



MEDIA KIT & RATE CARD 2026

Rhona Erasmus

CREATOR / FOUNDER / SPEAKER / BRAND PARTNER

Sharp influence. Trusted voice.

A Pretoria-based founder, speaker and verified creator known for trusted influence in the beauty and wellness space. As the creator of The REAL Reset, co-founder of REALSKIN and owner of Trouville Boutique Day Spa, Rhona offers brands authentic alignment, polished content and meaningful connection with a discerning women-focused audience. Brands partner with Rhona for credibility, strategic storytelling and influence that feels elevated, personal and commercially relevant.

37.9K

COMMUNITY

260K

30-DAY VIEWS

15K-130K

TYPICAL REEL VIEWS

@rhonaerasmus

rhona@rhonaerasmus.com

WHY PARTNER WITH RHONA

Built on trust,
not noise.



Audience at a glance Brand proof

37.9K

TOTAL COMMUNITY

26.9K

INSTAGRAM

11K

FACEBOOK

260K

VIEWS LAST 30 DAYS

47%

REACH BEYOND FOLLOWERS

15K-130K

TYPICAL REEL VIEWS

- + Verified Instagram profile
- + Seen on Real Housewives van Pretoria
- + Mrs South Africa Top 10
- + Founder of Trouvaille Boutique Day Spa
- + Co-founder of REALSKIN
- + Creator of The Real Reset

The difference

I do not sell empty reach. I bring founder credibility, a trusted female audience and content that feels like a recommendation - not a forced advertisement.

Content posted to my channels.

Concept-led content created in my voice, posted to my platforms. Includes concept, filming, editing, caption, one revision and 90-day organic use.

Signature Brand Reel from R10 500
Concept-led Reel, filmed and edited in my voice

Feed Post / Carousel from R5 500
Single image or carousel with caption

Story Set R3 000
3 frames with mention, link or CTA

Additional Story Frame R1 000
Added to an existing Story set

Facebook Cross-post + R1 500
Added as a named deliverable

Signature Bundle R17 500
1 Reel + 1 Feed Post + 1 Story Set

Giftling and product collaborations are considered only for brands I genuinely love, but they do not replace fees for posted deliverables.



Created for your brand ecosystem.

For campaigns where the content lives on your brand channels, or where you need Rhona as talent, speaker or brand face.

UGC for your channels

UGC video up to 60s	from R9 500
UGC photo set - 5 to 8 images	from R7 500
3-video UGC pack	R25 000

Modelling & brand face

Hourly - 2 hour minimum	R2 000 / hr
Half day - up to 3 hours	R5 500
Full day - up to 6 hours	R9 500
Self-styled hair & make-up	+ R1 000

Speaking & appearances

Event appearance	from R5 000
Guest speaker / MC	from R7 500
Corporate wellness or brand talk	quoted per brief

Usage, paid media and exclusivity are billed separately unless stated in writing.



For brands that want more than one post.

Monthly retainers for consistent visibility, stronger audience recall and a more considered brand relationship. 3-month minimum.

SIGNATURE	PREMIUM	BRAND PARTNER
R15 000	R25 000	R42 000
PER MONTH	PER MONTH	PER MONTH
<ul style="list-style-type: none"> + 1 Instagram Reel + 1 Feed Post + 1 Story Set + 90-day organic use 	<ul style="list-style-type: none"> + 2 Instagram Reels + 1 Feed Post + 1 Story Set + Light category exclusivity + 90-day organic use 	<ul style="list-style-type: none"> + 3 Instagram Reels + 2 Feed Posts + 2 Story Sets + 1 UGC video + Category exclusivity

Usage rights

Added to the base fee where applicable. This protects the brand, the creator and the long-term value of the content.

Organic use on my own channels	included
Paid ads / boosting / whitelisting - per 3 months	+ 50%
Brand repurposing - website, channels, in-store - per 3 months	+ 50% to 100%
Category exclusivity - per 3 months	from + 30%
Print, billboard, national campaign	on request
Perpetual or full buyout	+ 100% to 200%



BOOKINGS

Few partnerships. Real influence.

I keep partnerships considered on purpose. When I share something, it has to make sense for my audience and for the brand.

Working details

- + Rates are in ZAR and exclude VAT. Valid through 2026 and reviewed quarterly.
- + One revision is included per deliverable. Additional revisions are R850 each.
- + Paid partnerships are disclosed as #ad in line with advertising guidelines.
- + 50% deposit confirms the booking. Balance is due on delivery unless otherwise agreed.
- + Shoot cancellations within 48 hours are charged at 50% of the booked fee.
- + Travel, venue, crew, props and specialist production costs are quoted separately.
- + I reserve the right to decline briefs that do not fit my audience or values.

rhona@rhonaerasmus.com

www.rhonaerasmus.com / [@rhonaerasmus](https://www.instagram.com/rhonaerasmus) / Midstream, Centurion