



ADVERTISING & MEDIA KIT

Chic-Tribe Digital Magazine

Every brand has a story. Let's tell yours.

2026

At Chic-Tribe Digital Magazine, we don't just advertise brands. We tell stories that inspire, connect and convert.

As a leading South African digital lifestyle publication, we celebrate entrepreneurs, creatives, professionals and brands making an impact across business, beauty, fashion, wellness, entertainment and culture.

Whether you're launching a new business, introducing a product, promoting a service or building long-term brand awareness, we create authentic campaigns that place your brand in front of an engaged and growing audience.

Let's build visibility that lasts.

THE CHIC-TRIBE DIFFERENCE

Why Partner With Us

Our approach goes beyond advertising. We create meaningful brand experiences through strategic storytelling and digital visibility. When you partner with Chic-Tribe, you gain access to:

✦ Editorial storytelling that builds credibility

✦ Website features with long-term visibility

✦ Social media campaigns designed for engagement

✦ Brand interviews and founder stories

✦ Product and service showcases

✦ Event partnerships and media coverage

✦ Tailored campaigns aligned with your business goals

WHO WE REACH

Our Audience

Our readers are ambitious, style-conscious and purpose-driven individuals who value authentic brands and inspiring stories. Our audience includes:

✦ Entrepreneurs and business owners

✦ Professionals

✦ Women in leadership

✦ Creatives

✦ Beauty and fashion enthusiasts

✦ Lifestyle consumers

✦ Students and young professionals

Advertising Packages

Get in touch with our team for full pricing and to find the right package for your brand.

FIRST FEATURE · LAUNCH OFFER

Enquire
once-off

First Feature

Perfect for first-time advertisers, start-ups and small businesses introducing their brand to the Chic-Tribe community

- › One dedicated Instagram or Facebook feature post
- › Business tagged across our social media
- › Call-to-action directing our audience to your page or website

A social feature, not a website listing. Chic-Tribe is a media house, not a directory. Available to businesses booking their first feature with us. Limited to one booking per business. Subject to availability.

TIER I

Enquire
featured 30 days

Micro

For start-ups, side hustles and small businesses looking to build visibility

- › Short written spotlight on our website (100–150 words), not just a listing
- › One social media post
- › Website backlink
- › Call-to-action directing readers to your business
- › Website spotlight live for 30 days

Best for: mobile-based businesses, side hustles, single-person brands

TIER II

Spark

Designed for businesses ready to strengthen their online presence

Enquire

featured 60 days

› Full editorial feature (600–800 words)

› Founder or brand interview

› SEO-friendly article

› Website feature live for 60 days

› Two social media posts

Best for: small retail, boutique studios, growing service businesses building a brand voice

Organic reach only. No paid boosting or homepage placement at this tier.

TIER III · MOST BOOKED

Shine

Ideal for product launches, campaigns and businesses ready to reach a wider audience

Enquire

90 days + homepage week

› Premium editorial feature, live for 90 days

› Homepage banner for one week

› Three social media posts + Instagram/Facebook Stories

› **One post or Reel boosted with paid ad spend:** real reach, not just organic

› Website backlink

› Promotional offer inclusion (optional)

Best for: product launches, seasonal campaigns, businesses ready to scale visibility

Ad spend for boosting is included in this price. No additional cost to you.

TIER IV

Signature

Enquire
custom campaign

A customised campaign designed for brands seeking maximum visibility

- › Campaign strategy
- › Editorial storytelling across multiple pieces
- › Multi-platform social media campaign
- › Video/Reel collaboration
- › **Full campaign boosted with paid ad spend:** every post, not just one
- › Homepage banner placement (2–4 weeks)
- › Event collaboration opportunities
- › Campaign performance report

Best for: multi-location businesses, major launches, brands with regular events

Feature duration runs for the length of the campaign. Scope, timeline and ad spend budget confirmed together before we start.

BUILD YOUR OWN

Add-On Services

Additional social media post

[Enquire](#)

Instagram/Facebook Story

[Enquire](#)

Reel/Video Feature

[Enquire](#)

Homepage Banner (1 week)

[Enquire](#)

Sponsored Article

[Enquire](#)

Brand Interview

[Enquire](#)

Product Review

[Enquire](#)

Event Coverage

[Enquire](#)

Let's Create Something Meaningful

We believe every collaboration should be intentional, creative and impactful.

If you're looking for more than just advertising, we'd love to partner with you to tell your brand's story.

Let's build visibility together.

Sarah Banda

CEO, CHIC-TRIBE DIGITAL

Email: editor@chictribe.co.za

Website: www.chictribe.co.za

Instagram: [@chictribe_digital](https://www.instagram.com/chictribe_digital)

Chic-Tribe Digital Magazine · 2026