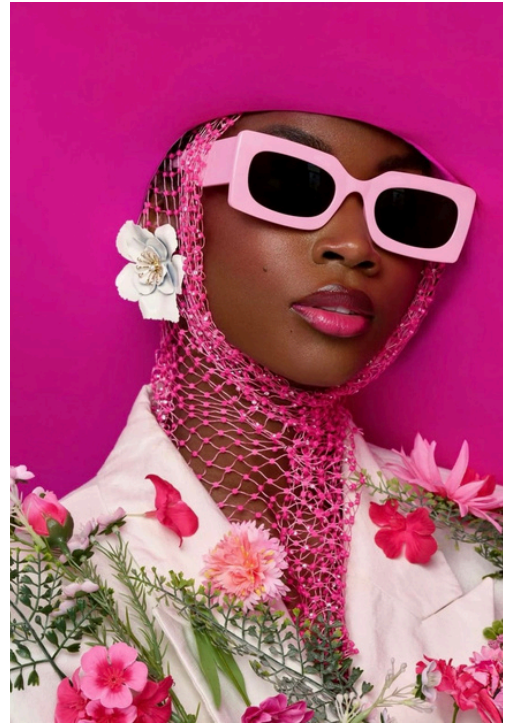
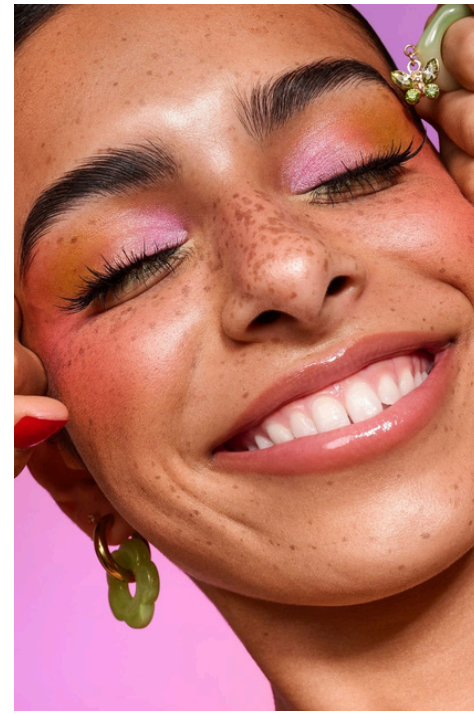


WAVE

South Africa





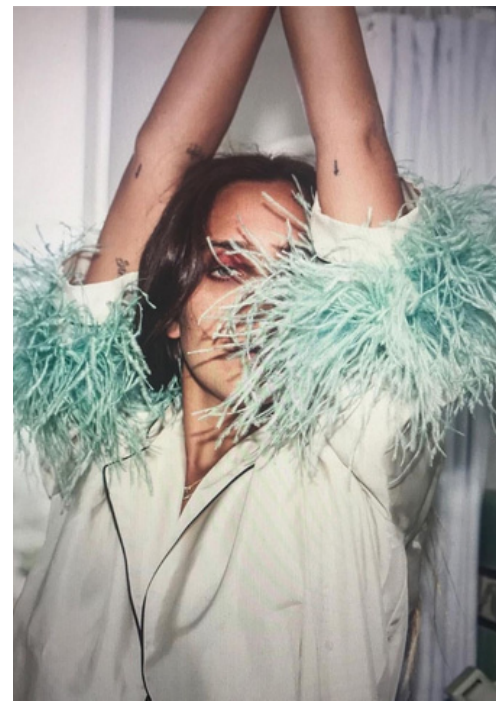
WHO IS FEMME?

FEMME is a digital-first women's lifestyle and culture publication created for South African women navigating fashion, beauty, relationships, ambition and contemporary femininity

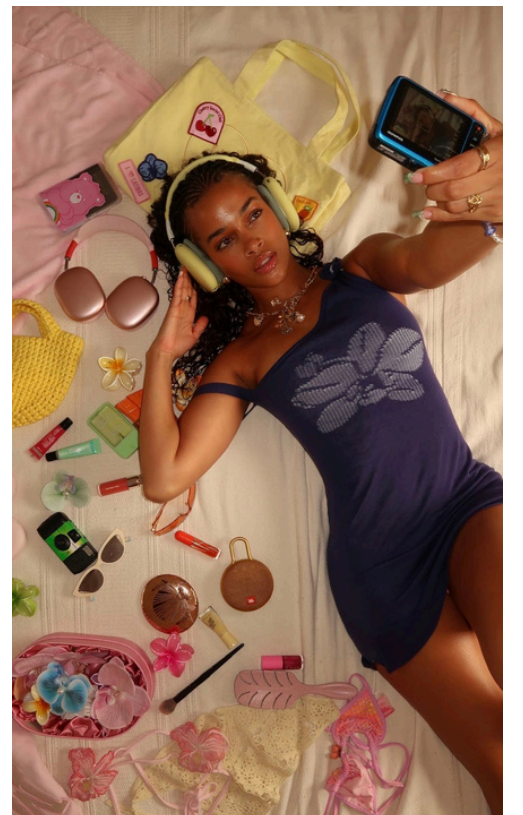
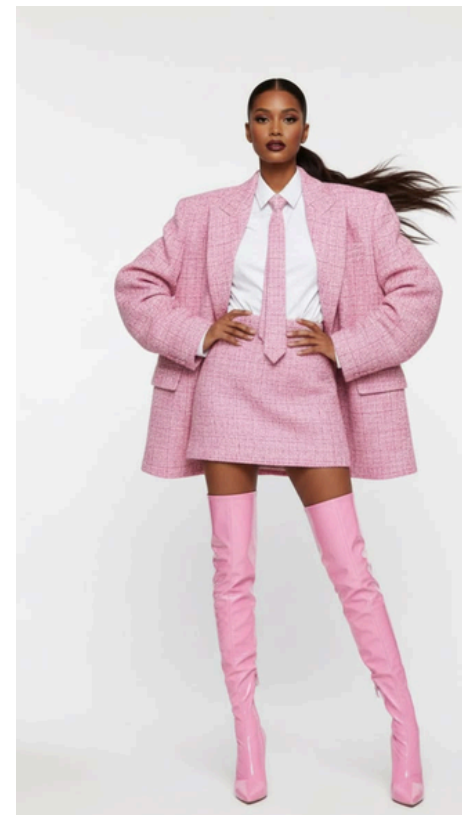
“**A media brand built for the socially connected modern women.**”

Rooted in conversation, culture and connection, FEMME blends editorial glamour with emotionally relevant storytelling to create a socially alive media experience for women today.

WHO READS FEMME?



The FEMME reader is ambitious, trend-aware, socially connected and culturally engaged. She is digitally fluent, beauty-conscious and emotionally expressive. She balances her career goals, friendships, dating, wellness and modern femininity in real time.



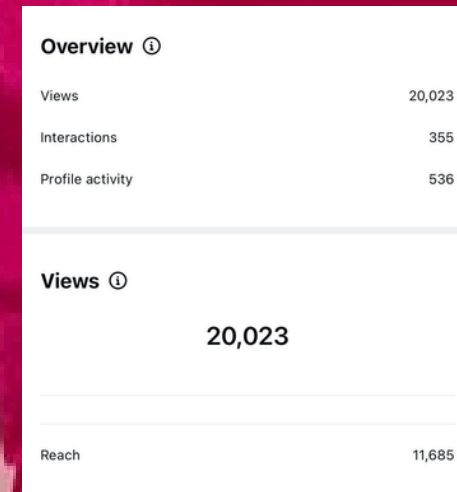
FEMME AUDIENCE INSIGHT

Our readers are:

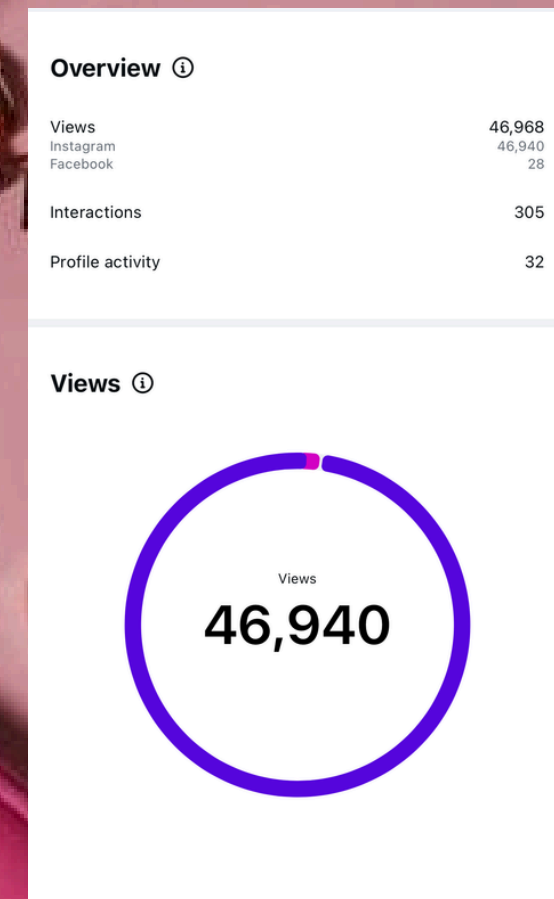
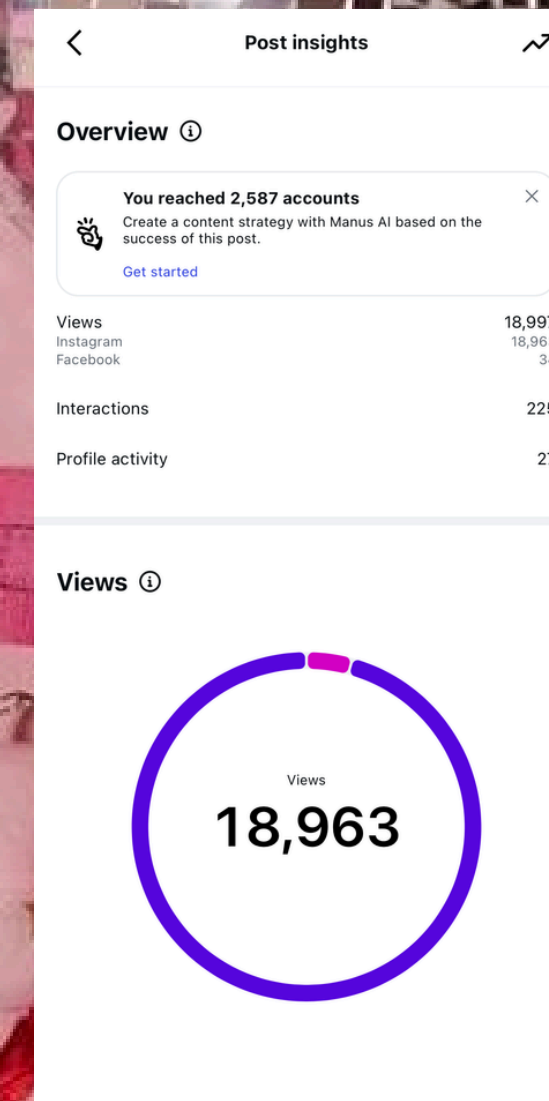
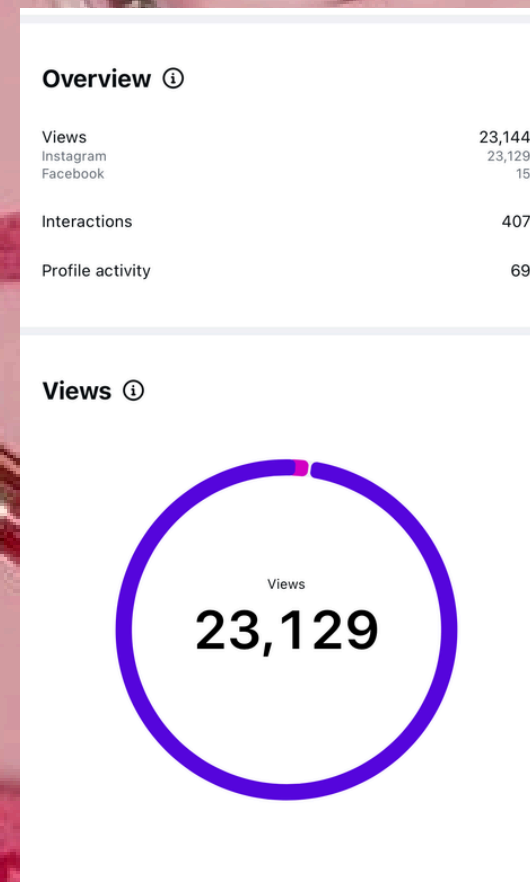
- 18–40 years old
- Social media fluent
- Digitally plugged in
- Emotionally expressive
- Style & beauty conscious

They're women who:

- Follow trends but also conversations
- Want media that understands modern womanhood
- Cares about aesthetics and identity
- Consumes beauty, fashion and lifestyle content daily



VIEWS/REACH





WHY FEMME MATTERS NOW

South Africa's women's media landscape is evolving.

Modern women want more than polished publishing. They want conversation, culture, personality and relatability.

FEMME exists to meet that shift.

CONTENT PILLARS



Fashion



Beauty



Lifestyle

Relationships



Popculture



Womanhood





PARTNERSHIP OPPORTUNITIES



CONNECT WITH WOMEN AUTHENTICALLY

FEMME offers brands direct access to an engaged audience of young South African women actively consuming beauty, fashion, lifestyle and cultural content daily

Partnership Opportunities

- Event partnerships
- Sponsored editorials
- Branded content
- Beauty campaigns
- Experiential activations
- Social media integrations
- Creator collaborations

THE FEMME DIFFERENCE

Traditional Media



Polished editorial



Traditional celebrity culture



Static publishing



FEMME



Emotionally relevant



Culturally alive



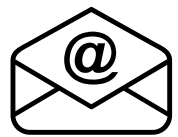
Conversational editorial



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