



WOMEN IN SPORTS
AFRICA

WISA MAGAZINE

Celebrating the women shaping sport, business, wellness, beauty and culture across Africa

About KNL Communications

KNL Communications is a creative communications company dedicated to building impactful media platforms that inform, inspire, and connect communities.

As the home of WISA Magazine, KNL exists to broaden the conversation beyond headlines and soundbites, creating space for deeper storytelling, meaningful dialogue, and authentic human connection.

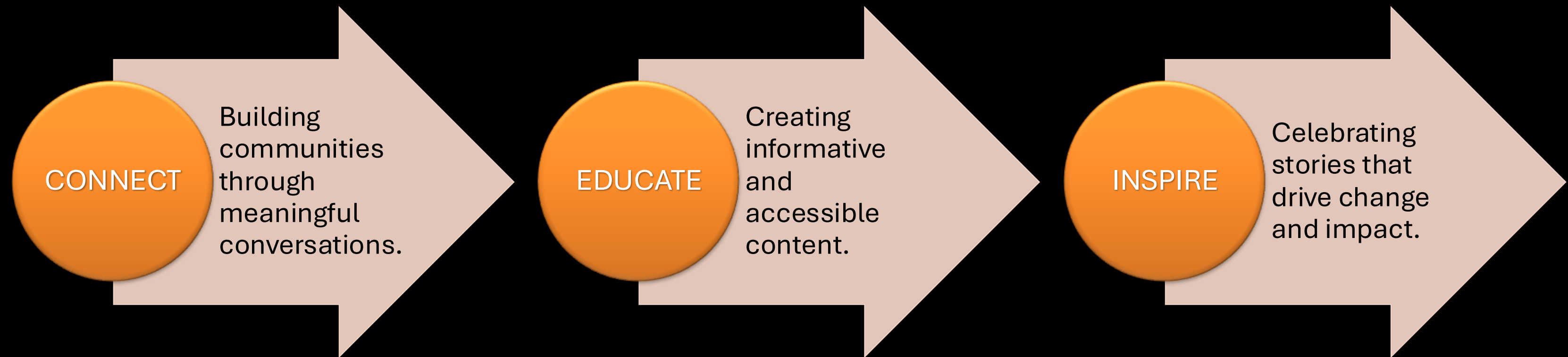
Our vision:

- To develop a portfolio of digital publications that celebrate diverse voices, spotlight untold stories, and explore the intersections of culture, lifestyle, business, and sport.
- To become a leading African digital publishing house that champions diverse voices, celebrates excellence, and builds communities through storytelling.

Our Mission

- Tell stories that inspire and empower
- Create platforms for meaningful conversations
- Connect communities through shared experiences
- Produce content that is informative, engaging, and impactful

KNL Communications CONTENT PILLARS



About WISA

From Screen To Storytelling

WISA Magazine extends the impact of the WISA television show broadcast across:

- SABC 2
- SABC Sport
- SABC +

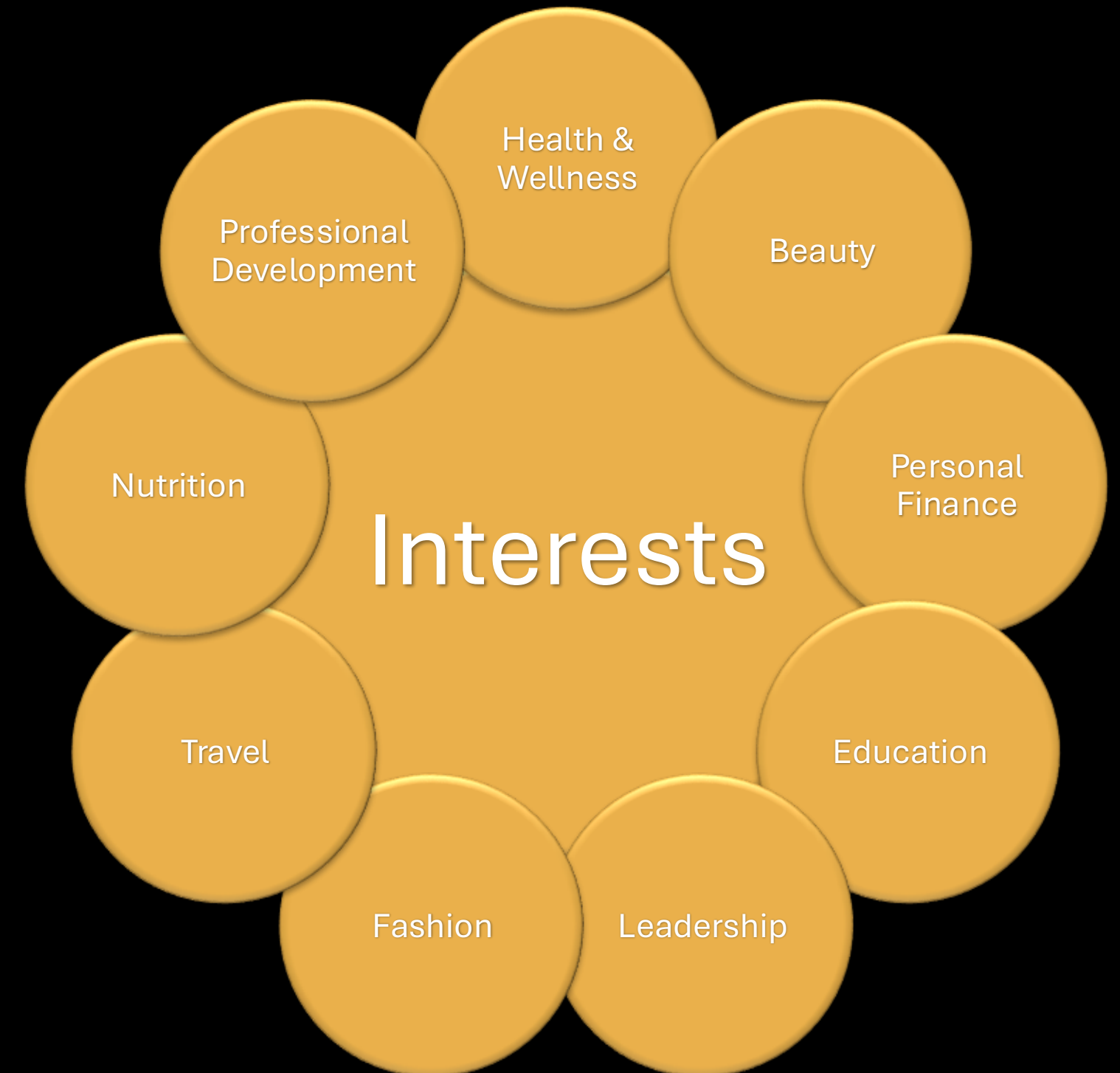
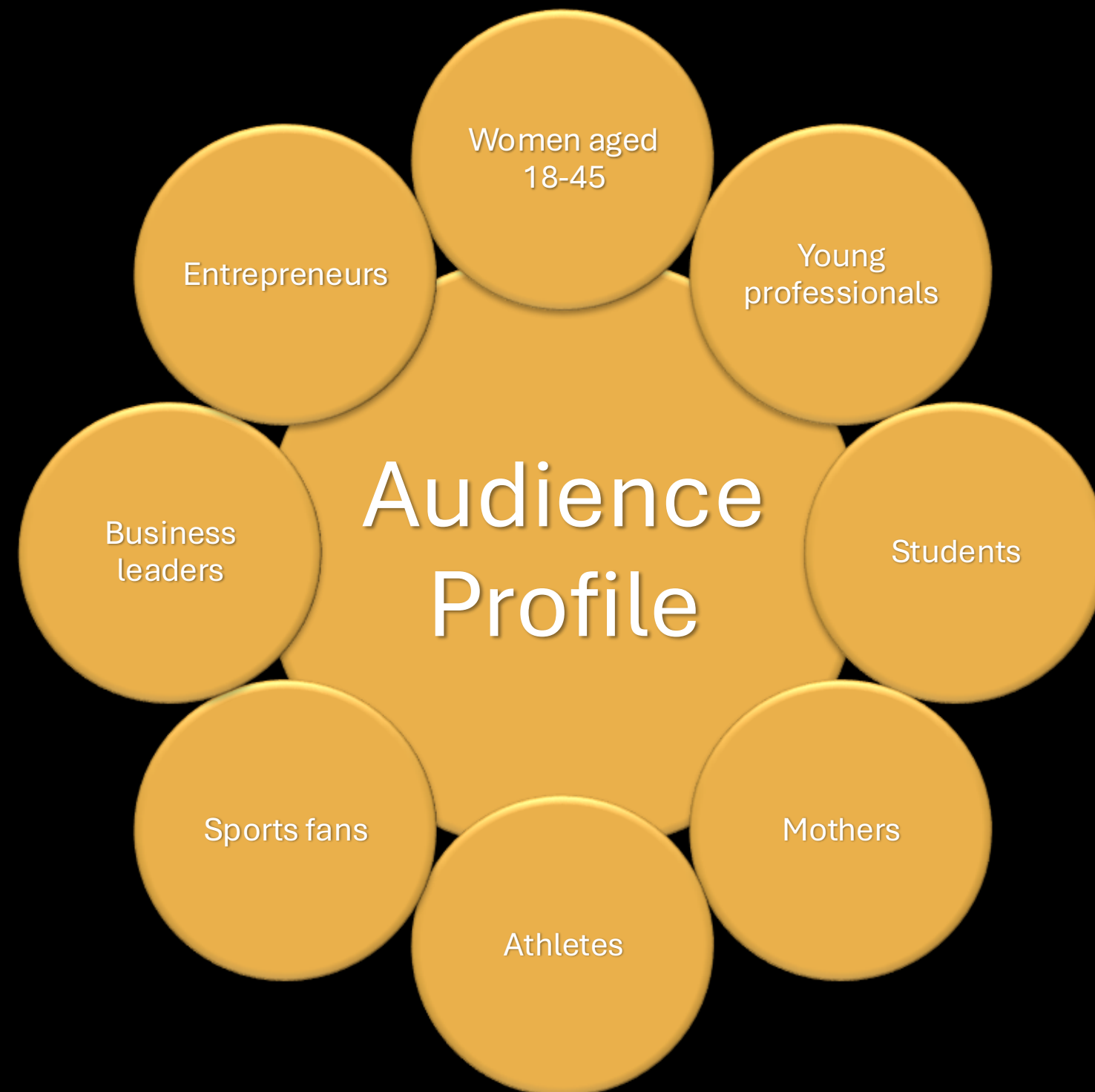
The publication provides deeper storytelling, thought leadership and lifestyle content that cannot be explored within traditional broadcast constraints.

What we cover:

- Women in Sport
- Business of Sport
- Health
- Wellness
- Beauty
- Education
- Lifestyle
- Community Impact

Our Audience

The Modern Female Sports Consumer



The Opportunity

Why WISA?

Women are no longer just spectators. They are:

- Athletes
- Coaches
- Executives
- Entrepreneurs
- Media personalities
- Decision makers
- Consumers

Yet very few media platforms speak directly to them.

WISA Magazine fills that gap.

WISA is South Africa's first magazine dedicated to women across the sporting ecosystem.

Why Advertise With WISA?

More Than Visibility



Why Your Brand Fits

Your Customers Are Already Here:



Editorial Themes

Issue 01

Women In Sport

Athlete
Spotlight

Referee
Profile

Sport &
Motherhood

Business of Sport

Women in
the
Boardroom

She Built The
Brand

Sponsorship
Decoded

Health & Wellness

Period &
Performance

Sleep &
Recovery

Mental
Health

Burnout

Beauty

Beauty Shelf

Recovery
Rituals

Game-Day
Beauty

Education

Financial
Literacy

Girls in STEM

Academics &
Sport

Lifestyle

Style

Nutrition

Community
Stories

Advertising Inventory

Placement	Type
Premium Placements	
Inside Cover	Full Page
Page 11	Full Page
Page 20	Full Page
Page 23	Full Page
Page 33	Full Page
Inside Back Cover	Full Page
Back Cover	Full Page
Integrated Opportunities	
Page 10	Half Page + Editorial
Page 16	Half Page + Editorial
Page 32	Half Page + Editorial
Page 41	Half Page + Editorial

Rate Card

Ad Position	Size	Launch Rate	Notes
Inside Front Cover	Full Page	R5,500	Premium placement
Double Page Spread	2 x Full Page	R8,500	Maximum brand impact
Full Page	210 x 297 mm	R3,500	Standard full-page advertisement
Half Page Landscape	210 x 148 mm	R3,000	Horizontal format
Half Page Portrait	105 x 297 mm	R3,000	Vertical format
Section Sponsorship	Logo + Full Page	R4,500	Exclusive branding
Advertorial (Half/Half)	Half Page	R3,000	Editorial style
Advertorial	Full Page	R5,000	Full-page sponsored feature
Inside Back Cover	Full Page	R4,000	Premium placement
Back Cover	Full Page	R6,000	High-impact premium placement

Additional Notes

- All rates are quoted per issue.
- Artwork to be supplied in high-resolution PDF format.
- Advertorial content may be supplied by the client or developed in collaboration with the WISA editorial team.
- Placement is subject to availability and booking confirmation.
- Discounts may apply to multi-issue bookings and strategic partnerships.

The WISA Ecosystem

More Than A Magazine

WISA Magazine is an extension of the WISA television platform, creating a multi-channel ecosystem that amplifies stories of women in sport.

WISA TV Overview

Show: Women In Sports Africa (WISA)

Broadcast Platforms:

- SABC 2
- SABC Sport
- SABC +

Format:

- 24-minute talk show
- 3 x 8-minute segments
- Weekly broadcast

Style:

- Inspirational
- Informative
- Engaging
- High-production-value discussions

Featured Guests:

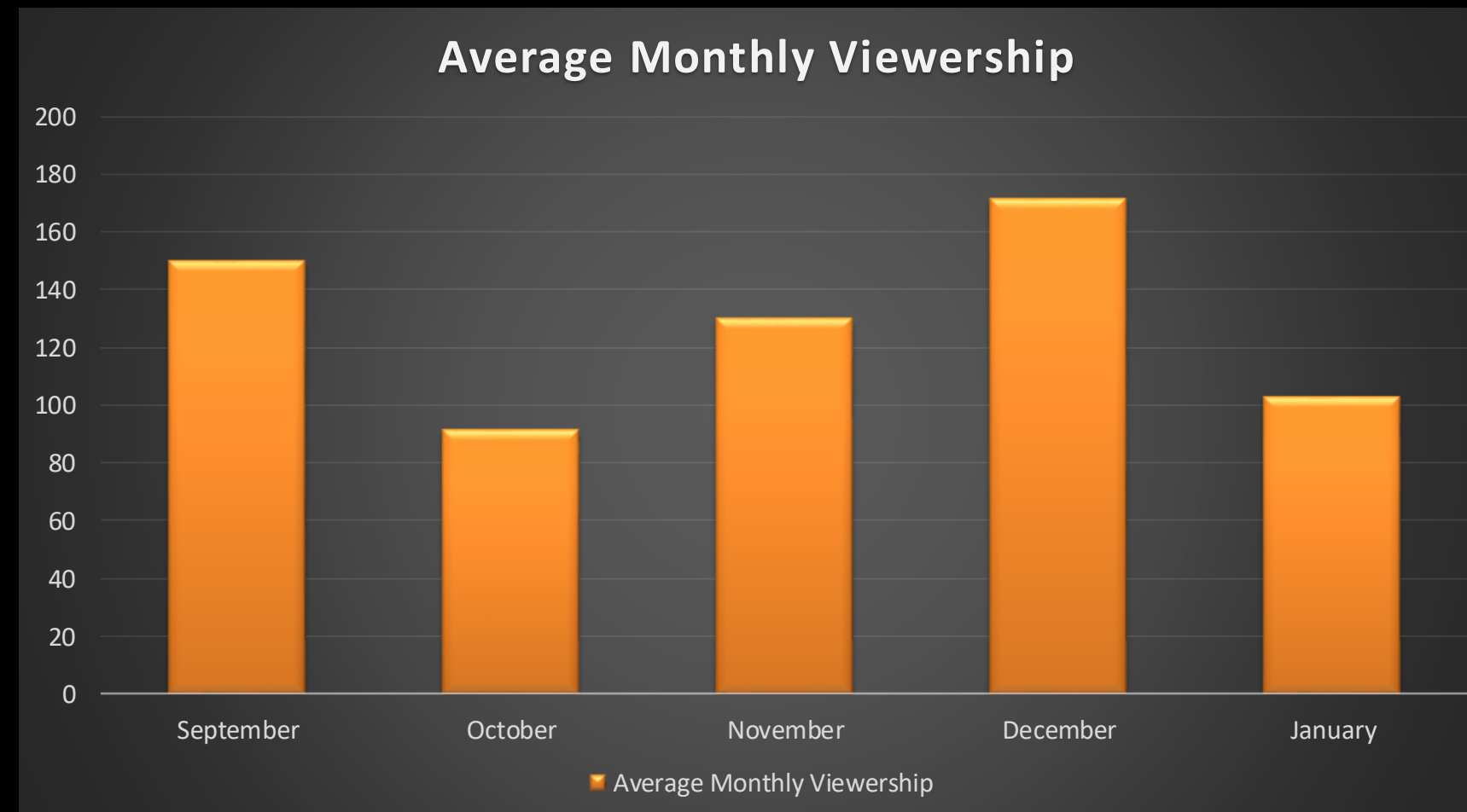
- Current & former athletes
- Sports executives
- Coaches
- Broadcasters
- Sports lawyers
- Agents
- Medical professionals
- Industry leaders

Why This Matters

By advertising in WISA Magazine, brands gain access to a broader storytelling ecosystem that extends beyond the page and into television, digital, and social platforms.

Audience Reach

WISA TV Reach



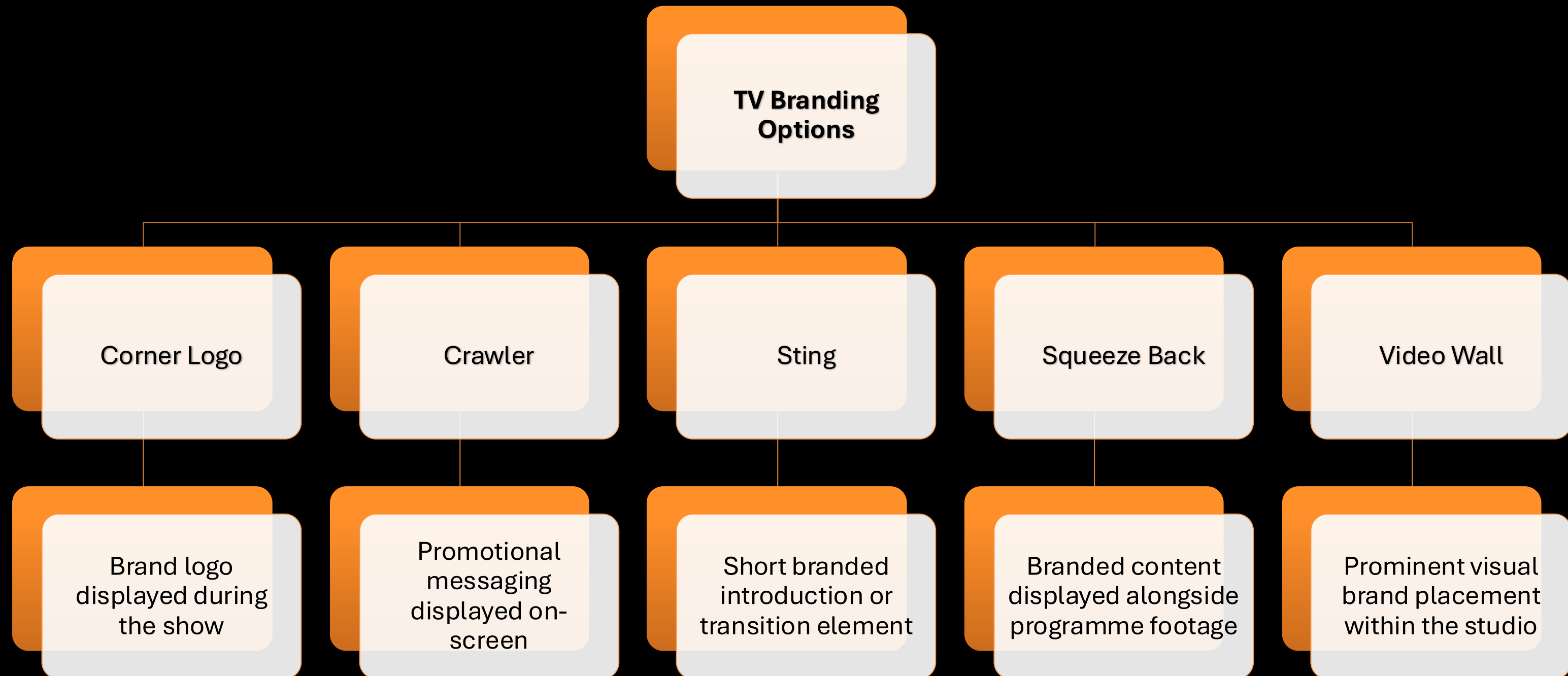
Total Audience Reached:

- 645,614 viewers across five months

Average Monthly Audience:

- 129,123 viewers

Integrated Advertising Opportunities



Added Value: TV

Rate Card “T” Rate	T16					
Rand Value of “T” Rate	R11 000					
Number of Broadcasts	12					
Sponsorship Elements	Duration in seconds	Cost per element	Number per “B” cast	Rate card value	Rate Variant %	Sponsorship Value
Sting	5	R5 500	0	0	0%	0
Squeeze Back	10	R6 600	1	R6 600	-20%	R7 920
Corner Logo during (duration in minutes)	3	R13 200	0	0	0%	0
Crawler (in minutes)	3	R1 980	0	0	0%	0
Sub-Total Standard Elements				R6 600		R7 920
Additional Sponsorship Elements	Duration in seconds	Cost per element	Number per “B” cast	Rate card value	Rate Variant %	Sponsorship Value
Video Wall (Duration in minutes) – Max 3 Min	1	R4 400	1	R4 400	-50%	R6 600
Sub-Total Additional Elements				R4 400		R6 600
Total Sponsorship Elements/B’CAST	1			R11 00		R14 420
Total Sponsorship Elements/Series				R132 000		R174 240
Sub-Total				R132 000		R174 240
Less Client Discount					80%	R139 392
TOTAL VALUE & COST				R132 000		R134 848

THANK YOU!

For Advertising

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