



SOUTHAFRIWORLD

AUDIENCE & ADVERTISING MEDIA KIT

South Africa's home for news, entertainment and culture, reaching a loyal, predominantly South African audience across Instagram, Facebook, Threads and the web.

southafriworld.co.za · [@southafriworld](https://www.instagram.com/southafriworld)

2026 Edition · Performance data: 23 May to 19 June 2026

The platform South Africa is talking about

Southafriworld is a South African news and entertainment media brand built around the stories, trends and moments that get the country talking. From breaking news and current affairs to viral culture and entertainment, we publish content daily to a fast-growing community across Instagram, Facebook, Threads and our own news website. Our audience is overwhelmingly South African, young and highly engaged, which makes us a powerful partner for brands and businesses looking to build awareness, launch products or reach real local consumers.



341.9K

INSTAGRAM



39.2K

FACEBOOK



50K+

THREADS



Web

SOUTHAFRIWORLD.CO.ZA

1

Authentic local reach

A genuinely South African audience concentrated in the major metros, not inflated or international filler.

2

A highly engaged community

Hundreds of thousands of monthly interactions and millions of content views across our platforms.

3

Multi-format storytelling

Reels, carousels, stories, full sponsored articles and website banners, matched to your goal.

4

Cross-platform by default

Every placement runs on both Instagram and Facebook, so one booking reaches our full community.

Our reach at a glance

A combined community of over 381,000 followers across Instagram and Facebook, plus 50,000+ on Threads and a growing news website. The figures below reflect our most recent 28-day reporting window.

381,000+

COMBINED IG + FB FOLLOWING

341,861 on Instagram · 39,153 on Facebook (lifetime), plus 50,000+ on Threads

7.1M

CONTENT VIEWS / 28 DAYS

4.0M Instagram + 3.1M Facebook

112K+

CONTENT INTERACTIONS / 28 DAYS

99.7K Instagram + 12.3K Facebook

1.1M+

ACCOUNTS REACHED / 28 DAYS

571.2K IG reach + 1.1M FB viewers

83%+

SOUTH AFRICAN AUDIENCE

Led by Cape Town, Joburg, Pretoria & Durban

Instagram · @southafriworld



341,861 followers

Our largest and fastest-moving channel

4.0M ▲19.1%
VIEWS

571.2K
ACCOUNTS REACHED

99.7K
CONTENT INTERACTIONS

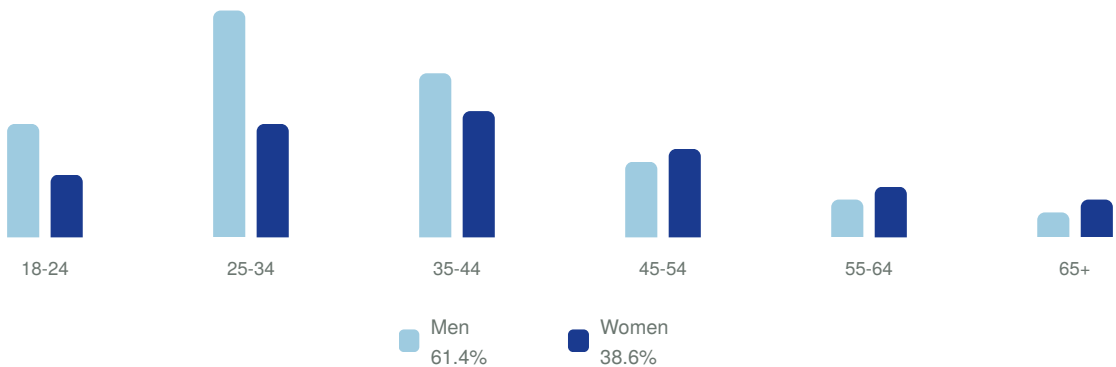
10.7K
PROFILE VISITS

4.7K
NEW FOLLOWS

1.3K ▲26.8%
LINK CLICKS

Audience by age & gender

Men 61.4% · Women 38.6% · core audience aged 25-44



Instagram drives most of our reach and engagement. A single reel routinely pulls six-figure views, and the audience skews 25-34, urban and South African, ideal for product launches and brand discovery.

Facebook · Southafriworld



39,153 followers

Deep, overwhelmingly South African reach

3.1M ▲13.7%

VIEWS

1.1M

UNIQUE VIEWERS

12.3K ▲11%

CONTENT INTERACTIONS

4.5K

LINK CLICKS

4.1K

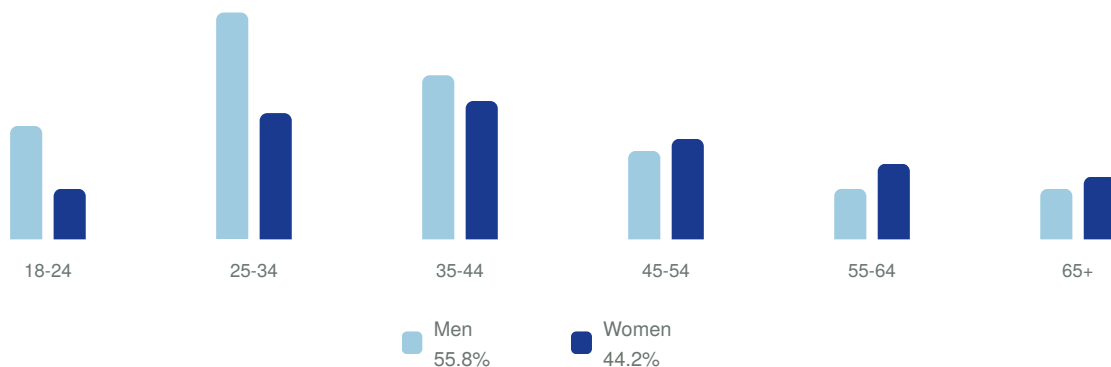
PAGE VISITS

1.1K

NEW FOLLOWS

Audience by age & gender

Men 55.8% · Women 44.2% · a more balanced, slightly older mix



Facebook brings exceptional in-country depth: 83% of this audience is based in South Africa, with a more even gender split and stronger 35-54 representation, valuable for reaching established, purchase-ready consumers.

Who follows Southafriworld

Our community is young, urban and proudly South African. The core audience sits in the 25-44 age band, the prime years for spending on lifestyle, food, beauty, retail and entertainment, with a healthy spread across both younger and older groups. While the overall blend leans slightly male, we reach a substantial female community that makes us effective for consumer and lifestyle brands.

149K+

An estimated 149,000+ women follow Southafriworld across Instagram and Facebook combined, predominantly South African and in their core spending years — a strong base for beauty, fashion, food and lifestyle campaigns.

25-44

CORE AGE GROUP

Peak lifestyle & consumer spend

~61/39

MALE / FEMALE

Combined across both platforms

Urban

AUDIENCE PROFILE

Major metros & surrounds

High

ENGAGEMENT

112K+ interactions / 28 days

Paired with our trusted, news-style storytelling, this profile makes Southafriworld a credible and effective channel for reaching everyday South African consumers at scale.

Where our audience lives

Our community is firmly rooted in South Africa, led by Cape Town, Johannesburg, Pretoria and Durban, with a meaningful secondary following across the SADC region and the diaspora in the UK, US and Australia.

Instagram

Top cities & countries · share of audience

TOP CITIES

Cape Town		10.0%
Johannesburg		4.0%
Pretoria		3.6%
Durban		2.1%
Roggebaai		1.8%
Sandton		1.3%
Centurion		1.2%
Randburg		1.1%

TOP COUNTRIES

South Africa		57.7%
United Kingdom		5.0%
United States		4.1%
Tanzania		2.5%
Australia		2.4%
Namibia		2.1%
Zimbabwe		2.1%
Mozambique		2.0%

Facebook

Top cities & countries · share of audience

TOP CITIES

Cape Town		13.9%
Pretoria		3.8%
Durban		3.1%
Port Elizabeth		2.6%
Johannesburg		2.2%
Soweto		2.2%
Centurion		1.5%
Bloemfontein		1.4%

TOP COUNTRIES

South Africa		83.1%
United Kingdom		2.7%
Australia		1.7%
United States		1.6%
Namibia		1.4%
Botswana		1.2%
New Zealand		0.7%
Zambia		0.7%

southafriworld.co.za

Beyond social, we publish to our own news website, giving sponsored articles a permanent, search-friendly home and an additional avenue for banner placements. Figures below reflect the last 30 days (Google Analytics).

9.2K

ACTIVE USERS / 30 DAYS

Real readers on the site

10K

SESSIONS / 30 DAYS

Visits to our content

46K

EVENTS / 30 DAYS

On-page engagement actions

Live

REAL-TIME READERSHIP

Active visitors at any moment

A multi-touch ecosystem

A campaign with Southafriworld can span social reach (Instagram + Facebook), evergreen sponsored articles on the website, and persistent banner placements — so your brand is seen across discovery, consideration and recall, all within one trusted South African platform.

Content formats

Every format below is published across both Instagram and Facebook as standard, giving your message our full combined reach from a single booking.

R

Reels

Short-form video, our highest-reach format. Ideal for launches, demos and grabbing attention fast.

P

Posts & carousels

Single image or multi-slide posts for announcements, product features and storytelling.

A

Sponsored articles

A full written feature published on southafriworld.co.za with a news-style carousel on social. Permanent, searchable and great for launches.

S

Story reposts with link

A story posted to our audience with a tappable link straight to your page, site or product.

B

Website banners

Persistent banner placement on our news website for ongoing brand presence and click-through traffic.

Packages & pricing

All prices in South African Rand. Every placement is posted on both Instagram and Facebook, and includes a story repost with a link as indicated.

SINGLE PLACEMENTS

Reel + story repost (with link)	R2,000
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Post or carousel + story repost (with link)	R1,000
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Sponsored article + news-style carousel + story repost (with link)	R1,500
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MONTHLY RETAINERS · DISCOUNTED · MINIMUM 3 MONTHS

2 reels + 2 story reposts	R3,000
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2 posts + story reposts	R1,500
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2 sponsored articles + story reposts	R2,000
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ADD-ONS & CUSTOM

Website banner placement (per banner, per month)	R500
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Custom & bundled packages built around your goals	Tailored
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Monthly retainers run for a minimum of 3 months. Discounted rates apply to monthly retainers and custom packages. We are 100% open to negotiation, so if you have a specific campaign or budget in mind, get in touch and we will tailor something that works for you.

WORK WITH US

Let's put your brand in front of South Africa

Ready to book, or want a custom proposal? Get in touch and we will put together the right mix of formats and budget for your goals.

WEBSITE

southafriworld.co.za

SOCIAL

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