

POP Y A COLLAR

URBAN STREET FASHION

*all the news, views & reviews  
of what's happening in  
the world of fashion*

**POPYACOLLAR.CO.ZA**

**Rate Card**

*January to April, 2011*

### ***Stats***

#### **Audience**

One year old PopYaCollar attracts a mixed audience, made up of fashionistas, trend-setters, industry people and upmarket woman's magazine readers alike.

#### **Readership**

According to Google Analytics, PopYaCollar receives over 12,000 visits (40,000 page impressions) a month.

#### **Press**

PopYaCollar and blog editor, La Muse (accomplished Woolworths fashion buyer, Samantha Walker) has already received some impressive coverage in magazines, radio and TV.

#### **TV**

La Muse was featured on SABC 3's morning show, Expresso, to discuss her role as fashion judge for the Best Dressed Award at the 2011 Annual L'Ormarins Queen's Plate horse race.



**Radio**

La Muse has a weekly Friday fashion feature on 2oceansvibe Radio ([www.2ov.fm](http://www.2ov.fm)).



**Magazine**

PopYaCollar is often featured in leading international fashion magazines, including the likes of Marie Claire and ELLE.



SAMANTHA WALKER, RE\_ JEANS BUYER  
 'As a women's buyer for the Re\_ brand it should come as no surprise that I'm hooked on jeans; my wardrobe is full of them. My job keeps me abreast of the world of denim; I'm in tune with what it's doing as a trend internationally and I'm not afraid to try different cuts, washes and styles.'  
 Snakeskin top, Zara; jeans, Re\_ at Woolworths; belt, appropriated from her boyfriend's wardrobe; sandals, Country Road at Woolworths



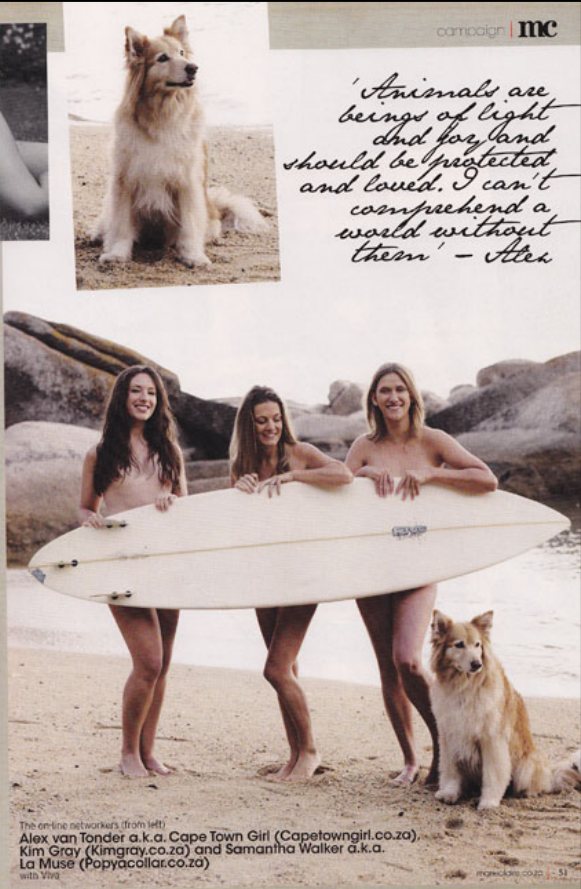


**LA MUSE**  
**The blog**  
 Popyacollar.co.za  
**Age** 29  
**Hometown**  
 Cape Town

**About the blog** Fashionista La Muse takes her camera everywhere she goes to capture and blog about the fabulous outfits she sees.

**Blog snippet** 'I have never owned a pair of takkies but as soon as I get back to Cape Town I am getting a pair! Everyone is wearing them in Hong Kong, looks so funky with a dress and a pair of stockings!'

**Her favourite SA blog** 2oceansvibe.com



*'Animals are beings of light and joy, and should be protected and loved. I can't comprehend a world without them' - Alex*

The online networkers (from left) Alex van Tonder a.k.a. Cape Town Girl (Capetowngirl.co.za), Kim Gray (Kimgray.co.za) and Samantha Walker a.k.a. La Muse (Popyacollar.co.za) with Vibe

## Exposure for your brand

Approved events, brands and labels are able to get coverage on PopYaCollar in the form of Banner and/or Editorial exposure.

### Editorials

#### Artwork supplied

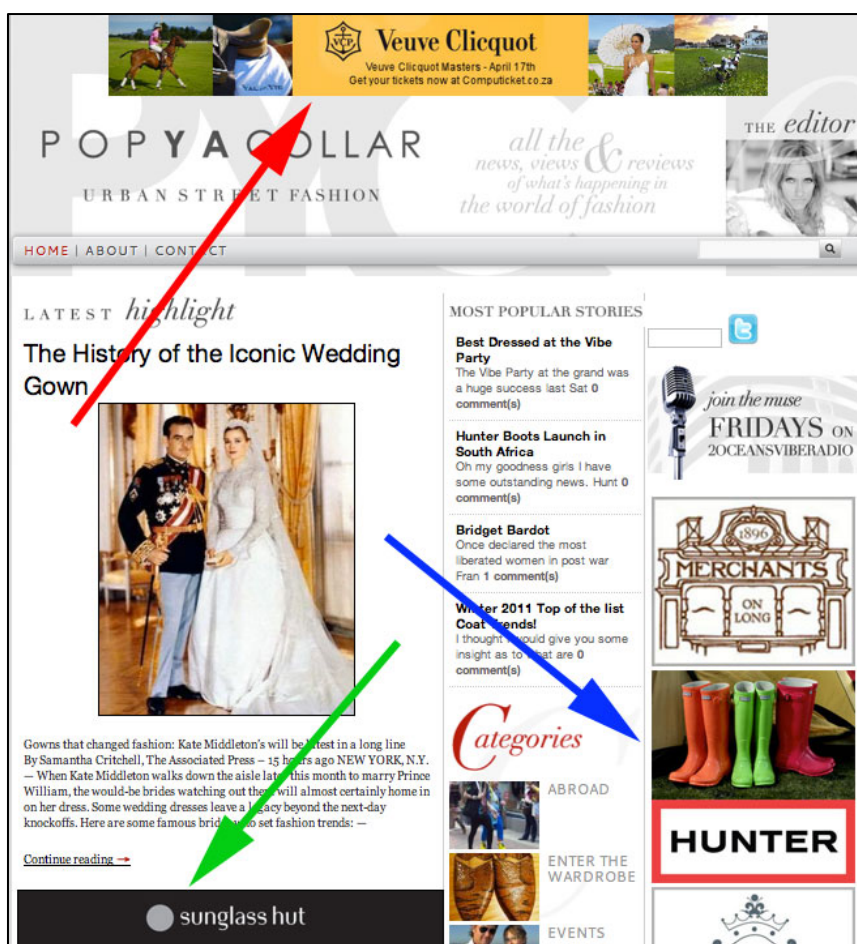
Event Notices : Your event/shop/brand flyer + 200 words .	R500
Brand/Shop Exposure with 3 images + 200 words.	R750
Post-Event Photo gallery post (up to 12 images + 200 words).	R1,000

#### Artwork sourced

Brand/Shop Exposure with 3 images + 200 words.	R1,000
Event Attendance and Photo gallery post (up to 12 images)	R1,500
Brand/Shop range professional photo shoot (up to 12 images)	R2,500

### Banners

Available for advertising to select brands.



### 1 Month

Top Banner (728x90) minimum 20,000 page impressions	R1,000
Side Banner (225x190) minimum 20,000 page impressions	R750
Below Post Banner (468x60) minimum 20,000 page impressions	R750

Contact [lamuse@popyacollar.co.za](mailto:lamuse@popyacollar.co.za)