

WHAT'S ON!

what's hot and happening today

RATE CARD

TARGET AUDIENCE

Our primary target market is urban males and females between the ages of 18 and 35 living in Cape Town, Durban, Johannesburg and Pretoria. Our visitors are typically affluent, with significant discretionary income that is spent on entertainment related purchases.

USAGE STATS

We currently have 30,000 unique visitors a month, generating over 100,000 page impressions. We continue to enjoy steady growth. Our newsletters are sent out to more than 50 000 inboxes weekly. Over 90% of our visitors come from South Africa.

ADVERTISING ON WHAT'S ON!

WHAT'S ON! is South Africa's leading entertainment website and provides a powerful and cost-effective platform for advertising to a national audience.

WHAT'S ON! is focused on a wide range of music, cultural and lifestyle events. Although there is a slight bias towards music, the site covers much more than just nightlife. We also provide comprehensive coverage of theatre, arts and cultural events. Publishing a broader array of events, allows us to supply our target audience with more entertainment options to suit their individual preferences.

CHOOSE YOUR AUDIENCE - HIGHLY TARGETTED ADVERTISING

The structure of **WHAT'S ON!** allows for a highly targeted campaign. We can segment the audience both geographically and by lifestyle, depending on your requirements. So you can advertise just to Arts & Culture lovers in Johannesburg, or only Durbanites visiting the Lifestyle section of the website.

TAILORED TO YOUR REQUIREMENTS

There are a number of different advertising opportunities, from traditional banner adverts, to priority listings, competitions and ads in our email newsletters. We're also more than happy to consider any non-standard advertising formats.

NEWSLETTERS

Two newsletters are sent out each week to a mailing list of approximately 48,000 subscribers. Our competition newsletter goes out every Tuesday and the Weekend Guide is sent out every Friday, and provides a quick snapshot of the weekend's must do events. Both offer a number of advertising opportunities.

SOME OF THE BRANDS WE'VE WORKED WITH

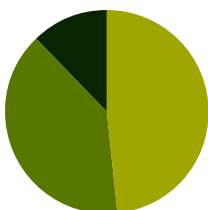
BMW, VW, Red Bull, Spur, Hunters, Savanna, Standard Bank, DSTV, Converse, Kulula, Emperors Palace, Nelson Mandela Square, Cape Town Big 6 & Kirstenbosch.

ADVERTISING RATES

cpm * = Cost per thousand impressions

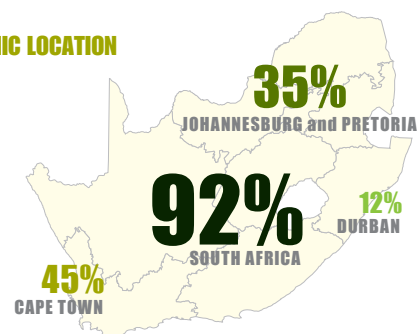
728 x 90 Leaderboard	Appears on the top of every page	R320 cpm *
300 x 250 Banner	Appears on the right side of the index page	R320 cpm *
468 x 60 Banner	Appears in at the bottom of each event and multiple search results	R250 cpm *
225 x 90 Banner	Appears on the right side of the index page	R300 cpm *
125 x 125 Banner	Appears randomly on the site	R2000 per month
650 x 150 Banner	Appears below the main content of every page	R300 cpm *
Email Newsletter Ads		
728 x 90 Banner	Newsletter and Competition	R2500 per insertion
300 x 250 Banner	Newsletter	R1500 per insertion

TRAFFIC - SOURCES



Direct Traffic 48 %
Search Engines 40 %
Referring Sites 12 %

VISITORS - GEOGRAPHIC LOCATION



For more information and to place your advertising with us: Call Quentin 021 447 1746 or email quentin@whatson.co.za