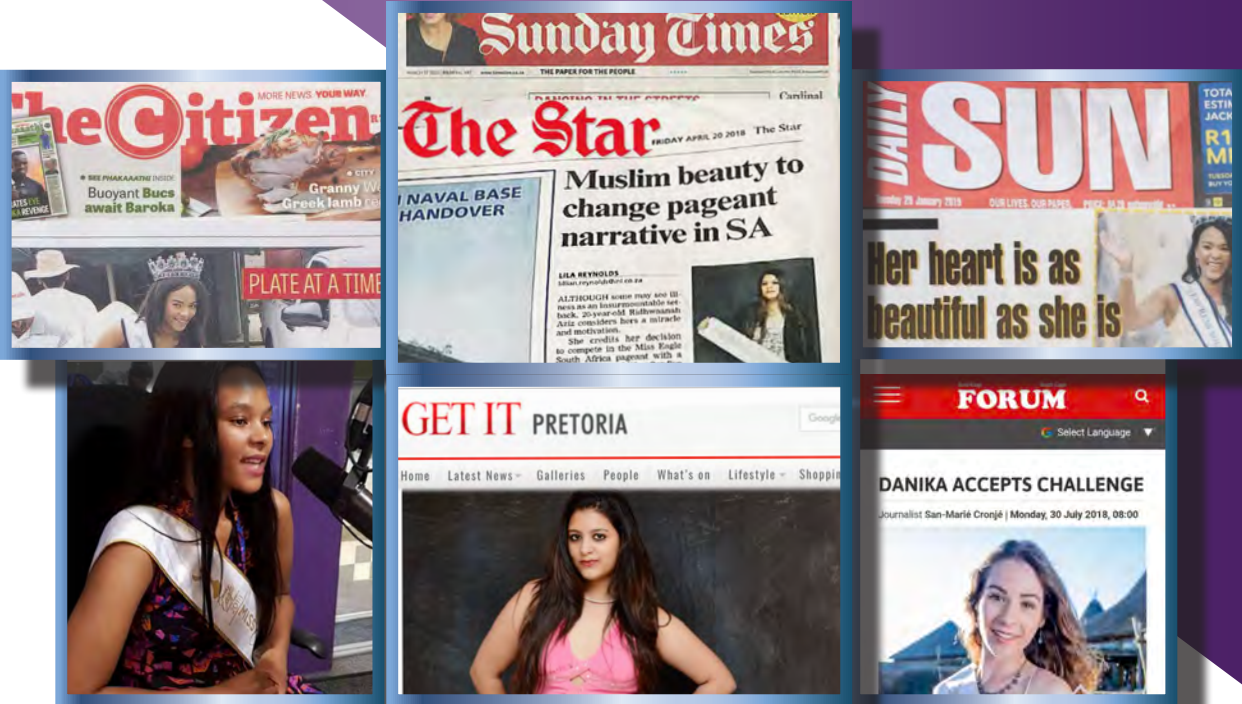
# EMPRESS MAGAZINE

EMPRESS South Africa has launched our annual magazine called EMPRESS. EMPRESS Magazine will feature our current contestants, previous winners and business ads. It will be distributed at the Pageant, and online. Additional Features include Lifestyle, Travel, Beauty, Entrepreneurship and much more.

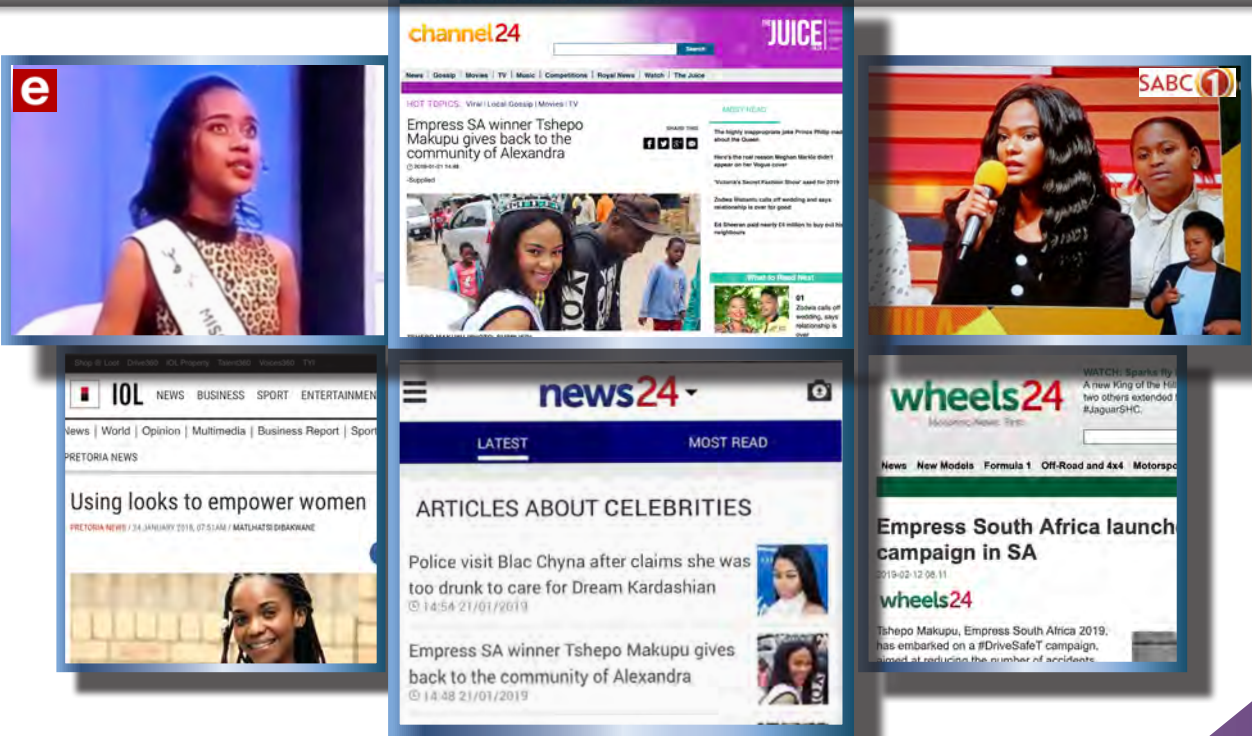


# MEDIA ENGAGEMENTS

RADIO, PRINT, MAGAZINES & NEWSPAPERS, BILLBOARDS, ONLINE & TELEVISION



## FEATURING IN OVER 2,000 MEDIA INTERVIEWS







# SOUND TRACK

## TWO ORIGINAL SOUNDS TRACK

EMPRESS South Africa has two Soundtracks namely

NOTHING by Jillz Boskasie feat. DJ Smokes  
UZITHOLEKAHLE (NDLOVUKAZI) by Iceness feat. Size the Rapper

- Both tracks are inspirational and motivational

- Both tracks can be downloaded from iTunes, Spotify, Soundcloud etc.



## DYNAMIC ONLINE PRESENTERS



EMPRESS South Africa is unique as we have our own online presenters Ipeleng Mokoka and guest presenters such as Nicole Bessick (etv actress on Broken Vows), news anchor Mahendra Raghunath and Rahul Brijnath (ETV).

Delivering content based on the influencer network activities.

A fresh perspective of the online presenter.

## ONLINE PRESENTERS



# PUBLIC SPEAKING

## MOTIVATIONAL SPEAKING AND LIFE COACHING TO TENS OF THOUSANDS OF SOUTH AFRICANS

EMPRESS South Africa Contestants are Ambassadors who Inspire and Impact others, through inspirational and Motivational Talks at Schools and Other Events While Highlighting Topics Close to their Heart. Embodying the spirit of an Eagle, contestants encourage qualities such as leadership in their talks.

## THOUSANDS OF CHARITY INITIATIVES, EVENTS & COMMUNITY WORK THROUGHOUT THE COUNTRY

EMPRESS South Africa Facilitates Numerous Charity & Community Work

- In Partnership with Food For Life South Africa and various charities and NGO's
- Campaigns Such "The Winter Blanket Drive"

-Contestants Have Impacted the Lives of Many Individuals Across the Nation with their Charity & Community involvment

To date, Empress South Africa together with hundreds of contestants have given back over R750k in charity

## COMMUNITY



SA SOCIAL MEDIA %

For South Africa, Facebook is by far the biggest platform, with a penetration rate of 53%. This is followed by LinkedIn (18%), Instagram (9%), Twitter (4%) and Snapchat (3%).

SA INTERNET USERS

In South Africa we have 31.18 million active internet users. 28.99 million active mobile internet users. (Statista,)

SA INTERNET DURATION

South Africans spend an average of 8 hours and 32 minutes on the internet per day via any device. (3 hours and 17 minutes from a mobile device) (We Are Social)

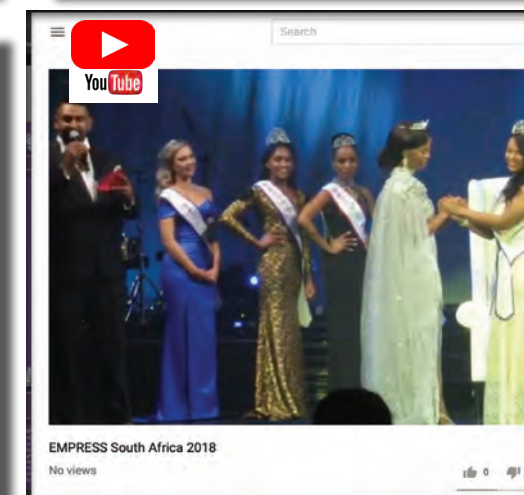
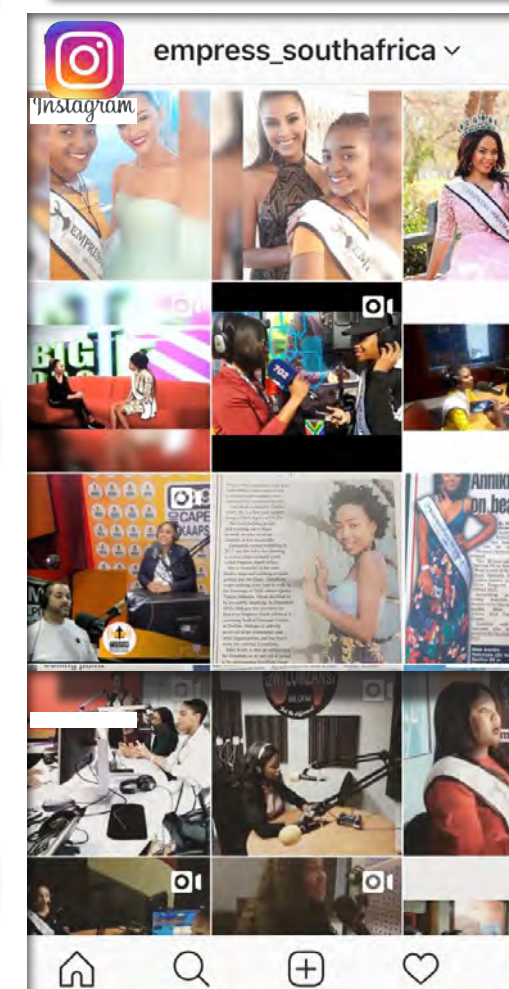
SA SOCIAL MEDIA DURATION

South African social media users spend an average of 2 hours 48 minutes using social media each day via any device (We Are Social)

SA SOCIAL MEDIA %

23million active mobile social media users. In 2018, 34.6% of the population in the country accessed social media. In 2023, this is projected to reach 40.1%(Statista)

# ONLINE & SOCIAL MEDIA



SA SOCIAL MEDIA %

There is an average organic reach of Facebook page posts compared to total page likes of 12 percent in South Africa (We Are Social)

SA INSTAGRAM USERS%

The number of active monthly Instagram users compared to the total population of South Africa is 7% (We Are Social)

SA FACEBOOK USERS%

18million South Africans are monthly active Facebook users. 89% of active South African Facebook users access Facebook via their mobile (We Are Social)





# BENEFITS OF ADVERTISING IN THE EMPRESS SA PAGEANT BROCHURE



Empress South Africa is in its third consecutive year running. The first pageant was held on 17th December 2018 at Suncoast Casino's newly developed Barnyard Theatre. Tshepo Makupu was crowned. The following year in 2019 Annikie Rabohlale, the current reigning Empress was crowned. The pageant was aired on national television via Glow TV. This was the largest national pageant in the history of South Africa featuring 60 delegates from all 9 provinces. This is the most Comprehensive National Beauty contest. The Empress Magazine will be distributed at the pageant on 29 January 2021, subject to Covid 19 developments.



## VALUE ADDED BENEFITS

You advertisement will be in the prestigious pageant Brochure, that will be handed out to guests at the pageant, and businesses. Below is our additional value offering:

- 1. Advertisement will be posted on Empress South Africa Facebook Page (47,000 followers)
- 2. Advertisement will be regularly posted on the Empress South Africa Facebook Group (290000 followers)
- 3. Advertisement will be posted on the official Instagram account @empresssouthafrica (over 11,000 followers)
- 4. The Advertisement will be listed on the [www.empresssa.co.za](http://www.empresssa.co.za) website
- 5. Advertisers will get the added benefit of being listed at the end of the pageant DVD / video and online video credits. This may be submitted to various mediums such as tv shows, youtube etc.
- 6. The online pdf version of the Pageant Brochure will be mass emailed to over 500,000 post the event, as part of our mass email marketing campaigns.
- 7. Business Advertisement to feature in 2020 edition of Empress online magazine.

ROI Engagement= 8 people engagement for every R1 spent  
Ratio = for every R1 investment. R3 return on investment

facebook Page

facebook Group

Video Credit

Instagram

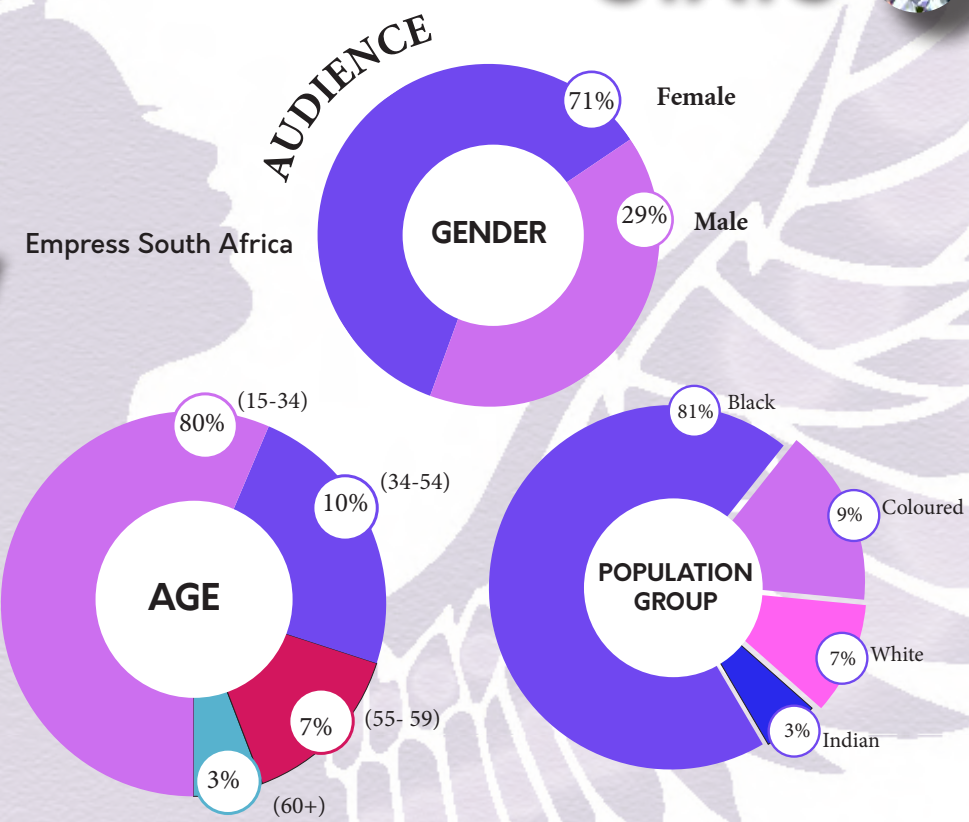
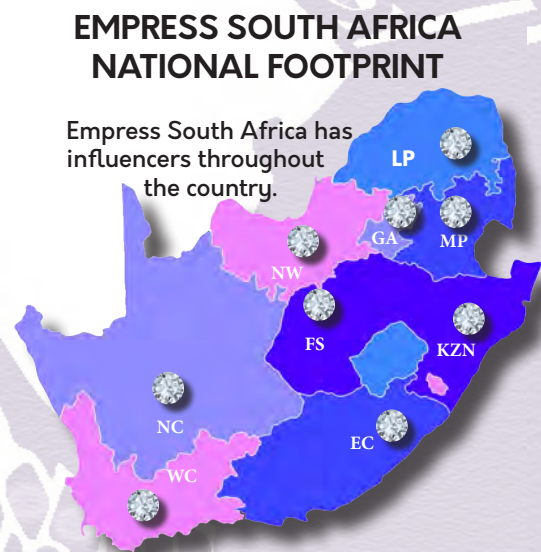
E-Mail

E-Mag

website



## STATS



### SOCIAL MEDIA FOOTPRINT

- Facebook Group: 290k members
  - Facebook Page: 47K followers
  - Instagram: 11.3K followers
  - \*Influencers: 500K followers
- InfluencerNetwork- Each influencer/contestant has their own Facebook Page and Instagram Profile with a combined following of 500k followers

### TRADITIONAL MEDIA FOOTPRINT

- Print Publications: 550 newspapers & magazines
- Radio: 1300 Radio Interviews
- Television: 30 Television Interviews
- Online: 120 online articles in news websites such as News 24, IOL and online magazines

### ADVERTISING COMPARISONS

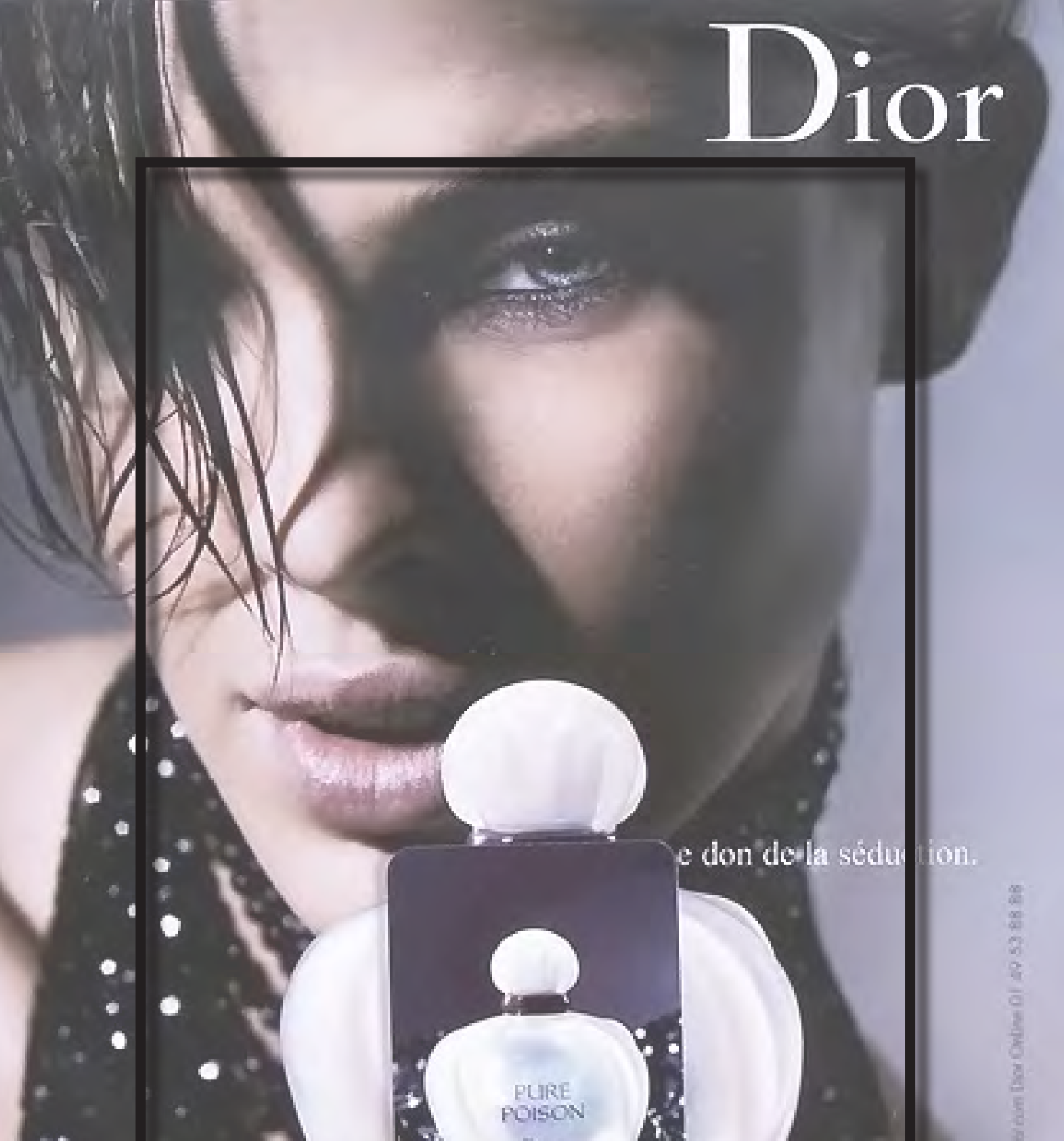
Empress South Africa Vs Facebook Advertising  
Print Advertising  
Radio Advertising

**ROI ENGAGEMENT**  
8 people engagement for every R1 spent  
Ratio = for every R1 investment.  
R3 return on investment

PER RAND VALUE, ADVERTISING WITH EMPRESS SOUTH AFRICA IS HAS A HIGHER VALUE THEN THE OTHER TYPES OF ADVERTISING

**EMPRESS SOUTH AFRICA HAS AN ESTIMATED PUBLICITY VALUE OF R35 MILLION**





# Dior

le don de la séduction.

01 49 53 88 88

**Full Page Advert:**  
**R9 800**

\*Sizes may vary or reduce on the actual print publication)

All prices ex VAT

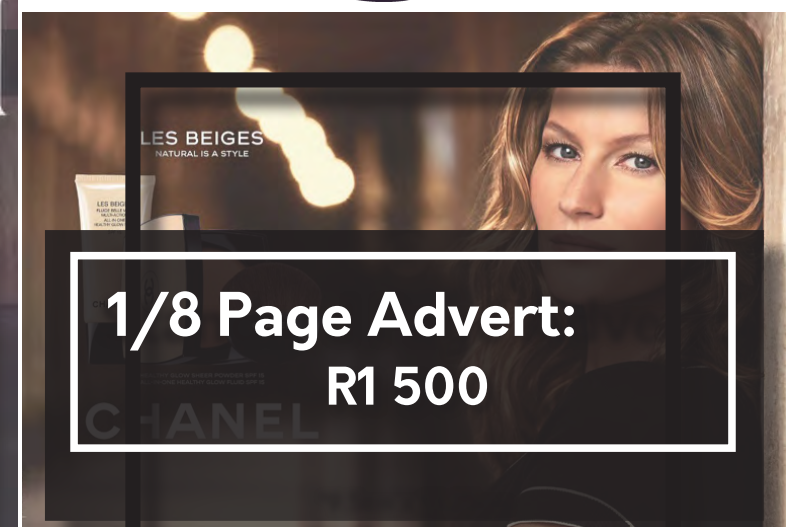


**Half Page Advert:**  
**R5 500**



**Quarter Page Advert:**  
**R2 800**

\*Sizes may vary or reduce on the actual print publication)



**1/8 Page Advert:**  
**R1 500**

All prices ex VAT



## BROCHURE AD EARLY BIRD DISCOUNTED % PRICE

ADVERT PRICE	FULL PAGE	1 / 2 PAGE	1 / 4 PAGE	1 / 8 STD
<b>NORMAL PRICE</b>	<b>R 12,800</b>	<b>R 7,000</b>	<b>R 3,550</b>	<b>R 1,850</b>
<b>DISCOUNT PRICE %</b>	<b>R 9,800</b>	<b>R 5,500</b>	<b>R 2,800</b>	<b>R 1,500</b>
<b>SAVE</b>	<b>(R 3,000)</b>	<b>(R 1,500)</b>	<b>(R 750)</b>	<b>(R 350)</b>

\*Prices Ex Vat

**BOOK NOW! & SECURE YOUR ADVERT IN THE EMPRESS SA PAGEANT BROCHURE.**

**EMPRESS SOUTH AFRICA IS YOUR BEST MARKETING OPTION, AND WE HAVE NOW LAUNCHED A SPECIAL EARLY-BIRD DISCOUNTED RATE, JUST FOR YOU !!!**

**BELOW ARE SOME OF THE FREE BENEFITS ALREADY INCLUDED IN THE BROCHURE AD PRICE:**

1. BROCHURES ADS WILL BE POSTED REGULARLY ON THE EMPRESS SOUTH AFRICA FACEBOOK GROUP (OVER 1/4 MILLION MEMBERS)
2. BROCHURE ADS WILL BE POSTED ON THE EMPRESS SOUTH AFRICA FACEBOOK PAGE (40,000 FOLLOWERS) AND INSTAGRAM (11,300 FOLLOWERS)
3. FREE ADVERTISING LISTING ON THE [www.empresssa.co.za](http://www.empresssa.co.za) WEBSITE
4. FREE ADVERTISING IN PAGEANT DVD/ VIDEO CREDITS
5. BROCHURE AD WILL BE MASS EMAILED TO OVER 500K EMAIL READERSHIP

# EMPRESS SA PAGEANT BROCHURE AD GUIDELINE

1. The advertiser must complete Order Form and submit to: [empresssa@gmail.com](mailto:empresssa@gmail.com) or via. the contestant.
2. The advertiser must also submit the advertisement artwork to: [design@eaglemedia.co.za](mailto:design@eaglemedia.co.za) (ARTWORK MUST BE IN HIGH RESOLUTION 300 dpi JPEG FORMAT. ARTWORK SIZE must be atleast 1 MB.)
3. Thereafter EAGLE MEDIA (EMPRESS SA) will issue an invoice to the advertiser. The advertiser must email Proof of payment to: [empresssa@gmail.com](mailto:empresssa@gmail.com)

### CONTACT US : [empresssa@gmail.com](mailto:empresssa@gmail.com)

Our Sales team will be in contact with you once your email is received.

Our Design team does offer free basic design (with one change). However we recommend the advertiser supply their own artwork. Artwork will be charged at R900 per hour if ads are cancelled after basic design is complete. Order form secured bookings must be paid for in full, in event of cancellation as ad space is reserved.

All advert sales, artwork or payment queries must be emailed to :[empresssa@gmail.com](mailto:empresssa@gmail.com)

An electronic copy of the Brochure ad will be emailed to the advertiser after the pageant.  
All prices ex VAT.

## STANDARD TERMS & CONDITIONS:

EMPRESS SA 2020 is a beauty platform represented for advertisements by EAGLE MEDIA ("Organiser"/"Publisher"):

1. The "advertiser" completing this form is authorised to place adverts for the business/product or service being advertised. This includes artwork and payment.
2. The onus lies on the advertiser to report any errors in the advertisement atleast 4 weeks before publication.
3. Contestants are not remunerated for assisting with Brochure Ads, but are given points for this activity in the contest.
4. All advertisements must be paid promptly in full, within 7 days of completing order form.
5. Advertisement Artwork will only be allowed one change. Recurring changes to the artwork will be billed at R900 per hour.
6. All adverts paid in part or full, will not be refunded. In the event of cancellation from the advertiser, no refunds will

be made, and payments forfeited. There will be no refunds from any changes to the pageant venue, times and dates, nor the type or method of print or errors in the publication.

7. The "organiser" - EAGLEMEDIA (EMPRESS SOUTH AFRICA) reserves the right to amend/change the dates, times and venues regarding the Crowning Pageant event for 29 January 2021. There will be No refunds for these changes.
8. The organiser - EAGLEMEDIA reserves the right to amend or change the type of print paper, brochure size as well as varying the number of copies printed.
9. The advertiser fully indemnifies the publisher and organiser - EAGLEMEDIA and the pageant "EMPRESS SOUTH AFRICA" from any and all claims whatsoever regarding advertisements published in the Brochure Ads.
10. All advertisement queries are confidential and any advert disputes must be resolved with EAGLEMEDIA to avoid reputable damage to the Pageant Brand.
11. Although every effort is made in executing the free online benefits offered, any errors, omissions or changes to them resultant in disputes from them will not constitute refunds nor nullify the advertisement placed for the Brochure Ads.



@empresssouthafrica



Empress South Africa



@empresssouthafrica



[www.empresssa.co.za](http://www.empresssa.co.za)



@misseagles