

**LIFE & STYLE**

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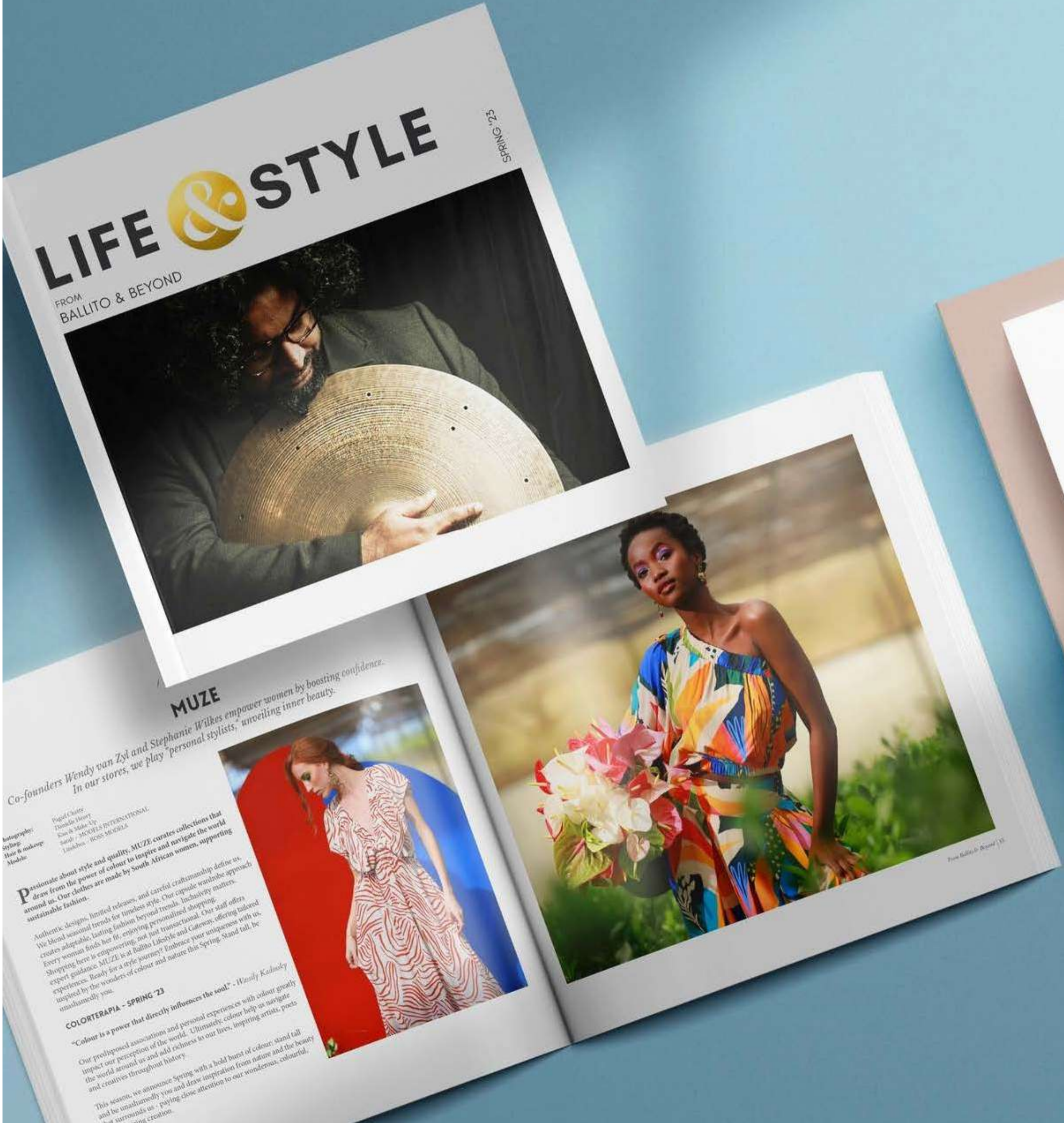
MAGAZINE

# Intro

Life & Style is a sophisticated lifestyle magazine from Ballito - celebrating a vision of coastal luxury and conceived from the conviction that it's time for positive progressive South African lifestyle title: we offer an elegant take on fashion, food, interiors, travel, motoring, design & wellness. Edited in Ballito and Cape Town, Life & Style is a sumptuous quarterly that takes cues from the chic, understated luxury living found on both the KZN North Coast and in the Western Cape.

READER AGE | 35 - 70  
PRINT RUN | 5000 PER QUARTER  
LSM | 12

2024 | LIFE & STYLE  
MAGAZINE FROM BALLITO &  
BEYOND  
02



# Content

*Life & Style* is a modern print title inspired by the type of well-travelled individual attracted to a Ballito way of living: our readers are clever, cultured and well-informed.

READER AGE | 35 - 70  
PRINT RUN | 5000 PER QUARTER  
LSM | 12

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**2024** | LIFE & STYLE  
MAGAZINE FROM BALLITO &  
**BEYOND**  
**03**



*The Life & Style media brand was established in 2004 to cater to the content needs of the rapidly-growing region of greater Ballito on the KZN North Coast.*

Starting as a print media brand, Life & Style has evolved to include a groundbreaking mix of digital, broadcast and print products that includes Ballito’s own popular local radio station (Radio Life & Style) as well as the quarterly Life & Style Magazine, a bi-weekly subscription email newsletter, and a growing podcast platform.

Print remains a vibrant cornerstone of the brand, with our ecosystem of digital / audio platforms serving to extend the content of the Magazine (with its upmarket reach now extending far beyond the boundaries of Ballito, spanning South Africa from coast to coast).

## READERS

We’re inspired by the type of well-travelled individuals attracted to a Ballito way of living: our readers are clever, cultured and sophisticated.

They are well-informed people who value a balance between quality of life and success. They are well-travelled and well-read, with a keen interest in the environment, the arts, and sports.

They are savvy investors who have accumulated wealth and buy luxury brands, but who also contribute to upliftment programs and passionate causes. They keep an eye on innovative property developments, life-changing inventions, and are not afraid to embrace a future-facing outlook.

## DISTRIBUTION

With an ABC-certified print run of 5000 magazines per quarter, we have an average readership of 30,000 high net-worth readers (based on an average engagement factor of 6 readers per magazine printed).

We have a 100% pick-up rate from a network of exclusive high-end distribution outlets including all major lifestyle estate clubhouses on the KZN North Coast, upmarket airport lounges, as well as a growing roster of exclusive hotels, luxury guest houses, & private medical/dental waiting rooms on the KZN North Coast, in the Western Cape, and Gauteng too.

## AVAILABILITY

- All major Lifestyle Estate Clubhouses on the KZN North Coast (Zimbali, Simbithi, Brettenwood, Dunkirk, Elaleni, Zululami, et al.)
- SLOW Lounges in SA International Airports (OR Thambo, Lanseria, CT International, King Shaka).
- Private medical suites, spas & wellness centres, as well as dental clinics and medical aesthetics practices.
- Signature events and VIP guests at corporate events and conferences linked to premium golf & lifestyle estates.
- *Soon to be announced:* SAA Lounges at OR Thambo, CT International, & King Shaka domestic terminals, as well as private airline and business class lounges.

# MAGAZINE

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# Rates

READER AGE | 35 - 70  
PRINT RUN | 5000 PER QUARTER  
LSM | 12

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**04**



## PRIME POSITIONS

IFC DPS	R 64 200
SECOND DPS	R 48 200
THIRD DPS	R 42 800
DPS	R 33 800
FULL PAGE	R 17 800
ADVERTORIAL	R 35 600
IBC	R 46 000
IDPS	R 62 600
OBC	R 51 400
1/2 PAGE	R 9 950
SPECIAL FEATURES	REQUEST

DPS - Double page spread | OBC - Outside back cover  
IBC - Inside back cover | IFC - Inside front cover

Rates exclude VAT and Agency  
Commission

## MATERIAL REQUIREMENTS

Double page (trim) 480mm (w) x 210mm (h)  
Full page (trim) 240mm (w) x 210mm (h)  
5mm bleed all round for all advertisements.

## TECHNICAL REQUIREMENTS

Material to be supplied as PDF.  
Artwork to be supplied in high-res.  
(Minimum 300 DPI) and in CMYK colour.

## CONTACT ADVERTISING

info@lifeandstyle.fm  
www.lifeandstyle.co.za

MAGAZINE

# Distribution



READER AGE | 35 - 70  
PRINT RUN | 5000 PER QUARTER  
LSM | 12

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BEYOND  
05



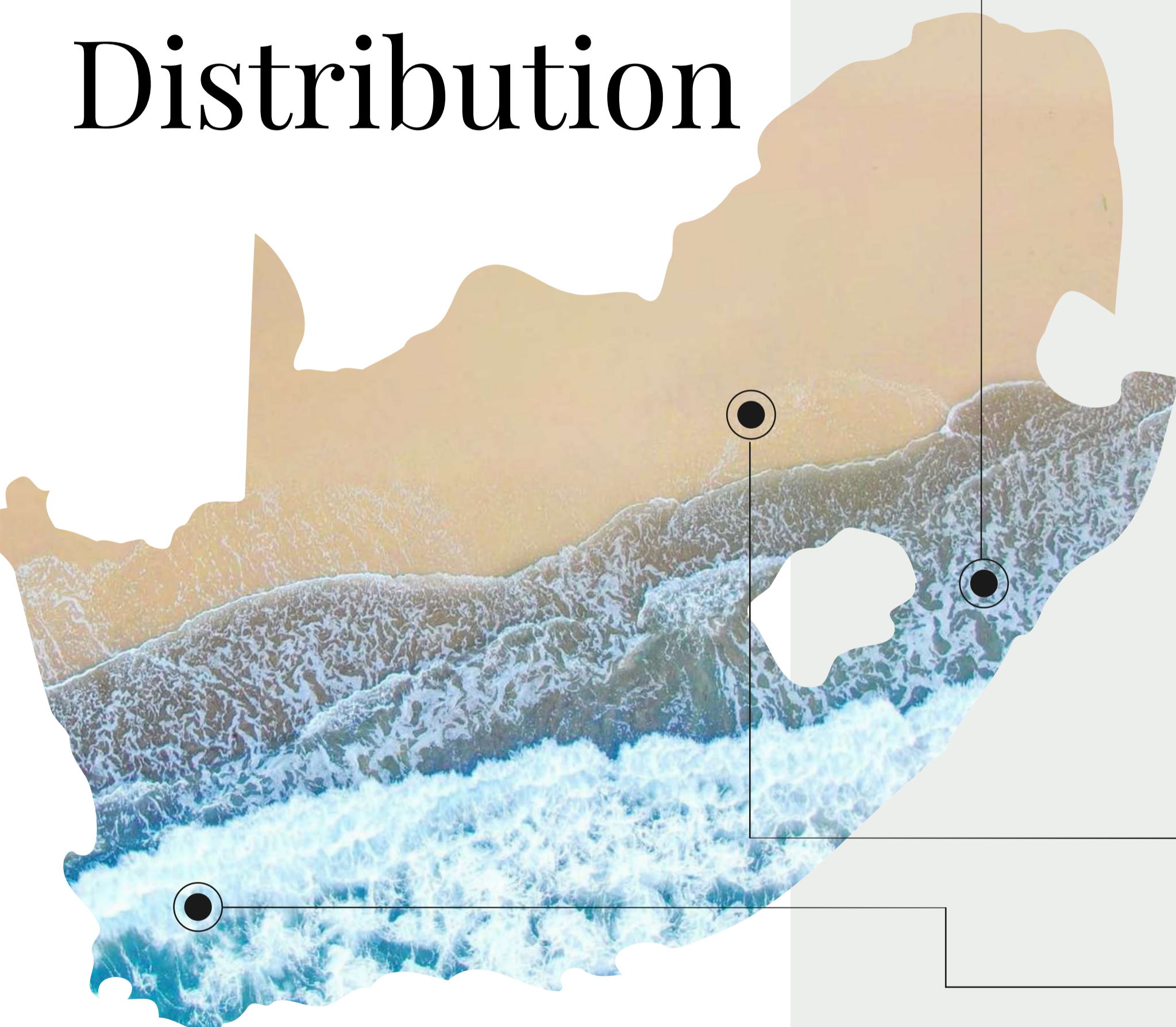
**100% PICK-UP RATE FROM A NETWORK OF EXCLUSIVE HIGH-END DISTRIBUTION OUTLETS:**

- The Slow Lounge in all SA International Airports
- Exclusive Hotels
- Upmarket BNB's
- Private Medical / Dental Waiting Rooms
- Upmarket Estates in the KZN North Coast, Western Cape & Gauteng

**AIRPORT DISTRIBUTION OUTLETS:**

- King Shaka International Airport Slow Lounge Domestic
- Slow Lounge Domestic, Cape Town
- Slow Lounge Domestic, JHB
- Slow Lounge International, JHB
- Slow XS Lounge, ORT
- SAA Discovery Lounge Premium, Cape Town
- SAA Discovery Lounge Premium, Durban
- SAA Discovery Lounge Premium & Platinum, Cape Town
- SAA Discovery Lounge Premium & Platinum, Durban
- King Shaka Entrance

# Distribution



**BALLITO/UMHLANGA/NORTH COAST DISTRIBUTION OUTLETS:**

- 88fm Life&Style Studio (Lifestyle Cnt) Fit 24 Gym
- Alberleto Hospital Gateway Information
- Alchemy Ballito (Lifestyle Cnt) Gateway Management
- Audi Centre Umhlanga Hilton Durban
- Ballito Medical Cnt Hyundai Ballito
- Beachwood La Lucia Mall Information Desk
- Beverly Hills Hotel La Montange Resort
- Breadology, Salt Rock Lupa Ballito (Lifestyle Cnt)
- Brettenwood Coastal Estate Mercedes - Benz NMI Umhlanga
- BMW Ballito Netcare Hospital Umhlanga
- BMW Umhlanga Nikos Ballito
- Burndale Farm Nur's Coffee Shop - Duck Pond
- Canelands Boutique Hotel Salt Rock Ocean Basket Ballito
- Capital Hotel Zimbali On The Move
- Coco De Mer Boutique Hotel Pearls Mall Reception
- Coffee Lab @ The Studios (Lifestyle Cnt) Porsche Centre Umhlanga
- CMH Mitsubishi Ballito Protea Hotel
- Dentists & Doctors At The Well Radisson Hotel
- Dr D.S. Patel Medical Cnt Ringside Boxing
- Dunkirk Estate Sala Beach House
- Ebandla Hotel And Conference Cnt Salt Café
- Elaleni Beach Club Salt Rock Coffee Company
- Elaleni Coastal Resort Salt Rock Hotel

- Science Of Coffee (Lifestyle Cnt)
- Seattle Coffee Co, The Well
- Sharks Board
- Simbithi Country Club
- Simbithi Office Park
- Smh Suzuki Ballito
- The Beverly Hills - Umhlanga
- The Market (Lifestyle Cnt)
- The Office Café, The Quarter Cnt
- The Oyster Box Hotel - Umhlanga
- The Studios (Lifestyle Cnt )
- Toyota Ballito
- Toyota Umhlanga
- Umhlali Country Club
- Virgin Active Ballito
- Victoria Hospital
- Waterberries Tea Garden
- Wonderland Coffee, Linc Church
- Zimbali Bush Buck Club
- Zimbali Country Club
- Zimbali Lodge
- Zimbali Resort
- The Pencil Club
- The Arch Residence Unhlanga
- Oceans Residence Office

**GAUTENG/ PRETORIA DISTRIBUTION**

**OUTLETS:** Coming soon...

**CAPE TOWN DISTRIBUTION OUTLETS:**

- The Silo Hotel
- The Twelve Apostles
- POD Camps Bay
- More distribution outlets to follow...

**RADIO**

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# Intro

*Radio Life & Style* - broadcasting locally on 88FM to the greater Ballito area and streaming worldwide via the web and our dedicated app!

LISTENER AGE | 35 - 70  
LISTENERSHIP | 50 - 80 K  
LSM | 12

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RADIO **FROM BALLITO & BEYOND**  
**07**





RADIO

# Content

Since 2014, Radio Life & Style has enjoyed a solid reputation as “The Voice Of Ballito”.

Broadcasting 24/7 on 88FM to the greater Ballito area (with a roughly 70km FM broadcast reach on the KZN North Coast between Zinkwazi and Umhlanga) and streaming worldwide via the web and dedicated apps for iOS and Android, Radio Life & Style reaches the ears of the desirable upper LSM (7-10) audience that resides in some of the most exclusive gated lifestyle estates on the KZN coastline.

With an average Monthly Listenership of 50K (cume. as per Iono Analytics), we carry a carefully curated mix of interesting local information, personalities, and entertainment, as well as the best mix of easy-listening music and solid-gold hits on the planet!

Listen live here: [iono.fm/s/165](http://iono.fm/s/165)

LISTENER AGE | 35 - 70  
LISTENERSHIP | 50 - 80 K  
LSM | 12

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RADIO FROM BALLITO &  
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RADIO

# Rates

LISTENER AGE | 35 - 70

LISTENERSHIP | 50 - 80 K

LSM | 12

2024 | LIFE & STYLE RADIO  
FROM BALLITO & BEYOND  
09

**RECORDED AD PRODUCTION**

Production of 30-second radio advert.  
Includes script-writing, recording, royalty-free music, and final mix.

- Advert with 1x Voice Artist (In-house talent) R 2 600
- Additional Voice Artist (Price per voice) R 750

- 7 Day production turnaround from final proof of script.
- Changes after final proof will incur additional charges.
- Pro rata rates apply to recorded adverts longer than 30 seconds.

**RADIO AD PLAY** (Recorded ad or live read)

- 30-Second (70-Word script) Per Flighting R 730

**ON-AIR INTERVIEWS**

- 10-Min Live Radio Interview R 3 500
- 10-Min Pre-Recorded Interview (Broadcast Later) R 4 500

**BULK RADIO AD PACKAGES**

Packages available either for recorded adverts OR live read scripts.  
NB: Ad production rates apply for 30-second recorded commercials.

- 20 x Adverts / Live Reads R 13 000
- 40 x Adverts / Live Reads R 22 400
- 60 x Adverts / Live Reads R 32 000

**TELEPHONE CROSSING** (From live event)

- 3 x Phone Cross-Over Links from Live Event R 8 800 to On-Air Radio Host

**OUTSIDE BROADCASTS**

Live broadcast from an event (With remote studio setup at location).  
Includes 4 x hourly live reads (70-words) and 3 x interviews per hour.

- 2-Hour Broadcast R 51 150
- 3-Hour Broadcast R 58 000

**SPONSORSHIP OPTIONS**

**FULL SHOW SPONSORSHIP** (Morning or afternoon)

Main sponsorship of 3-hour prime-time weekday radio show.

- 1 x Top & Tail “Billboard” Read Per Hour
- 2 x “Live Read” Adverts (70 Words) During Show R 40 700
- 1 x Recorded Ad Spot Per Hour (for 3 Hours)

**DAILY SHORT FEATURE** (Within a weekday show)

Sponsorship of a regular short feature - either morning or afternoon  
eg. News reports / Financial indicators / Weather / Traffic / Surf Report.

- Includes 1 x Top & Tail “Billboard Read Per Feature R 17 300
- Includes 1 x Live Read (70 Words) OR 1 x Recorded Ad

**THEMED TALK SHOW** (Live 15-minute feature)

Includes 1 x top & tail “billboard” live read per feature.  
Includes 1 x live read (70 words) OR 1 x recorded ad spot per feature.

- 1 x Talk Show Per Month R 5 300
- 2 x Talk Shows Per Month R 8 000
- 4 x Talk Shows Per Month R13 300

**PODCAST PACKAGES** (Special interest programmes)

Pre-recorded episodes with 1 x host and up to 3 x guests.  
Produced as a monthly pack of 4 x episodes (ie 1 x episode per week).  
Podcast episode length up to 30 minutes.

- 1 x Top & Tail “Billboard” Sponsor Read Per Episode
- Full Recorded Sponsor Ad Embedded in Each Episode R 17 900
- Radio Promo Ad Broadcast 6 x Daily For Month of Release

SOCIAL MEDIA ADS

# Intro

@LifeandStyle88fm

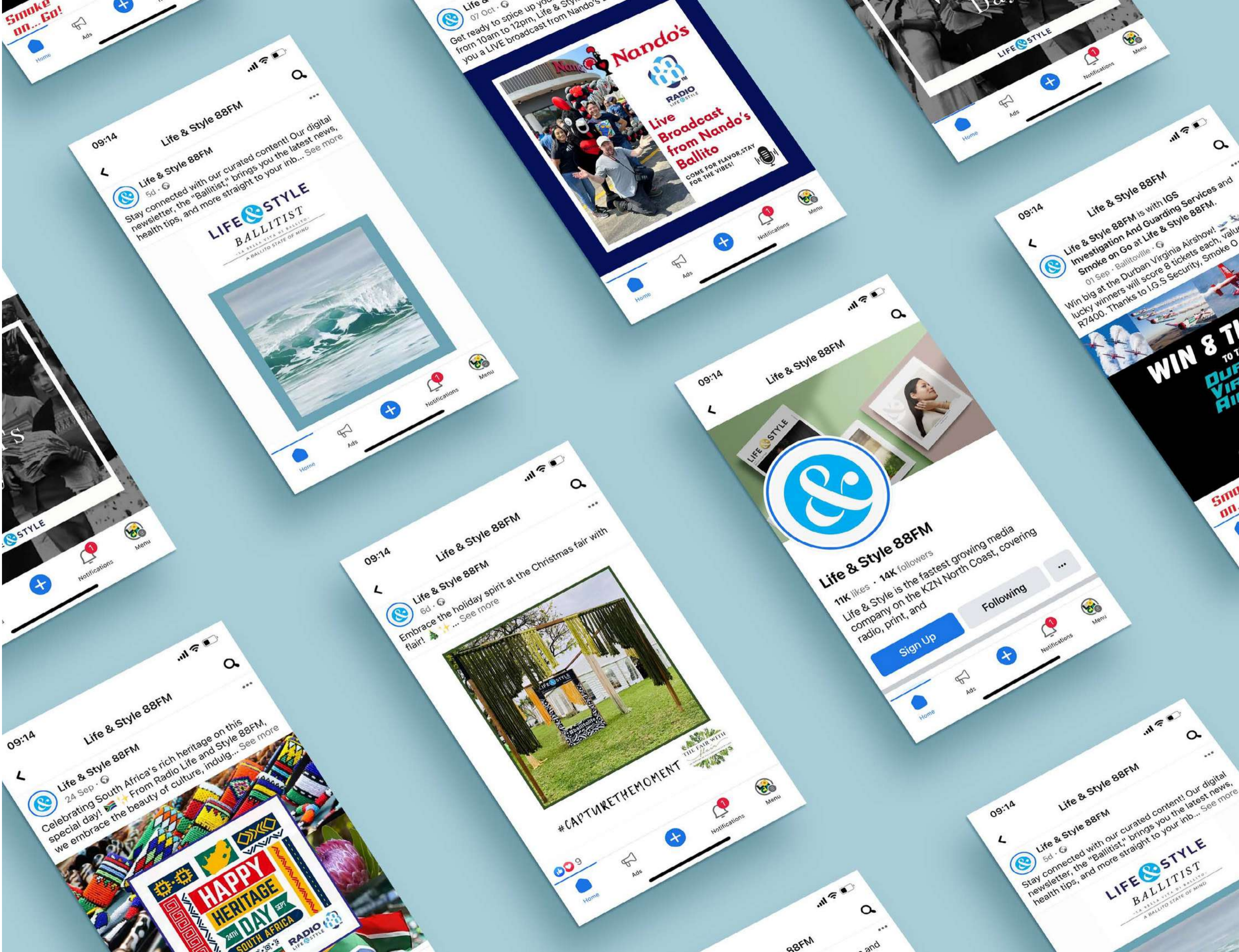


@lifeandstyle88fm



INSTAGRAM FOLLOWERS | 6 000+  
FACEBOOK FOLLOWERS | 14 000+

2024 | LIFE & STYLE SOCIAL  
MEDIA FROM BALLITO & BEYOND  
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## SOCIAL MEDIA ADS

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# Rates

INSTAGRAM FOLLOWERS | 6 000+

FACEBOOK FOLLOWERS | 14 000+

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**2024** | LIFE & STYLE SOCIAL  
MEDIA **FROM BALLITO & BEYOND**

**11**

### PACKAGES

A) 1x Social Media Advert (maximum of 10 photos)	R630
B) 1 x Collaborative Reel	R950
C) 1x Collaborative Reel 3 x Social Media Adverts (maximum of 10 x photos)	R2500
D) Post Edits	R300
E) Reel Edits	R750

### BOOSTING OPTIONS (cost over-and-above package prices)

Advert reach: 1 900-5 000 over 5 days	R570
Advert reach: 2 700-7 000 over 5 days	R755
Advert reach: 3800-10 000 over 5 days	R1100

Rates exclude VAT and Agency Commission

# Testimonials



20 YEARS OF GREAT RESULTS FOR  
OUR ADVERTISERS



4 ISSUES A YEAR



5000 COPIES PER QUARTER



56 TESTIMONIALS



“ Thank you for your support and the huge contribution you made to the successful launch of the Zimbali Estate Foundation. Your publicity of the event and interviews with our Board and committee really made the difference in ticket sales. Thanks to you “Under the Stars” was a sell-out! We look forward to building our relationship going forward and adding value in our community.”

John M Allan  
Zimbali Estate Foundation

“ We followed up with Justine (Marketing Manager) to see if they were going to go into the June issue of our magazine and they responded saying that they had such brilliant feedback and a lot of really good leads from last magazine (our April issue) that they are definitely going to do their campaign as normal.”

Justine and Nic Jordan  
Fairview Estates

“ Our advertising with Life & Style keeps us top of mind in the exciting Ballito/North Coast region. It makes good business sense to stay with what works best. As a result, Blinds Shutters and Awnings continues to stay ahead in this competitive market.”

Hanno Schubel  
Blinds Shutter and Awnings

“ When we launched HUNT Properties the only money, we had for marketing we spent on Radio Life & Style, we couldn't have spent the money better, as without them our brand wouldn't be established to the same degree in Ballito.”

Ryan Hunt  
Hunt Properties

“ Just a quick note to congratulate you on building such a beautiful and positive community brand - not just in our Region but stretching far and beyond. The quality of your print magazine is gorgeous, and I was so happy to see it proudly holding its space in the Private Lounges too. Thank you for being there not only to support our brand but also your instrumental contribution to building our brand. Your innovative ideas, voice adverts and radio interviews helped us to strengthen our position and we are so grateful for your knowledgeable council when we are indecisive. Wishing you all of the best going forward, and rest assured that LIFE&STYLE will always be our number 1 stop.”

Schane Anderson  
O La La Interiors



“Zimbali lakes took a radio campaign with us in April around a fund raiser for the animals/ dogs but also to get people to Zimbali Lakes - they were quite chuffed with the results and so they took a bigger radio campaign package for the Easter weekend and this really impressed them with the feedback, so they took another campaign (the same size as before) for the next long weekend and this was an even bigger success with the response they got from their radio advertising - in my most recent meeting with them, Dave praised Life & Style and the new connection and relationship we have now built with them and they have just taken the inside double back page with a 4x page feature in our June issue and they have also mentioned doing another radio campaign with us for May and June and of course the rest of the year.”

Dave McGregor & Wayne Krambeck  
Zimbali Lakes

“We have been part of the Life and Style Family since 2014, being one of the first companies to go onto Radio Life and Style. Working alongside each other through the Lekker times and sticking together through the Hard times. We continue to enjoy great results from our advertising on the Life & Style platforms.”

Wilma Greyling  
10 Uit 10 Skryfbehoeftes

“The restaurant did record business on the weekend – breakfasts were unbelievably well supported following the exposure in Life & Style.”

Jacqui DeAgrella  
MammaGs Ballito

“We had a great turnout ... people coming to the store who said they heard of us on the radio and for 8 years didn't know that we existed!”

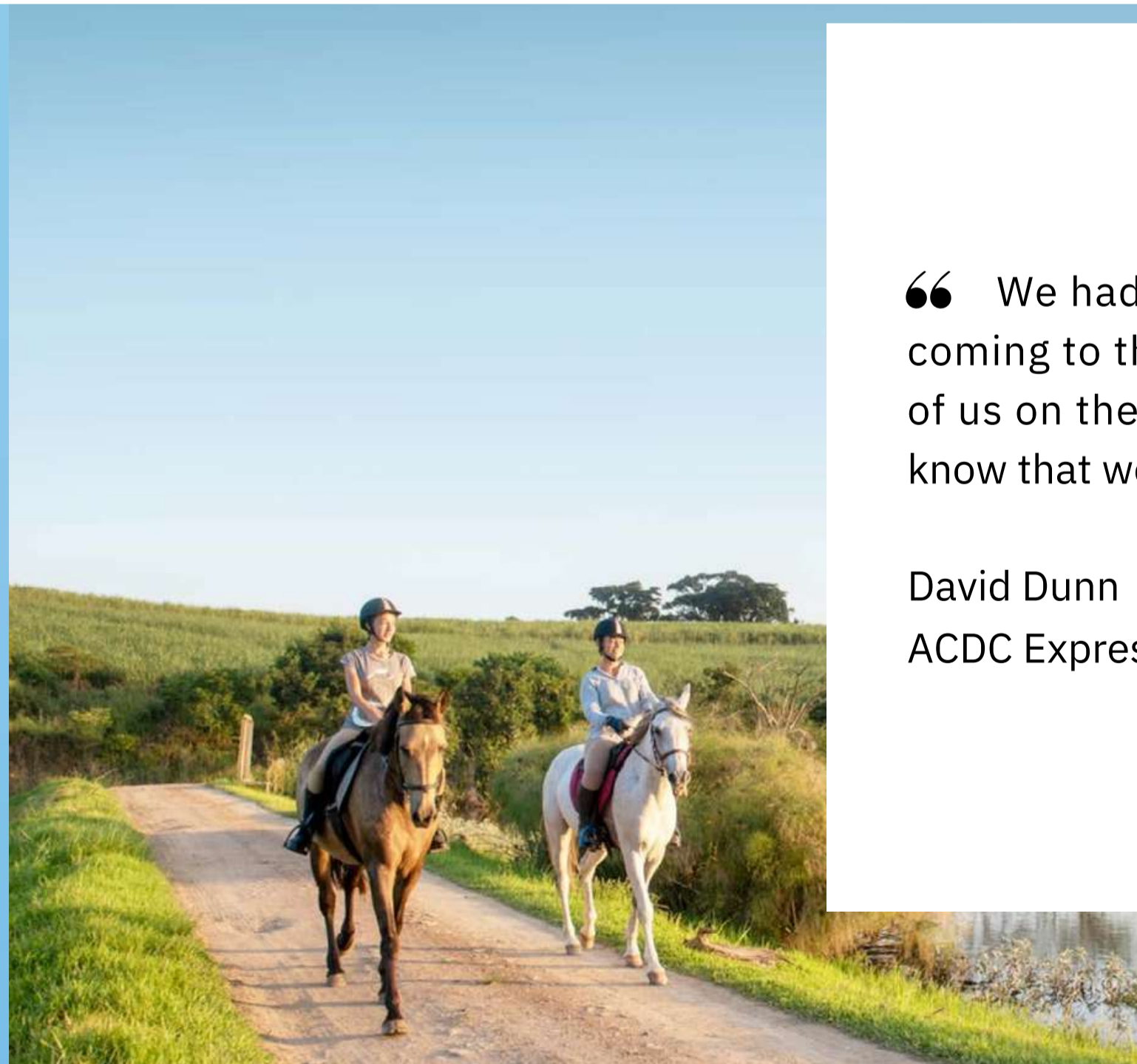
David Dunn  
ACDC Express Ballito

“I thank you and your fantastic team for your good work. The response has been great.”

Louis Stegen  
Motolek & Battery Centre Ballito

“The Christmas Fair broke all records this year. The exposure that Life & Style has given us in print and on the radio has been so effective that we are over the moon with the response! Thanks to all concerned for helping to make the fair such an enormous success.”

Gaby Lyle  
The Christmas Fair Fund



“ Thank you. I was very nervous about whether or not we would see results from this campaign as it is so different to what we have done in the past, but after the interview I know that we have made the right decision - it has already spoken for itself.”

Kerry Nieuwoudt  
Slimline Pool Centre

“ We continue to see excellent results when we advertise our specials on Radio Life & Style. There is no doubt that it works for us.”

JJ Neuhoff  
Specialist Butcher Lifestyle Superspar

“ It was an absolute pleasure to be on the show and to advertise in Life & Style. We are looking forward to a continuous partnership with Life & Style.”

Quintin Nagel  
Unplugged Productions

“ As an architectural firm we deal with people who are looking to improve their lifestyle and Life & Style is therefore the perfect vehicle as it targets the right market.”

Llewellyn Cronje  
Cronje Associated Architects

“The exposure that we get through our partnership with Radio Life & Style has proven very beneficial and we continue to enjoy the results.”

David Anderson  
Citroen Umhlanga

“ I just wanted to send a Big THANK YOU for your wonderful customer service that you always give :) Thank you for our last advert that you did, the placing of the advert and editorial was perfect and you made it so big and attractive! I was blown away and so excited. Thank you Thank you :)”

Symone Perreira  
Awesym Skin and Body

“ Thank you very much for my ad and write up in your paper. I have had a very good response so far and will continue to advertise with you.”

Michelle Scott  
Creative Canvass

“ Advertising is a subtle art and I like the feel of the magazine - it is light - it is well presented; it always has a fresh look and is delivered to the right places. It is tasteful and refreshingly different.”

Neville Menzes  
Dorado Durban



“We had wonderful feedback and sold well in response to a feature in Life & Style – it really worked for us.”

Stuart Blake  
H2O Ballito

“The awareness from our latest exposure in Life and Style is super – just what we wanted.”

Jiff Rey  
Foodmatters Catering

“ Even though we are in Mooi River, people from Ballito and the greater Durban area have arrived with my advert that was placed in the Life and Style. I am thoroughly satisfied!!”

Francine Oliver  
Mooi Loft, Mooi River

“ I find Life & Style to be an up-market informative publication filled with interesting articles and therefore feel it suites our product as it targets the right market.”

Alex Valenti  
MGA Emporio

“Life and Style gets our company name to the people who matter.”

Robbie Sturgeon  
All Kill Pest Control

“ Feedback is that the advert in your publication worked superbly we received lots of calls off of it.”

Val McGrail  
Wakefields

“ Life and Style has been the most successful in direct sales, resulting from advertising in any of the regional papers.”

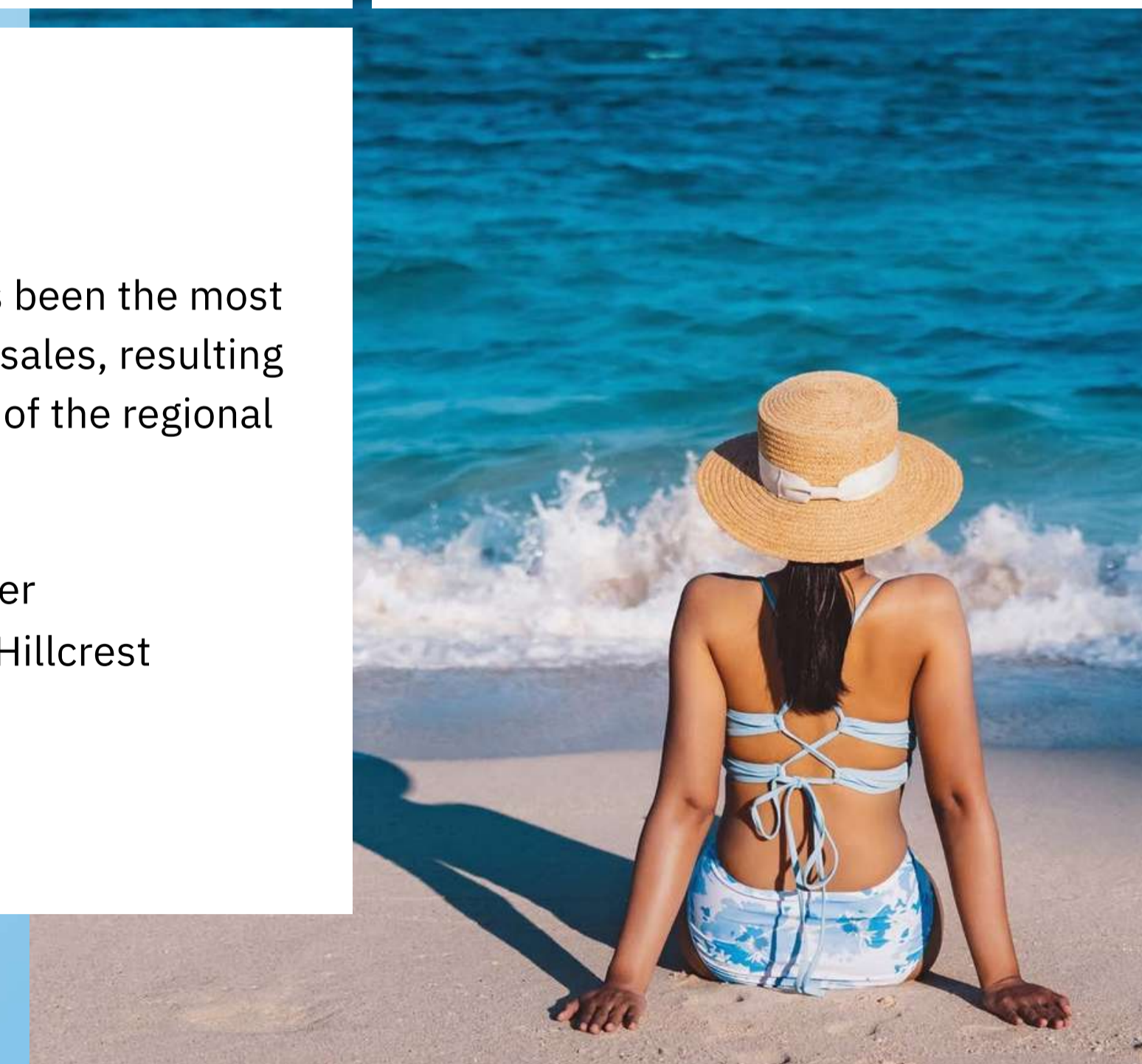
Marianne Hoffman-Venter  
Otto Hoffmann Carpets Hillcrest

“The ad and editorial looked great and I have had some very good feedback from using the Life & Style, thank you.”

Bridgette Allan  
Ammonite Healing

“ Our response has been so great for our Retirement Village that we advertise regularly with Life and Style.”

Bev Murray  
Forest Village on Brettenwood



“ I’m really enjoying working with life and style as it has given my business the exposure that it needs. This is definitely cost-effective advertising at its best.”

Dilshard Naby  
Garcinia Cambogia

“ Advertising with the Life and Style has been tremendously rewarding for The Litchi Orchard. It’s a fantastic and essential platform for us to inform the Dolphin Coast community about our various events and markets!”

Jeremy Eb  
The Litchi Orchard

“ Life & Style reaches my market and has the ‘pulling factor’ I need for my business. It communicates my message and does this most effectively.”

Michael Lafferty  
Pick n Pay Family Supermarket Ballito

“A superb, quality lifestyle magazine. A must read for every homeowner, interior decorator & property developer and a great return on advertising.”

Daniel Maistry  
Redd Tile

“Life & Style is a quality paper – quality articles, quality topics, quality service and a creative way of reaching a quality local market. Our advertising has been very successful.”

Pierre van Zyl  
The Hops Restaurants

“ Since advertising in the Life & Style Homegrown, the exposure that we have received has been phenomenal.”

Garden Zone Décor  
Assagay

“My on-going advertising in Life & Style provides a great return on investment. I am establishing my brand; continually reach my target market and I’m getting results – thank you Life & Style!”

Sean Dercksen  
Small Business Coach

“ I wish to place on record that your publication has done our air conditioning company proud. If you will excuse the pun, it has been an advertising breath of fresh air!”

Emil Unger  
Design Air

“ Pam Golding Ballito gets excellent results from Life & Style.”

Janine Smuts  
Pam Golding Ballito

“Fantastic response!!”

Vijay Singh  
Emond Auto Used Cars

“We advertised our Retirement Village in Umgeni Park in Life and Style last year; we had such a great response that we decided to advertise our new Care Centre as well.”

Beth Fraser  
Birdsongs Umgeni Park

“ We have had excellent results from our adverts in Life & Style. Our furniture manufacturing company has done record sales since we began our ad campaign. Life & Style has really worked for us.”

Jean - Pierre  
Compact Furniture Solutions, Hillcrest

“ We sold two cars from our ad with you last week. Life & Style is an excellent advertising medium for us.”

Willem Taljaard  
Investment Cars Gateway

“ Advertising with Life & Style has been pivotal to the public awareness and success of my business!!! Thank you, Life & Style!”

Sherrene Roselea  
Body Stress Release

“Over the years I have found this Life and Style mag is the best form of advertising. I have found pamphlets and bits and pieces everywhere are not effective. Life & Style is the most effective medium for advertising for my business.”

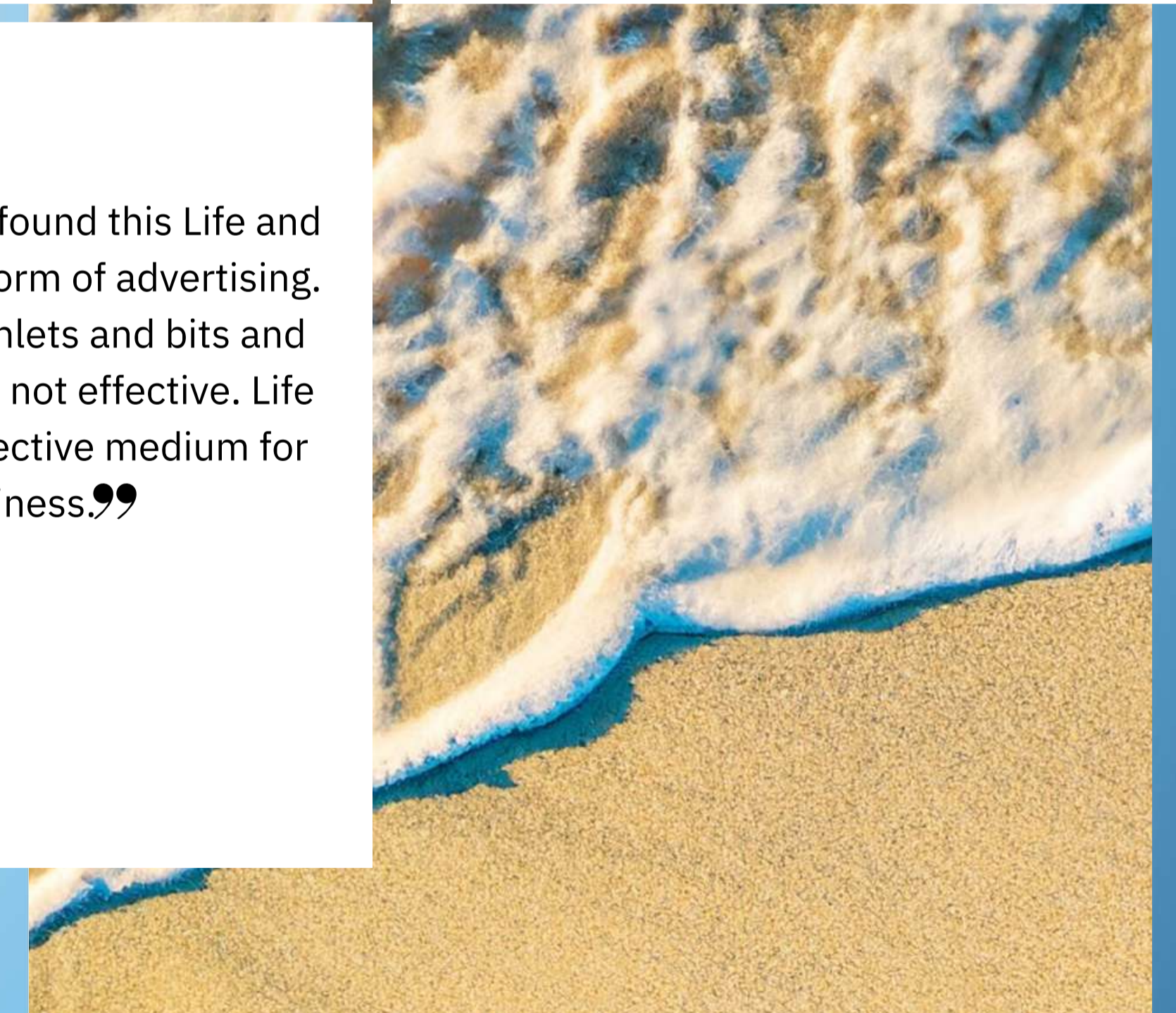
Michelle Mauvis  
The Pottery Gallery

“What an excellent result – Life & Style delivers the goods!”

Neeran Naidoo  
Execuspecs Gateway

“ We had an excellent response to our ads in Life & Style this season – really good!”

Julian Foster Greenwood  
Flag Animal Farm Umhlali



“Life & Style is without doubt the most effective publication for my business. We had a fabulous response to our advertising in it.”

Helen Garner  
Liquid Yoga

“Our shop was very busy following the editorial in Life & Style – it worked well for us.”

Bernard Haberl  
Bernard’s Design & Manufacturing Jewellers

“I am over the moon with Life & Style’s Advertising products!”

Dr Frances Prinsloo  
Lasersure Ballito

“The exposure to and response from prospects has met our marketing expectations and we will continue to use Life and Style as part of our marketing plan.”

Greg de Wet  
Tudor Equities

“Never had such a good response to an advert.”

James Johnson  
Azura Restaurant Salt Rock

“Our advert in the Life & Style has had some wonderful response... Thank you very much!”

Desiree Bunger  
The Vineyard on Ballito

“The editorial in Life & Style worked so well we got between thirty and forty bookings after it appeared.”

Jasbir & Kumar  
Sawagat North Indian Restaurant

“Life and Style as a marketing medium is the only way to grow a new business into something truly Awesym!”

Symone Perreira  
Awesym Skin & Body

“Informative and creative – an excellent advertising medium.”


Heyn Loubser  
Former Dealer Principal McCarthy VW

“Life & Style has been extremely beneficial to me as most of my sales since advertising has come from out of my area.”

Pat Shave  
Patina Gifts and Décor, Hillcrest

“My on-going advertising in Life & Style provides a great return on investment. I am establishing my brand; continually reach my target market and I’m getting results – thank you Life & Style!”

Sean Dercksen  
Small Business Coach



Life & Style reaches the people you need to talk to.  
Advertise with us and get results.

**CONTACT ADVERTISING**

Info@lifeandstyle.fm | [www.lifeandstyle.co.za](http://www.lifeandstyle.co.za)