



POPYACOLLAR.CO.ZA

Rate Card

Jan 2012 – March 2012

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 15,000 unique visitors (and 42,000 page impressions) a month.

Press

PopYaCollar and blog editor, La Muse (accomplished Woolworths fashion buyer, Samantha Walker) receives regular exposure in high-end SA fashion magazines, radio and TV.

TV

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



Radio

La Muse has a weekly Friday fashion feature on 2oceansvibe Radio (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 for land 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

YOU HOW TO LOOK YOUR ABSOLUTE BEST **ISSUE TWO** **REMODELLED**

Makeovers

Winter 2011 #2
www.youmagazine.co.za

BEFORE
7 DE LAAN'S ANGELIQUE
'I'm me again'

- DIVORCED?
- NEW JOB?
- PREGNANT?

Build a new wardrobe!

BYE-BYE BABY FAT
10 kg lighter in 10 weeks
TWO MOMS SHOW HOW

HORROR HAIR?
8 pages of clever fixes

70 fabulous transformations

OUR READERS: YOUNGER, SLIMMER AND HAPPIER

MOMMY BLOGGER Tania Bess (M)
BLOG Many Things I am
www.manythingsiam.org
MOM TO Tania daughters Isobel and Madison (11) and son Daniel (11)
JOB Environmental center manager
FROM Cape Town

What's your blog about?
"I write about the joys and struggles of parenting, but also enjoy sharing my thoughts about my life and work in general. I find life really interesting and I love documenting and thinking through my everyday experiences." Tania has been blogging for more than two years.

HAIR
BASIL MOSTERT, Ruyhana Spa, 021-418-0232
"We did half a head of highlights to lift her colour and give her her natural radiance. Tania wanted to keep the length so we shaped it a bit to better complement the contours of her face. This hairstyle is beautiful and also practical and easy to maintain."

MAKE-UP
EMILY BELL, freelance make-up artist
"I applied moisturiser which highlights the skin, then added a water-based foundation which gives the skin moisture and a natural glow. I sculpted her cheeks with a subtle powder and applied a cream-based blush, with a highlighter at the top of her cheekbones for extra emphasis. This helped shape Tania's face. I chose nude eyeshadow and used a fine black gel eyeliner to give definition to her eyes, finishing with black mascara for maximum effect."

WARDROBE
SAMANTHA WALKER
"I chose a three-piece outfit which is timeless and stylish and easy to pair with other items in your wardrobe. The parka jacket is a must-have item for winter and khaki is a popular colour choice this season. The black leggings will keep her warm and also help make her legs appear slimmer. The pink coral moccasins add a touch of colour to the outfit."

BEFORE

AFTER

"I feel pampered and beautiful!"
(Tania Bess)

JULY 2011 SOUTH AFRICA

marie claire

KYLIE
'I've nothing bad to say about my exes'

FROM TOP DOCTOR TO 'MOST WANTED' NY HUSBAND, THE CONMAN

KATE WINSLET GOES 80s: THE TIPS, EYES & LOOK

15 PAGES EXTRA

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ANYTHING FROM ANYWHERE IN YOUR HANDS NOW

DENIM EXTRAVAGANZA!

'I WOKE UP DURING SURGERY'

PHOTO EXPOSÉ
THE LEGAL BROTHELS OF NEVADA

WIN TICKETS TO SEE KYLIE LIVE!
20 UP FOR GRABS... LOOK INSIDE!

SAM WALKER

Popyacollar.co.za
@POPYACOLLAR123

Blogger and fashion buyer Sam makes it her business to showcase the sartorial choices her city's inhabitants make. So if it's Cape Town street style you're after and, of course, news and views on the local and international fashion industries, you should have this blog bookmarked as a favourite.

From left Sam Walker; a vintage bag she purchased and showcased on her blog; 'Today I am Wearing' featured on her blog; street style.

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 .	R1,750
Brand/Shop Exposure with 3 images + 200 words.	R2,000
After-Event Photo gallery post (max 12 images + 200 words).	R2,500

Artwork sourced

Brand/Shop Exposure with 3 images + 200 words.	R2,500
Event Attendance + Photo gallery post + 200 words (max 12 images)	R2,750
Brand/Shop range professional photo shoot (max 12 images)	R3,500

Banners

Available for advertising to select brands.

The screenshot shows the PopYaCollar website layout. At the top, there is a banner for 'Veuve Clicquot' with the text 'Veuve Clicquot Masters - April 17th Get your tickets now at Computicket.co.za'. Below this is the site's header with the logo 'POPYACOLLAR URBAN STREET FASHION' and the tagline 'all the news, views & reviews of what's happening in the world of fashion'. The main content area features a 'LATEST highlight' article titled 'The History of the Iconic Wedding Gown' with a photo of a couple in formal attire. To the right, there are 'MOST POPULAR STORIES' including 'Best Dressed at the Vibe Party', 'Hunter Boots Launch in South Africa', 'Bridget Bardot', and 'Winter 2011 Top of the list Coat Trends!'. Below the stories is a 'Categories' section with links for 'ABROAD', 'ENTER THE WARDROBE', and 'EVENTS'. At the bottom, there is a 'HUNTER' boots advertisement and a 'sunglass hut' logo.

1 Month Permanent Exposure

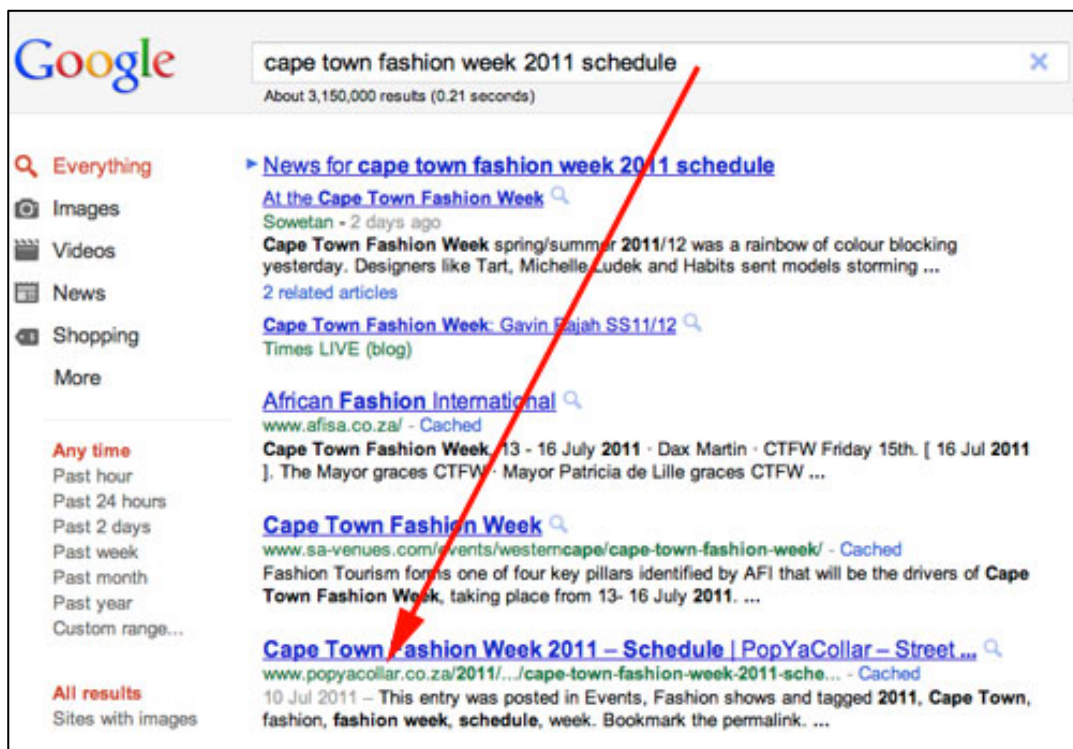
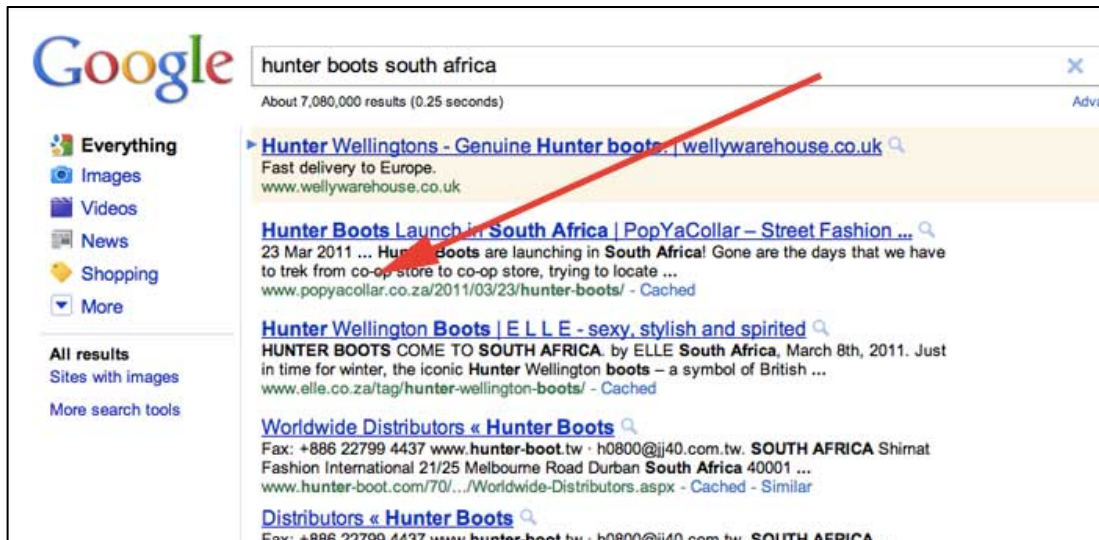
Top Banner (728x90) minimum 20,000 page impressions	R2,000
Side Banner (225x190) minimum 20,000 page impressions	R1,750
Below Post Banner (468x60) minimum 20,000 page impressions	R1,750

Google Success

PopYaCollar.co.za ranks well in Google and clients have enjoyed success for searches for their brands.

Our article on Hunter boots, for example, comes first in Google for the search phrase “hunter boots south Africa.”

The post written on Hunter boots was been viewed 1,500 times between March and May 2011, with 368 readers finding the article via Google searches.



We offer a 10% discount on any combination deals (editorial + banner).

Contact lamuse@popyacollar.co.za for more