

DIGITAL RATE CARD

cape{town}etc



WHAT WE
SELL ON
DIGITAL

HOME

WHAT'S ON

NEWS +

LIFESTYLE +

BEST OF THE CAPE +

COMPETITIONS

PROPERTY +



HOME- OR NEWS PAGE : R24 950

Will appear on home page or news page of site for one month

LEADER BOARD
728 x 90px

CATEGORY PAGE : R7 950

Will appear on specified category page for one month

WALL PAPER
300 x 1200px

MOBILE BANNER
320 x 50px

RUN OF SITE:
R79 950

Will appear on home page and all category pages. Includes mobile banner for one month

FEATURED

NATIVE ADVERTORIAL : R11 950

We will create content for you to run as an authentic editorial piece. The article will be posted on the website and shared on social media platforms: Facebook, Twitter and Instagram. Content at the direction of the HM team (production costs on videos and images excluded).

BRAND ADVERTORIAL : R7 950

We will post your story, images or video on our website and share it as a social media post: Facebook, Twitter and Instagram. Post will be marked as sponsored content.

COMPETITION/GIVEAWAY : R7 950

Your competition/giveaway will be posted on our website and social media channels and also live on the competition page for the duration of the competition/giveaway. **Minimum prize value R1 000**

LISTICLE OR EVENT POSTINGS : R4 950

LISTICLE: Inclusion on website post (eg. '5 best coffee stops in Cape Town')
EVENT POSTING: A post related to your event will appear on the website and remain on the 'What's on' page of the website until the event has passed.

SOCIAL MEDIA ONLY : R4 950

We will do a post for you on all our social media channels: Facebook, Twitter and Instagram (but not on website)

RECTANGULAR BANNER
300 x 250px

HOME OR NEWSPAGE:
R24 950

Will appear on home- or news page of website

CATEGORY PAGE:
R7 950

Will appear on specified category page on website

WALL PAPER
300 x 1200px

MOBILE BANNER
320 x 50px

R79 950

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**PACKAGE
DEALS**

HOME

WHAT'S ON

NEWS +

LIFESTYLE +

BEST OF THE CAPE +

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PROPERTY +



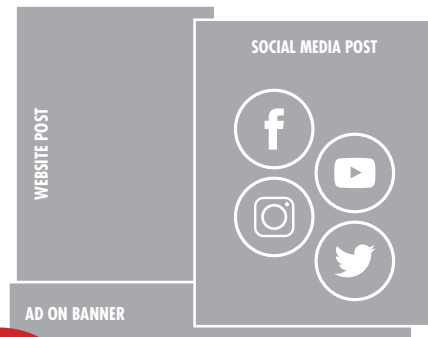
DIGITAL BASIC

R14 950

1 x Brand advertorial or native advertorial

1 post on website and all social media platforms: Facebook, Twitter and Instagram (production costs excluded)

+ **Banner Ad on website for one month**



x3

OR

DIGITAL BASIC
UPGRADE
R27 950

DIGITAL AND PRINT COMBO

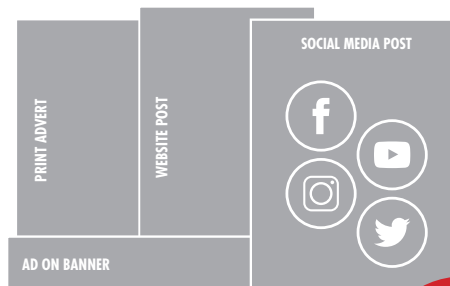
R39 900

1 x Brand advertorial or native advertorial

1 post on website and all social media platforms: Facebook, Twitter and Instagram (production costs excluded).

+ **Banner Ad on website for one month**

+ **1 Print Advert (if advertorial production costs excluded)**



OR

DIGITAL & PRINT
UPGRADE
R99 950

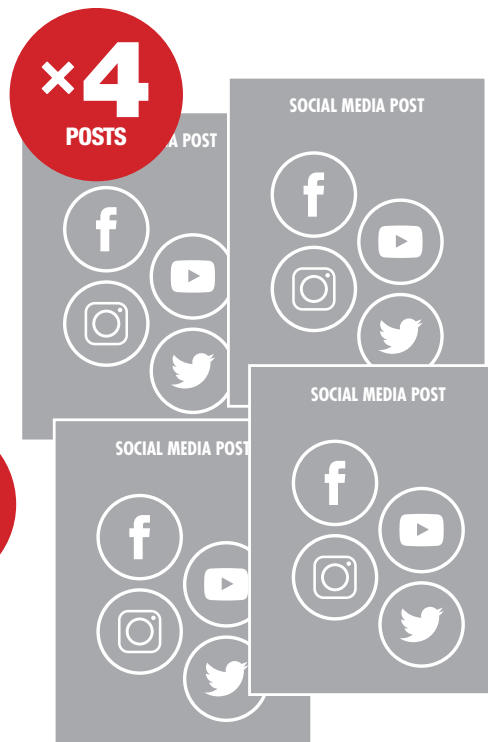
x3

SOCIAL MEDIA PACKAGE

R14 950

Four posts across all social media channels (**no post on website**). Can be spread over any time line be it four days, four weeks, four months or more.

**x4
POSTS**



CAMPAIGNS
R100 000+

HM CREATIVE
TEAM WILL
**BUILD A CUSTOM
PACKAGE FOR
YOU ACROSS ANY
PLATFORMS AND
TITLES TO ACHIEVE
YOUR MARKETING
GOALS.**

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2019

WEBSITE STATS

[HOME](#)[WHAT'S ON](#)[NEWS +](#)[LIFESTYLE +](#)[BEST OF THE CAPE +](#)[COMPETITIONS](#)[PROPERTY +](#)

FACEBOOK REACH PER WEEK



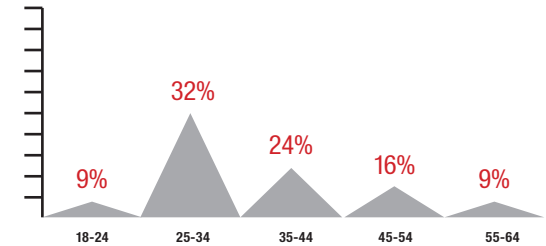
3 666 903

WEBSITE USES PER YEAR

9 900 764

PAGE VIEWS PER YEAR

AGE



65%
FEMALE



FACEBOOK GENDER

34%
MALE



10 671
NEWSLETTER
SUBSCRIBERS



AT LEAST
27%

ENGAGEMENTS ON
FACEBOOK POSTS
(PER WEEK)



67 000
INSTAGRAM FOLLOWING



127 144
FACEBOOK FOLLOWING



21 500
TWITTER FOLLOWING

Cape Town Etc online is the largest Cape Town-focused website in South Africa. We keep our community up-to-date with the latest news, lifestyle and entertainment in the province. Our print edition is a beautiful guide to the Mother City and surrounds. The online audience, while predominantly local, spans as far as the UK and US. Content for both the magazine and online is custom created. If there is anything you need to know about life in Cape Town, we've got it!