

SUCCESSFUL **MAN**

EMPOWERING MEN

2025

BRAND INFORMATION





TT MBHA

Editor In Chief

Successful Man magazine is a quartely publication and is aimed at accomplished, self-assured, affluent and stylish men. Successful Man is aimed at ***empowering, supporting and connecting local business professionals and entrepreneurs.***

WHERE WE ARE GOING

NEW LOOK



NEW

POWERFUL PLATFORMS

SUCCESSFUL MAN WILL FEATURE-PROOF YOUR BUSINESS BY
RECRUITING THE NEXT **GENERATION OF BRAND LOYALISTS**



“We strive to **EMPOWER** our men through content that is
compelling and useful to **men across all walks of life**”

WHAT'S

NEW

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SUCCESSFUL MAN



Moda Beleza Lifestyle Desfiles TV Vogue VFNO Noiva Promo Revista

X-Wave: aparelho promete combater a celulite com ondas de choque

Vogue testou a novidade que chegou ao Brasil e que é queridinho de estrelas como Madonna

04/04/2017 - 07h16 - Atualizado 07h16 / por JULIA PITALUGA

A rainha do pop sabe mesmo das coisas. Aos 58 anos, a cantora **Madonna** já havia cantado a bolsa sobre aparelho X-Wave para combater a celulite, e ele se confirmou como uma das apostas mais bem sucedidas do universo da estética.

Minha parada foi na clínica **Sara Bragança**, na Barra da Tijuca, no Rio de Janeiro, por onde circulam atrizes como **Monique Alfradique**, **Bianca Rinaldi**, **Juliana Knust** e **Camila Rodrigues**, e testei esta nova aposta do mercado de beleza.

De acordo com Sara, médica membro da Sociedade Brasileira de Medicina Estética especializada em terapia ortomolecular, “as alterações hormonais que ocorrem no corpo das mulheres favorecem o acúmulo e a ampliação de células de gordura, o que leva ao aumento de pressão no tecido e diminui a microcirculação local” - e assim surgem os temidos furinhos.

O tratamento com o X-Wave pode ser feito na barriga, bumbum, coxas, culote e braços, de seis a dez sessões, com espaçamento de apenas 48 horas, dependendo de cada caso. A partir das primeiras sessões já é possível observar nitidamente a diferença, com pele mais firme, forte, lisa e preenchida. E não causa manchas ou inchaço na região tratada. Além disso, depois da sessão não são necessários cuidados caseiros especiais.

O processo é indolor e dura menos que 30 minutos (são 5 minutos para cada região, não podendo ultrapassar este tempo). À primeira vista, é preciso destacar que os temidos ‘furinhos’ foram amenizando como borracha no papel - ou como o Facetune no smartphone - logo na primeira sessão, e a olho nu.

Por mais que assuste dizer que são mini “choques”, é preciso destacar também que você não sente dor, pois os choques são apenas internos e estimulam o fluxo sanguíneo na região e a formação de colágeno.

Hoje na sexta sessão - que foram feitas em apenas três semanas - Gabriela mostrou foto minha antes de tudo começar e levei um susto. O resultado, para mim, surpreendeu. Meu derriêrre atual parece de Sabrina Sato, pronto para desfilr com maiô anos 1980 no Carnaval. A aparência é de que a pele antes afetada pela celulite foi preenchida novamente, e até o desenho da circunferência na divisão entre o bumbum e as pernas foi totalmente contornada e modificada.



ALL STORIES TRENDS LIFESTYLE

FASHION & BEAUTY



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More



Join the secret society of ordinary successful men doing extra ordinary things.

STORIES

TRUE LIFE STORIES

In their own words

Unique and brave women share their fascinating stories that will move and shock you.

‘How I finally left an abusive relationship after 9 years...’

“He only ever hit me once, but the brutality of his tongue was as cutting as a punch to the face”

“I found out only now that my mother was a prostitute”

“He only ever hit me once, but

SHARE your true story

Back

STORIES

SUCCESS STORIES



HOW THEY DID IT

South Africa's self made millionaires

‘How I made R200 million in a male dominated industry.’

“He only ever hit me once, but the brutality of his tongue was as cutting as a punch to the face”

Started off as a secretary in at a bank, back in 1980s

“He only ever hit me once, but

SHARE your success story

Back

SUCCESSFUL MAN

NEW

LAYOUT DESIGN



TT MBHA ON LIFE,
BUSINESS, AMATYMA
NETWORK AND RAISING
HAPPY DAUGHTERS



The Journey
I was born and raised in Pimville Zone 7 Soweto in 1979. I attended my primary school at Mdelwa Hlongwane and my high school at Parktown Boys. I grew up under very humble beginnings where everyone knew each other. My mom was a nurse and my dad was an insurance inspector. They both worked hard to provide for me and my sister. I was a very naughty and problematic child who was always caught up in street fights. Soccer, public speaking and running kept me busy during my schooling days and I enjoyed walking around the streets of Pimville on weekends for hours, just admiring different houses, especially corner houses, because there was a perception that staying in a corner house classified you as rich. I promised myself that one day I will stay in a white corner house and guess what? Lol let's leave it there.
My love for clothes started when I was very young. I used to watch how detailed my grandfather and my dad's dress senses both were. I would observe how my dad would iron his clothes the night before. He was and still is a very snazzy dresser and I definitely learnt a lot from him on how to put it all together. He actually inspired me to study towards a clothing management qualification straight after matric. I was so good at it that I even got a bursary from Du Pont within six months of my first year.
I studied clothing management after matric and I was such a high achiever that a lycra manufacturer, Du Pont, offered me a full qualification scholarship during the first six months of my first year. This was unheard of because this company only sponsored 2nd year students and above, but they made an exception for me because I was a high flyer in the first six months. All I needed to do to keep the scholarship, was to simply keep the distinctions coming, and oh boy I kept them coming like a flowing river in Limpopo.

“My love for clothes started when I was very young. I used to watch how detailed my grandfather and my dad’s dress senses both were”.



DILL WARREN - MAKING
IT BIG IN WALLPAPER
BUSINESS

DR HULISANI
MATAKANYI
From Humble
Beginnings to
Academic Heights.
How a Single
Mother’s Love and
Resilience Shaped a
Public Health Expert.



Dr. Hulisani Matakanyi's life story is a testament to resilience, hard work, and the power of education. He was born in Hamagidi a village in Limpopo Province. Dr Hulisani has risen from humble beginnings to achieve remarkable academic and professional success. His journey is marked by a strong family bond, unwavering faith, and a commitment to public health.

The Journey
Dr Hulisani Matakanyi was raised by a single mother in a loving environment growing up in Hamagidi village, then relocated to Thohoyandou Block F. From the onset he realized that part of his transition was to distance himself from the wrong crowds. The values that his mother instilled in him were Christian morals and hard work.

Education and Career Path
Dr Hulisani matriculated at Tshikororo Secondary School and then proceeded to the University of Venda where he graduated with a BSc in Microbiology and Biochemistry, he further obtained his Honours degree, a Master's currently holds a Doctorate in Public Health. Notwithstanding challenges he never wavered, Dr Hulisani obtained University funding through NSFAS and NRF.

His inspiration to further his studies to PHD was to make special contribution towards Public Health field, “I was also willing to improve my career prospects as I have a strong passion for research work. The other thing was that, I was honouring the sacrifices that my mom made for me. I remember when she gave me the registration fee, I promised her that I will come home with a PhD degree and I will never embarrass her.
Another thing is that behind every healthcare worker is a disease of someone they love the most. I lost my brother when I was young and that motivated me to study the disease that has cut his life short until I came up with a special contribution which is a solution that can help save many lives. I remember I defended my thesis on the same date that my brother was laid to rest. When the University gave me that date I looked up and said Lord I see what you are doing. I immediately knew that it was God’s desire for me to be where I am” he emphasized.

University Life and Adjustments
University life was completely a new environment for him, and he had to learn to keep up with the pace and a new mode of learning although he told himself that he wasn't going to subject himself to pressure of becoming what he was not. “To be honest University had a very different vibe from high School.

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2024 | ISSUE 02

“In the early 2000 clothing management was not a popular qualification, I got exposed to it at school”.

Editors' PICKS

This month's star beauty products.



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PHOTOGRAPHED BY JOHN RINTOUL COMPILED BY HAYLEY D'ONOFRIO

the Look

by HAL RUBENSTEIN



FINISHING TOUCHES

PETALS TO THE METAL
Can a woman ever receive too many flowers? These 18kt white gold earrings from the Van Cleef & Arpels Socrate collection feature five-petal diamond blooms clustered into nosegays.

BEST DRESS

CATE BLANCHETT
in Balenciaga Edition

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AMPS

“We create compelling, informative, inspirational and useful business content that speaks to men in the low LSM, which is delivered across multiple platforms and industries”

10 000 COPIES

This is important as it will influence the life stage needs associated with maturity. Products addressing these needs will quickly find favour.

LSM 3-6

The biggest grouping and most vital to advertisers.

52.4% of our adult population live in LSM 3-6 households.

This group must represent the low-hanging fruit for many markets looking for growth but who are questioning the value return on campaigns and attempting to squeeze more return on investment from within the higher LSM segments.

70% of the population are within LSM 3-6



74 pages Bi-Monthly

36 Average Age

READERSHIP 80 000

SUCCESSFUL MAN magazine is a business publication for ambitious, drive men in the urban areas, townships and rural areas who wants to succeed in business and who wants to be change agents in their communities



Average Income

R6967

That said, the increase from LSM 4 to 5 is up 38% and from LSM 5-6 it leaps by 60% to R8 709 pm.

AVERAGE AGE 20-45

MEN 85%

Educational level: Matric, Diploma, Degree

These increases reflect the increases in education and therefore economic attractiveness of the segments. Currently some 35% of LSM 4-6 people have achieved at least a matric qualification and within LSM 6 this grows to almost 45%



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3RD R50,000

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