

KAY YARMS

PROFILE AND RATE CARD
- 2026





WHO IS KAY YARMS

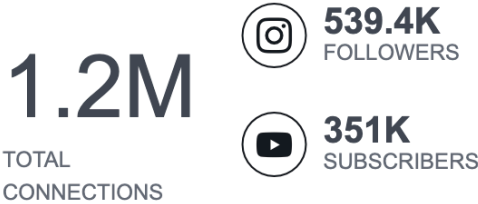
Khethokuhle Ngonyama, professionally known as Kay Yarms, is an award-winning South African beauty and lifestyle content creator, entrepreneur, and digital trailblazer. With a strong presence across Instagram, YouTube, and TikTok, Kay captivates audiences through makeup tutorials, product reviews, lifestyle vlogs, wellness content, and inspiring storytelling.

Her entrepreneurial drive and digital influence earned her a coveted spot on Forbes Africa's 30 Under 30, recognizing her as one of the continent's most innovative young leaders.

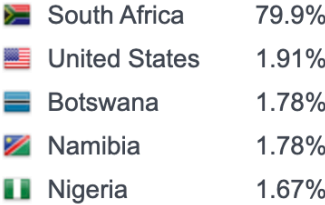
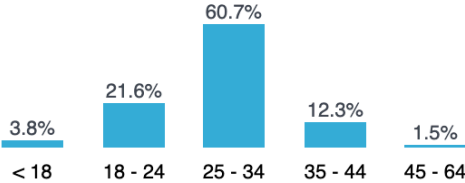
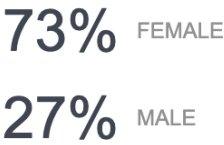
Known for her authenticity and relatability, Kay continues to inspire a wide audience with her dedication to beauty, wellness, and empowerment. Her dynamic online presence, strategic collaborations, and commitment to excellence have cemented her as a leading figure in South Africa's influencer and business landscape.

SOCIAL MEDIA FOLLOWING

Social Reach



Audience



KAY IN THE MEDIA: MAGAZINE COVERS



KAYIN THEMEDIA: ONLINE

Kay Yarms x Scarlet Hill products sell out within 24 hours of launching



Kay Yarms. Picture: Instagram.

Published Nov 17, 2023

Kay Yarms reflects on her Summer

Glamour South Africa
January 23, 2024



Image Supplied: Kay Yarms with Redbull

Beauty influencer, Kay Yarms changes the game with just one hashtag

Nkosazana Ngwadla

Comments Bookmark



Yarms (PHOTO: Kay Ngonyama/Instagram)

Why Kay Yarms is the most trusted influencer in South Africa



Yarms. Picture: Instagram/@kayyarms

1 Jan 23, 2022

Kay Yarms tricks her followers into registering to vote and they listened



Social media influencer Kay Yarms posted the registration link on her Instagram story as if it was a link to her new vlog, and that's how they ended up registering. Picture: Instagram

KAYIN THEMEDIA: ONLINE

The influence of Kay Yarms

by Ncumisa Lerato Kunene



Khethokuhle Ngonyama popularly known as *Kay Yarms darlin*, is a talented South African YouTuber and beauty influencer. She has been in the beauty industry for years now. Her story inspires many rising and aspiring makeup artists. According to her YouTube videos, she was studying accounting at Wits but soon realised it wasn't for her and fell in love with make-up and beauty.

The name Kay Yarms is synonymous with influence, many view her as the most influential influencer in the beauty space in South Africa. If she says you need to get something, trust and believe that it will sell out.

She recently recommended a Woolworths beauty facial toner on her Instagram stories and her followers ran to the Woolies counters so much so that Woolies noticed and made a post about it and promising their customers a restock as soon as possible.

Fans shower Kay Yarms with love!

iSUN
By Andiswa Ngenyane

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FOLLOWERS and fans have taken to appreciate influencer Kay Yarms on social media.

Dawn Beauty Brand Sees Spike In Sales Thanks To Kay Yarms' Social Media Influence

Facebook X LinkedIn Share via Email



Dawn Beauty Brand Sees Spike In Sales Thanks To Kay Yarms' Social Media Influence

Kay Yarms sparks conversations around bullying and mental health

Thabisa Phumle
May 26, 2023



GLAMOUR

Clicks, Dis-Chem see spike in 'blue' Dawn lotion sales, thanks to influencer Kay Yarms

Phumi Ramalepe

news24

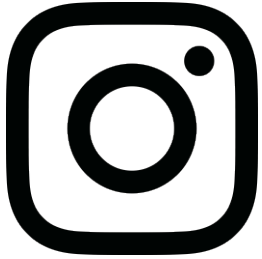
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'Blue' Dawn lotion (Kay Yarms Twitter/ Clicks)

- Various retailers in South Africa saw a rise in sales of Dawn's Vitamin E/Argan oil body lotion in January after influencer Kay Yarms tweeted about it.
- The influencer said she had been using the product for about a month and noticed visible results in the stretch marks on her arms.
- Clicks sold out in over 500 stores, while Dis-Chem also noticed a significant increase in sales.

KAY'S RATES



INSTAGRAM

- FEED POST: R40 000
- REEL: R50 000
- STORY: 30 000 (3 SLIDES)



YOUTUBE

- DEDICATED VIDEO: R50 000
- PRODUCT PLACEMENT: R20 000



TIKTOK

- VIDEO: R35 000

KAY'S RATES



PANEL PARTICIPATION

➤ R25 000

TRUSTED BY THE FOLLOWING BRANDS



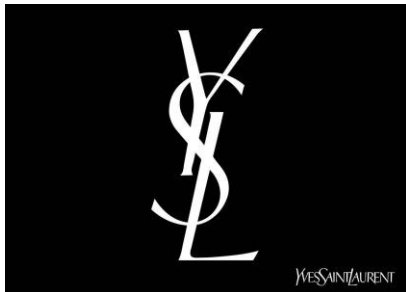
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