



RATE CARD 2026/7

WOMANI

UNAPOLOGETICALLY WOMAN

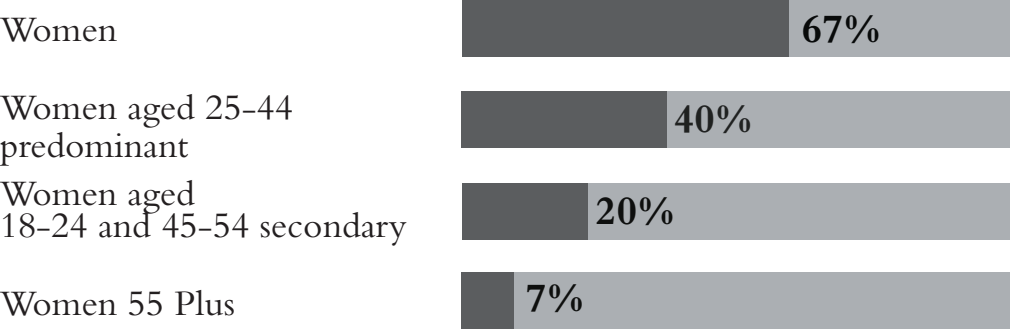
WOMANI

WOMANI Magazine is a contemporary women’s publication dedicated to empowering ambitious, purpose-driven women across South Africa and Africa, and the globe. It celebrates leadership, entrepreneurship, culture, innovation, and personal excellence, showcasing women who are shaping economies, communities, and creative industries.

WOMANI is a platform for bold ideas, authentic voices, and progressive thinking – inspiring women to lead with confidence, intelligence, and impact in business, life, and legacy.

WOMANI, is the vision and legacy of two bold, professional South African women, namely Desireé Johnson, Managing Director/Executive Director/Shareholder and Ingrid Jones, Content Director/Executive Director/Shareholder, who had a vision to start their own media company, Mikateko Media, 18 years ago.

DEMOGRAPHICS



Source: Stats from Facebook, March 2026



“She is not becoming someone new—she is uncovering who she has always been.”

WOMANI Reader: PSYCHOLOGICAL PROFILE

1 Identity & Mindset

- Sees herself as evolving, not fixed
- Values self-awareness, growth, and purpose
- Balances ambition with emotional depth
- Rejects outdated labels of what a woman “should be”

She is not trying to “have it all”—she’s trying to define what “all” means for her

2 Core Motivations

- Empowerment (internal, not performative)
- Independence (financial, emotional, intellectual)
- Meaningful success (not just status-driven)
- Connection (authentic relationships over superficial networks)

3 Emotional Drivers

- Desire to feel seen, heard, and understood
- Navigates imposter syndrome vs. confidence
- Seeks validation from within, but still values recognition
- Often juggling multiple roles (career, family, identity)

4 Values System

- Authenticity over perfection
- Progress over comparison
- Impact over image
- Depth over trend

She is drawn to brands that feel:

- Honest
- Intelligent
- Purpose-driven
- Aesthetically refined but not superficial

5 Content Psychology (What resonates with her)

- She engages most with content that:
- Tells real stories, not just highlight reels
- Offers practical insight + emotional intelligence
- Reflects diverse female experiences
- Encourages self-reflection and growth

Strong hooks:

- “How she rebuilt herself after...”
- “What no one tells you about...”
- “Redefining success on your own terms”

6 Aspirations

- To live a self-directed life
- To build legacy, not just lifestyle
- To be financially secure and emotionally grounded
- To be part of a community of like-minded women

7 Inner Conflicts (Powerful editorial angle)

- Ambition vs. burnout
- Independence vs. loneliness
- Strength vs. vulnerability
- Success vs. societal expectations

This is where your strongest storytelling lives

8 Consumer Psychology

- Buys with intention, not impulse
- Invests in:
- Personal development
- Quality experiences
- Brands aligned with her values
- Responds to storytelling over hard selling



MAGAZINE ADVERTISING RATES & SPECIFICATIONS (Excl. VAT)

MAGAZINE ADVERTISING RATES

Full Page	R20,000
Double Page Spread	R40,000
Half Page	R12,000
Outside Back Cover	R26,000
Inside Back Cover	R22,000
Inside Front Cover	R24,000

Discounts: 2 Issues 10% / 3 Issues 15%

MATERIAL FORMAT

- Advert supplied in PDF/X-la format in high res of 300 dpi and sent via ADSTREAM or MEDIASEND. A digital proof at 100% of the very same PDF/X-la file must be supplied for colour purposes.
- If a colour proof is not supplied the printer/publisher will not accept responsibility for the colour validity of the printed result.
- Convert all type to paths if using Corel Draw, Illustrator etc., or create outlines if using InDesign.
- Note that a fee will be charged to send ads via Adstream or Mediasend.

DISTRIBUTION

Free: The printed version will be limited to Events and Airport Lounges in Gauteng, Cape Town, KwaZulu-Natal.

Sold: The online version will be sold on www.Zinio.com

MATERIAL HANDLING

GLEND KULP
Production Assistant (Material)
073 917 2247
Glenda.Kulp@mikatekomedia.co.za

NEILTON ADAMS
Production Manager
084 587 9007
neilton.adams@mikatekomedia.co.za
For gentle enquiries

ADSTREAM
Danny Hodden
011 799 7846
ads.za@adstream.co.za

MEDIASEND
Technical support
011 712 5700
support@mediasend.co.za

Full PDF can be sent via
WETRANSFER

The Publisher reserves the right, at its sole discretion, to request that any Advertiser vacate or relinquish a cover position or other contractual placement within the Magazine if circumstances require. In such cases, the Publisher will provide notice to the Advertiser and, where applicable, may offer an alternative position or compensation as determined appropriate.

FREQUENCY: 3 ISSUES ANNUALLY

AUGUST 2026 – Women’s Month, South Africa
MATERIAL DEADLINE: 17 JULY 2026

DECEMBER 2026 – Christmas, Festive, Holiday Issue
MATERIAL DEADLINE: 13 NOVEMBER 2026

MARCH 2027 – International Women’s Month
MATERIAL DEADLINE: 12 FEBRUARY 2027

MAGAZINE ADVERTISING RATES & SPECIFICATIONS (Excl. VAT)

MATERIAL SPECIFICATIONS

(HEIGHT X WIDTH) 10MM BLEED

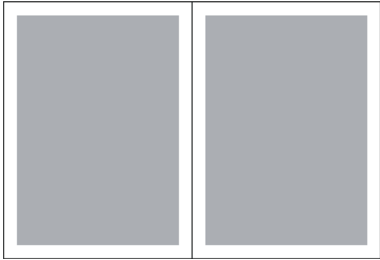
Full page

TRIM: 276mm X 210mm
BLEED: 286mm X 220mm
TYPE: 256mm X 190mm



Double page spread (DPS)

TRIM: 276mm X 210mm (SUPPLY 2 x FP)
BLEED: 286mm X 220mm
TYPE: 256mm X 190mm



Half page horizontal

TRIM: 138mm X 210mm
BLEED: 148mm X 220mm
TYPE: 118mm X 190mm



Half page vertical

TRIM: 276mm X 105mm
BLEED: 286mm X 115mm
TYPE: 256mm X 95mm



Quarter page

TRIM: 138mm X 105mm
BLEED: 148mm X 115mm
TYPE: 118mm X 85mm



WOMANI CONTACTS

ADVERTISING SALES MANAGER MERLE PHILANDER

M: 083 700 2700
E: merle.philander@mikatekomedia.co.za

TAFADZWA SHAYAWABAYA

M: 078 480 5713
E: tafishaya@gmail.com

SALLY YOUNG

M: 082 490 6961
E: sally.youngmm@outlook.com

SIPHESIHLE MAGUBANE

M: 072 152 5842
E: Siphesihle.magubane@mikatekomedia.

GLENDA KULP

M: 073 917 2247
E: Glenda.kulp@mikatekomedia.co.za

BRANDON JOHNSON

M: 083 406 3700
E: Brandon.johnson@mikatekomedia.co.za

BILLY MASEMOLA

M: 071 149 6296
E: masemolabmw@gmail.com

ANGELA DEVENISH

M: 084 408 9120
E: angela-hagemann@outlook.com

GAVIN WILDSCHUTT-PRINS

M: 084 701 2395
E: gavin@gavinprins.co.za

MICHELLE LAWRENSON

M: 074 435 7424
E: lawrensonmichelle@gmail.com



DIGITAL ADVERTISING RATES (Excl. VAT)

COMMUNITY ACCESS

Community Amplification rate for smaller brands or test campaigns

WOMANI		DESCRIPTION	COST PER POST
Facebook	Womani SA	1 post and boosted, 1 day	R2,500
Instagram	@womani_sa	1 post and boosted, 1 day	R2,500

Details: Client to supply high-res image and copy

STANDARD DIGITAL RATES

Advertorial posts	R6,500 – R8,500
Reel/Video	R8,500 – R12,000

Details: Client to supply content and pics and/or video

STRUCTURED PACKAGES

We offer: Editorial storytelling / Brand Integration / Access to curated, high-value audience / Video production with a Brief, for each segment.

Brand Storytelling	Editorial-style Integration	R25,000
Monthly Partnerships	Anchor Clients across Categories – Bespoke content, curated, high value audience	From R75,000 p/m



HOW WE PARTNER WITH BRANDS

Tier 1 | Community Access

For emerging brands and test campaigns

1 x Social post

Light amplification

R2,500

(Limited slots - 4-6 monthly)

Tier 3 | Brand Storytelling

For deeper integration

Campaign-based (once-off OR 1-2 month burst)

1 x Feature post

1 x Reel

1 x Story

R25,000 – R35,000

Tier 2 | Digital Presence

For brands building visibility

1 x Curated post OR reel

Editorial-aligned storytelling

(Once-off OR short burst campaign (2-4 weeks))

R6,500 – R12,000

Tier 4 | Platform Partnership

For anchor clients

Conceptualising and campaign management, end-to-end

Monthly content (4-6 posts)

Reels + Stories

Retainer (monthly partnership - 3-month commitment)

From R75,000 p/m (Quotation to be provided)

WOMANI does not sell posts.

We offer access to a curated, high-value audience within a trusted editorial environment.