



MASTER MEDIA KIT

2026 COMMERCIAL EDITION

INSPIRE. PRESERVE. BUILD.

Photography. Film. Editorial. Brand storytelling.

CLEAR PACKAGES. PREMIUM OUTPUT.

Johannesburg + national coverage. Defined deliverables, connected storytelling and no hourly surprises.

South African Rand • Rates exclude VAT

Valid to 31 December 2026 unless superseded in writing

www.dkexpressions.co.za

BORN IN JOHANNESBURG. BUILT FOR EVERYWHERE.

Independent media, creative and brand storytelling since February 2013.

Founded by Dale Kopping, DK Expressions brings photography, film, editorial and digital strategy into one connected creative experience.

Our Time Travellers capture culture as it happens and turn the moment into stories that continue working for the brand.

WHAT WE CREATE

Event photography and video, search-discoverable editorial, monthly brand content and executive authority programmes.

WHO WE WORK WITH

Brands, venues, event organisers, founders, executives, PR agencies and qualifying nonprofit or NGO partners.

HOW WE WORK

Start with the objective. Define the scope. Produce, publish and report against agreed outcomes.

Brand and founder reference: dkexpressions.co.za/about/

DISCOVERABILITY THAT OUTLIVES THE CAMPAIGN.

Reporting period: 1 September 2025 – 31 August 2026.
Google Search Console measures search visibility and clicks
—not total audience reach.

12-MONTH SEARCH MEASURE	RESULT
Google Search impressions	495,304
Google Search clicks	4,509
South African impressions	59,352
South African clicks	907
Mobile share of Google clicks	76.6%

READ THE NUMBERS CORRECTLY

Impressions are appearances in search results. Clicks are visits initiated from those results. Neither represents unique human reach.

Source: DK Expressions 2026 Audience & Measurement Snapshot; Google Search Console exports for the stated period.

LOCAL RELEVANCE. QUALIFIED ENGAGEMENT.

Reporting period: 1 September 2025 – 31 August 2026. GA4 and Search Console describe different measures; they are not added together.

GA4 MEASURE	RESULT
Organic Search sessions	3,476
South African active users	1,017
South African engagement rate	51.2%
South African average engagement time	66.9 sec

EVIDENCE-LED VALUATION

We price the production, editorial treatment, placement, distribution and reporting—not an unsupported reach promise.

AUDIENCE QUALITY

The audit flags anomalous referrals. Raw server and global traffic totals are not sold as human reach.

Source: 2026 Audience & Measurement Snapshot; supplied GA4 exports for the stated period.

STORIES KEEP TRAVELLING.

Selected Search Console page results from 1 September 2025 – 31 August 2026. These are historical content examples, not guaranteed campaign results or client endorsements.

LOVE EXPO 2025 PAGE

385 Google Search clicks • 28,814 impressions

Average search position: 7.66

SIYABAKHUMBULA AWARDS PAGE

120 Google Search clicks • 1,230 impressions

Click-through rate: 9.76%

Average search position: 3.66

THE VALUE OF AN INDEXABLE STORY

A searchable article can continue attracting discovery after the event date. Results vary with the story, search demand and distribution.

Source: selected page-level results in the DK Expressions 2026 Audience & Measurement Snapshot. Search position and click-through rate are period averages.

ONE SYSTEM. SEVEN COLOUR LANES.

Event coverage, editorial placements and agency publication credits serve different needs. They are not interchangeable packages.

CATEGORY	PURPOSE / STRUCTURE
Event Domination	Blue • 4 event tiers
Always On	Yellow • 3 brand-retainer tiers
Become the Name	Purple • 3 executive-retainer tiers
Own the Attention	Coral/red • 3 editorial tiers; separate interview service and agency banks
Purpose-Driven	Green • eligible nonprofit / NGO pricing
Bespoke	Orange • custom integrated scope
Commercial Rules / Measurement	Teal • terms and evidence-led reporting

All published prices exclude VAT. “From” prices require a scoped quotation. The approved agreement confirms delivery, usage and exclusions.

EVENT DOMINATION

Live-event content for launches, activations, festivals, conferences, expos and premium experiences. Four distinct event tiers.

SPARK	R6,500 / event
Focused entry-level event coverage.	<ul style="list-style-type: none"> - Up to 4 hours on site - 1 creator - Up to 40 edited photos - 2 short-form reels - SEO event article or recap - Next-day delivery target
EVENT STORY	R15,000 / event
A richer event story, before and after the moment.	<ul style="list-style-type: none"> - Expanded photography and editorial - Richer image gallery - Multiple social assets - Pre-event and post-event content - Campaign reporting - Final production scope confirmed in the quotation

MAKE THE EVENT FEEL BIGGER THAN THE ROOM.

Signature is the anchored core offer. Takeover scales to flagship, multi-day and high-volume productions.

SIGNATURE	R32,000 / event
The anchored core event package.	<ul style="list-style-type: none"> - Up to 8 hours on site - Photography and video - Live posting during the event - 5 reels; up to 80 edited photos - Same-day teaser edit - In-depth recap and detailed report
TAKEOVER	From R95,000
Flagship and multi-day event production.	<ul style="list-style-type: none"> - Crew of 2–4 creators - Real-time social coverage - Daily reels and stories - Campaign and creator coordination - Extensive gallery, editorial and video - Full post-event campaign reporting

PRODUCTION ADD-ONS

Add production depth to an agreed scope. Availability, crew, output and turnaround are confirmed in writing.

PRODUCTION ADD-ON	RATE / TREATMENT
Additional creator / shooter	From R3,500–R5,000 per day
Drone	Quoted to scope; permissions, insurance and venue rules apply
Rush edits / rapid turnaround	From R1,800
Additional photography	From R5,000
Video highlight / reel production	From R4,500
Travel / accommodation	Quoted separately where applicable

PRODUCTION SCOPE

The quotation confirms shoot hours, deliverable volume, editing, access, licensing, travel and third-party requirements.

A 50% deposit confirms event or bespoke production unless different written terms are approved.

ALWAYS ON

A fixed monthly content engine for consistent premium photography, video, social content and strategy. Three-month minimum.

ESSENTIAL	R15,000 / month
A consistent monthly brand presence.	<ul style="list-style-type: none"> - 1 content shoot per month - 12 edited posts - 4 reels - Monthly content calendar - Selected distribution - Basic monthly report
PREMIUM	R35,000 / month
A fuller content and growth partnership.	<ul style="list-style-type: none"> - 2 content shoots per month - 20 posts and 8 reels - Content strategy - Fuller social management - Paid-ad creative - Campaign reporting

OWN THE CATEGORY ONLINE.

Weekly production and campaign depth for brands that need a sustained, high-volume content presence.

ELITE	From R60,000 / month
Weekly production and sustained category presence.	<ul style="list-style-type: none"> - Weekly production - High-volume content within scope - Community support - Monthly event allowance - Paid-ad creative or management scope - Strategy and reporting

THREE-MONTH MINIMUM

Platforms, production cadence, community support and the monthly event allowance are agreed in the approved scope.

EXCLUDED COSTS

Media spend, travel and other excluded production or third-party costs are quoted separately. “From” pricing is not an unlimited-output commitment.

BECOME THE NAME

Authority building for founders, executives, entertainers and high-profile professionals. Three-month minimum.

STARTER	R18,000 / month
Consistent, professional personal-brand visibility.	<ul style="list-style-type: none"> - 1 content shoot per month - 12 personal-brand posts - 4 short-form videos - Profile content - Selected platform distribution
GROWTH	R40,000 / month
Build authority through a managed content programme.	<ul style="list-style-type: none"> - 2 content shoots per month - 20 posts and 8 videos - Personal-brand strategy - Content management - Interview or talking-head series - Monthly reporting

BECOME THE NAME IN YOUR FIELD.

A premium programme for leaders who need original thought leadership and managed positioning.

AUTHORITY	From R75,000 / month
Become the name in your field.	<ul style="list-style-type: none"> - Weekly production - Media and PR positioning - Podcast or videoshow - Multi-platform content - Ghostwriting and thought leadership - Executive strategy and bespoke reporting

THREE-MONTH MINIMUM

The quotation confirms platforms, production cadence, programme deliverables and reporting.

CLEAR SCOPE

Media spend, travel and excluded third-party costs are separate. Media and PR positioning does not guarantee third-party editorial coverage.

OWN THE ATTENTION

Search-discoverable commercial editorial for brands, venues, events and products. Three core editorial tiers—not event production.

FEATURE	R1,500 / placement
Focused sponsored editorial.	<ul style="list-style-type: none"> - Professional editing and formatting - SEO optimisation - Client-supplied imagery - Relevant backlink where appropriate - Permanent, indexable URL - 1 selected social amplification post
ENHANCED FEATURE	R2,500 / placement
Stronger editorial treatment and amplification.	<ul style="list-style-type: none"> - Enhanced editorial treatment - Up to 10 supplied images - SEO and internal linking - Selected multi-platform amplification - Priority publishing queue - Performance summary

PREMIUM STORIES AND AUTHORITY.

Premium Feature is the third core editorial tier. Interview / Thought Leadership is a separate original-editorial service.

PREMIUM FEATURE	R5,000 / placement
An in-depth multimedia story.	<ul style="list-style-type: none"> - Editorial development - Gallery and/or supplied video - SEO and schema treatment - Featured placement - Selected social campaign - Detailed performance report

SEPARATE SERVICE / INTERVIEW & THOUGHT LEADERSHIP

From R4,500

Editorial development, SEO, selected amplification and authority positioning. Photography and video are quoted if required.

Commissioned production, event attendance and original reporting outside the selected package are quoted separately.

AGENCY CONTENT CREDIT BANKS

Volume pricing for agencies supplying publication-ready material across clients and campaign periods. Credit banks cover standard Feature placements—not event production.

CREDITS	BANK PRICE	PER PLACEMENT	VALIDITY
4	R4,500	R1,125	3 months
8	R8,500	R1,062.50	6 months
15	R15,750	R1,050	12 months
25	R25,000	R1,000	12 months

ONE CREDIT COVERS

One standard Feature placement using supplied, publication-ready material.

Quoted separately: major rewrites, interviews, original reporting, event attendance, photography, video, premium placement and additional distribution.

CREDIT RULE

Unused credits expire at the end of the stated validity period and are non-refundable.

PURPOSE-DRIVEN

Commercial-quality publishing support for qualifying registered nonprofits, NGOs and charitable causes.

SOCIAL-IMPACT RATE

30% discount

Applied to eligible standard commercial packages after DK Expressions confirms eligibility and available capacity.

PRINCIPLE	PURPOSE-DRIVEN TREATMENT
Eligibility	Confirmed by DK Expressions before quotation
Professional standard	Editorial, SEO and appropriate reporting remain included
Excluded costs	Third-party costs, travel, media spend and specialist production are not discounted
Capacity	Discounted nonprofit projects may be limited in a period
Formula	Eligible standard package price less 30%

TAILORED SCOPE. CLEAR COMMERCIAL RULES.

Connected production, editorial, placement and distribution built from the same commercial system.

BESPOKE NEW-CLIENT FLOOR

R7,500 excl. VAT

Custom new-client work starts here. Published fixed-price editorial placements, agency credit banks and designated entry packages such as Feature and Spark are exempt.

COMPONENT	QUOTED TO SCOPE
Production	Crew, shoot days, photography, video, editing, interviews, copywriting and design
Placement	Standard, featured, homepage or category priority; campaign prominence
Distribution	DK website, search indexability and selected social amplification
Reporting	Views, users, search performance, link clicks and agreed outcomes

Custom advertising and integrated campaigns require a scoped quotation. Placement and distribution are agreed in writing.

MEASURE WHAT MATTERS.

Reporting follows the approved package and campaign objective, using available, attributable evidence.

PRIMARY CURRENT SOURCES

Google Analytics 4 (GA4) and Google Search Console. Server analytics are reported separately and are not represented as unique human reach.

REPORTING CAN INCLUDE

- Page views, users and engagement
- Search impressions and clicks
- Top-performing content
- Campaign-specific link clicks where available
- Agreed outcomes and performance summaries

AGREED REPORTING

The quotation confirms the report depth, reporting period and any campaign-specific tracking required.

Audience figures in this kit use the stated 12-month evidence period. They are not a promise of future reach, rankings, enquiries or sales.

ONE COMMERCIAL SYSTEM.

Published entry offers, anchored core packages and bespoke scopes each have their own commercial role.

RULE	MASTER POLICY
Currency / VAT	South African Rand. Prices exclude VAT unless expressly stated otherwise.
Deposit	50% confirms bespoke or event production unless different written terms are approved.
Retainers	Three-month minimum on Always On and Become the Name.
Bespoke floor	R7,500 for custom new-client work; published fixed-price and designated entry exceptions apply.
Discounting	Adjust scope before discounting professional rates. Agency volume pricing uses published credit banks.
Nonprofit pricing	30% social-impact discount is ring-fenced to eligible nonprofit and NGO work.

DELIVERY, RIGHTS AND DISCLOSURE.

The approved quotation and agreement confirm precise deliverables, timing, usage, exclusions and reporting.

RULE	MASTER POLICY
Excluded costs	Travel, accommodation, media spend, specialist operators, talent and venue costs are excluded unless quoted.
Usage / licensing	Commercial usage beyond standard delivery may be quoted separately, particularly for photography and video.
Sponsored editorial	Paid or sponsored content is clearly disclosed under applicable publishing and advertising requirements.
Turnaround	Delivery targets depend on the agreed scope. Rush production is quoted separately.
Validity	Rates valid to 31 December 2026 unless superseded in writing.

FINAL SCOPE GOVERNS

A published package is the starting point. The signed scope confirms what is included and what is quoted separately.

ONE CLEAR BRIEF. ONE DIRECT CONVERSATION.

Share the objective, date, location, intended audience and budget. We will recommend the right commercial lane.

DIRECT CONTACT

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Start a project: dkexpressions.co.za/contact/

Explore the work: dkexpressions.co.za/

BOOKING CHECKLIST

Objective • event or campaign dates • location
Required photography, video or editorial output
Platforms • usage needs • budget • reporting

EDITION & EVIDENCE

Commercial source: DK Expressions 2026 Final Master Rate Card.

Audience source: 2026 Audience & Measurement Snapshot (1 Sep 2025–31 Aug 2026). Brand and contact references: official DK website, checked 13 Sep 2026.

One approved commercial system. Packages, add-ons and credit banks follow the same published rates and scope rules.