# URBAN
# STREET CULTURE

MEDIA KIT 2026 | CULTURE. LIFESTYLE. MUSIC. ENTERTAINMENT.

Independent digital media covering the people, sounds, ideas and moments shaping contemporary culture.

## Who We Are

Urban Street Culture (USC) is a South African digital publication focused on culture, lifestyle, music and entertainment. We tell stories around artists, releases, streetwear, creative communities, events and the wider cultural conversations influencing audiences in South Africa and beyond.

Our platform combines editorial storytelling with digital promotion to help brands, agencies, artists, event organisers and cultural projects connect with an audience interested in what is happening now.

| 17,000 | 12,630 | 3,219 | 923 |
|---|---|---|---|
| Monthly website page views | Instagram views (reported snapshot) | Instagram viewers/accounts (reported snapshot) | Instagram followers (reported snapshot) |

Audience figures are based on the latest statistics supplied for this draft. Website figure: approximately 17,000 monthly page views (October 2026). Instagram figures are a reported insights snapshot and should not be interpreted as guaranteed monthly reach. Update these figures before future campaigns as performance changes.

# Coverage & Capabilities

USC works across editorial, digital marketing and creative coverage. Campaigns can be tailored to the brief, timing, platforms and deliverables.

## Editorial & PR

Sponsored articles, interviews, press-release adaptations, campaign features, artist and brand profiles, copywriting and editorial storytelling.

## Digital & SEO

SEO content, GEO/AEO-focused content, website publishing, search-friendly campaign pages and evergreen content.

## Social Media Promotion

Social posts and campaign amplification across available USC channels, subject to agreed deliverables and scheduling.

## Events & Culture

Event previews, on-site editorial coverage, interviews, photography/video coordination and post-event recaps.

## Creative & Campaign Support

Content creation, graphic design, branding support, influencer campaign coordination and digital campaign planning.

## Website & Display Advertising

Website banner placements and other display opportunities, quoted according to placement, duration and availability.

## Who We Work With

Brands • Agencies • Record labels • Artists and managers • Event promoters • Festivals • Retail and streetwear brands • Cultural organisations • Entertainment and lifestyle businesses

Campaign formats can be combined into a package. All placements are subject to editorial fit, availability, briefing and written agreement. Paid content is identified appropriately and editorial coverage is not guaranteed unless included in the agreed deliverables.

# Advertising & Partnership Rates

Starting rates in South African rand (ZAR). These are direct-purchase guide rates for standard placements and may be adjusted for scope, urgency, production, usage rights or multi-platform deliverables.

| | |
|---|---|
| **Sponsored article**<br>One sponsored article published on the USC website. Client supplies a brief and approved materials; editing and publication subject to fit. | **R1,500** |
| **Sponsored article + social promotion**<br>Website article plus agreed social media promotion. Exact post format and timing confirmed in writing. | **R2,000** |
| **Website banner advertising**<br>Placement and duration quoted on request, subject to available inventory. | **Quote** |
| **Custom campaign / event coverage**<br>Multi-deliverable campaigns, interviews, event attendance, photography/video and post-event content priced to brief. | **Quote** |
| **Affiliate / performance partnerships**<br>Commission-based or hybrid arrangements considered where relevant to the audience and editorial coverage. | **Discuss** |

## Campaign Process

1. Share your campaign brief, goals, timing and required deliverables.
2. USC confirms fit, availability, pricing and what is included.
3. Work begins after written approval and any agreed payment/deposit.
4. Content is published or delivered according to the approved schedule.

## Important terms

Rates are listed in ZAR and exclude VAT where applicable. Media spend, travel, accommodation, talent fees, production costs and third-party expenses are not included unless expressly stated in a written quote. No specific traffic, sales, engagement, search ranking or editorial outcome is guaranteed. Links, do-follow attributes, link duration, exclusivity and usage rights must be agreed in writing before booking. Sponsored content and affiliate relationships are disclosed where required.

## LET’S WORK TOGETHER

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