

Where every story shapes the culture.

A South African digital culture publication — editorial,
social, branded storytelling and campaigns.

Editorial · Social · Storytelling · Campaigns

viranova.co.za/media-kit

Culture does not wait for permission.

Viranova is a South African digital culture publication built for the artists, sounds, public figures, events, creators and conversations moving through the now.

We add context where feeds usually offer noise — then turn that editorial intelligence into premium, clearly disclosed opportunities for relevant partners.

South Africa-first

Independent

Digital

Culture-led

Stories. Voices. Culture. Impact.

Who is in the room?

A South Africa-first audience that follows culture as it forms — not only after it becomes mainstream.

01

Culture followers

People tracking music, entertainment, creators and public conversation.

02

Artists & emerging talent

Creators who need credible context, discovery and visual storytelling.

03

Event communities

Audiences moving through festivals, theatre, nightlife, live music and creative rooms.

04

Industry readers

Labels, agencies, publicists, organisers and partners watching what moves next.

05

Brand decision-makers

Teams looking for culturally relevant campaigns with visible disclosure.

No inflated numbers. Viranova is a growing independent publication — current native analytics are supplied with campaign proposals where available.

One room. Eight editorial desks.

Coverage built around the culture — and the industry movement behind it.

01 • MUSIC

Releases, artists, festivals, awards and the business around sound.

02 • CULTURE

Internet moments, public figures, identity, lifestyle and social conversation.

03 • ENTERTAINMENT

Television, film, comedy, celebrity and screen culture.

04 • ARTISTS & CREATIVES

The people building new visual, design and artistic language.

05 • INTERVIEWS

Long-form conversations with artists, founders and cultural voices.

06 • OPINION

Arguments and reflections that move beyond the announcement.

07 • EVENTS

Listings, previews, activations and on-the-ground cultural coverage.

08 • TRENDING

Fast-moving stories given context, not simply repetition.

Commercial work stays visible.

Reader trust is part of the product. Viranova does not disguise paid placements as independent editorial.

Human-written

Articles are written by people and reviewed under Viranova's editorial process.

Editor-reviewed

Claims, names, dates, links and supplied campaign facts are checked before publication.

Clearly labelled

Sponsored and partner-supported work is visibly disclosed to the reader.

Corrections open

Standards, corrections and commercial policies are published and accessible.

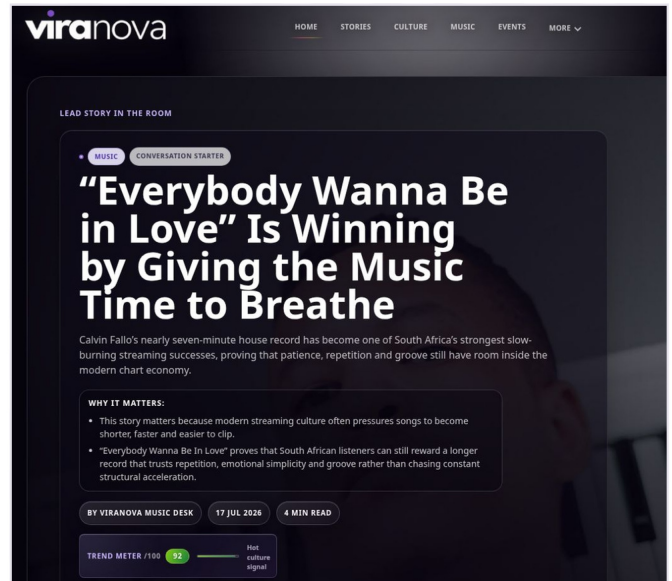
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● THE LIVE PUBLICATION

Built to hold attention, not dump banners.

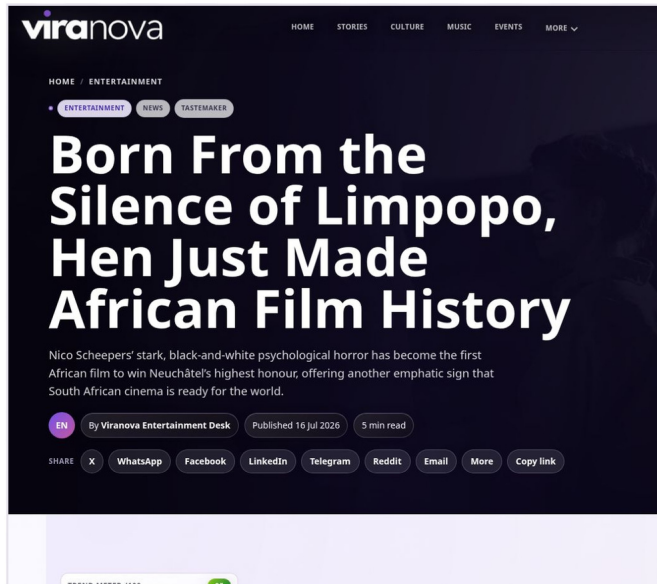
A Viranova placement sits inside a designed editorial environment: lead stories, culture signals, category lanes, selected reads, events and commercial inventory that feels native to the room.

- Homepage storytelling
- Category discovery
- Culture Pulse and Editor's Pick
- Event and partnership routes
- Searchable, shareable story pages



Brands enter culture with context.

A strong brand story should read like it belongs in the room while remaining honest about why it is there. Viranova builds long-form, shareable pages around the cultural reason a campaign matters.



- Clear category and story angle
- Why-it-matters framing
- Share layer and search visibility
- Calls to action where agreed
- Disclosure matched to the commercial scope

Six ways to enter the room.

Every format is scoped around one clear objective, a strong cultural reason and visible disclosure.

01

Sponsored stories

Long-form brand storytelling with editorial structure and clear labelling.

02

Branded interviews

Founder, artist, expert or campaign conversations shaped for discovery.

03

Reels & social

Vertical video, carousel design, launch copy and supporting Story frames.

04

Event / showroom coverage

On-location capture, live social, recap stories and campaign assets.

05

Homepage / Culture Brief

High-attention placement inside Viranova's owned publication surfaces.

06

Integrated campaigns

A coordinated mix of editorial, social, video and measurable calls to action.

● SHORT-FORM PRODUCTION

Clear rates. Flexible scope.

The confirmed shoot duration and number of edited videos determine the production fee.

● FILMING

R2,000 / shoot hour

Short-form session time is confirmed in the scope.

● POST-PRODUCTION

R1,500 / finished video

The edited-video count is confirmed before post-production.

SHORT-FORM COST FORMULA

$(R2,000 \times \text{shoot hours}) + (R1,500 \times \text{edited videos})$

Long-form shoots are custom quoted according to duration, locations, crew, equipment and production requirements.

● INDICATIVE RATES

2026 commercial rate card.

Transparent starting points in South African rand. Final quotations reflect the confirmed scope and rights.

SERVICE	STARTING RATE
Sponsored editorial feature	R1,500
Story + social launch package	R2,250
Short-form filming session	R2,000 / hour
Short-form video editing	R1,500 / video
Long-form video production	Custom quote
Homepage, Culture Brief or campaign	Custom quote

Shoot-hour and edited-video totals are approved before production; long-form work is scoped separately. Rates exclude travel outside Gauteng, talent, specialist crew, raw footage, paid media, exclusivity and expanded licensing. Prices shown in ZAR.

● SCOPE, RIGHTS & TERMS

Clear scope. Clean rights.

Commercial clarity protects the partner, the production and the reader.

● INCLUDED IN AGREED SCOPE

- Campaign briefing and concept
- Editorial copy or script development
- Design, editing and publication
- Fact-checking of supplied claims
- One consolidated revision round
- Clear commercial disclosure
- Basic campaign performance report

● QUOTED SEPARATELY

- Paid-advertising usage or whitelisting
- Raw footage and editable project files
- Extra revisions or new concepts
- Talent, location, styling or specialist crew
- Travel outside Gauteng
- Exclusivity or competitor restrictions
- National, dealer-network or third-party use

Recommended standard terms — 50% confirms the booking; balance before first publication or final asset release. Organic reposting with credit for 90 days where agreed. Quotes valid for 14 days.

● MEASUREMENT

We report attention. We do not invent outcomes.

Campaign reporting is matched to the agreed objective and the tracking available. Sales are never guaranteed; qualified action is designed and measured wherever possible.

Reach

Video views

Watch time

Engagement

Saves & shares

Link activity

Enquiries

Bookings

Best results come from a unique link, campaign code, WhatsApp route or booking form supplied by the partner.

● START A CAMPAIGN

Bring the campaign into the room.

Tell us what needs to move — awareness, understanding, attendance, enquiries, bookings or cultural relevance. We'll recommend the smallest strong campaign that can do the job.

PARTNERSHIPS

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