MEDIA KIT · 2026

MORNÉ EBERSOHN

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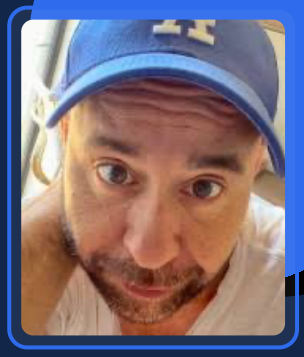

Not what you expected. Exploring the world one halal find at a time — from Benoni to Amsterdam.

An Afrikaans Muslim creator turning everyday South African life — food, faith, family and travel — into content people save, share and act on.

17.5K	198K	163K	6.8% ★ HERO
FOLLOWERS · +302 THIS WEEK	TOTAL LIKES	VIEWS · TRAILING 58D	ENGAGEMENT RATE Likes, comments & shares ÷ views · 58d

AUDIENCE

AGE

25–34	31.6%
35–44	27.9%
45–54	17.0%
18–24	15.1%
55+	8.4%

TOP COUNTRIES

🇿🇦 South Africa	62.0%
🇺🇸 United States	3.1%
🇬🇧 United Kingdom	2.6%
🇳🇬 Nigeria	1.6%

GENDER

54% Women — 46% Men

TOP CITIES

Johannesburg	22.9%
Cape Town	12.7%
Pretoria	7.1%
Durban	4.3%

CONTENT PILLARS

Halal Food & Finds
The lead — halal you didn't know was there.

Lifestyle & Journey
Afrikaans-Muslim life, told honestly.

SA Business & Retail
Local finds worth driving for.

Travel · SA ↔ Europe
Benoni to Amsterdam and back.

THE PROOF

29K reach on a single post — up from a 1.5K weekly norm

42% full watch-through rate on top-performing video

356 shares on a single post — content people pass on

WORK WITH ME

Rates in ZAR · excl. VAT · bundles & usage rights on request

In-feed TikTok video	from R2,500
Store / venue visit + feature	from R4,500
UGC for your channels (per deliverable)	from R1,800
Product seeding + haul feature	from R3,500
Recipe / cooking integration	from R5,000
Brand ambassador (4 videos / mo)	from R14,000

Let's build something worth sharing.

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