

# 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 and Johannesburg. Our visitors are typically affluent, with significant discretionary income that is spent on entertainment related purchases.

## USAGE STATS

We currently have 23,000 unique visitors a month, generating over 120,000 page impressions. The site has shown strong growth since its launch, and we expect this to continue for at least the next twelve months. Over 90% of our visitors come from South Africa.

# ADVERTISING ON WHAT'S ON!

**WHAT'S ON!** is South Africa's leading entertainment websites 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 Outdoor & Leisure 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 47,000 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 HOSTED

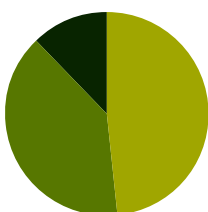
BMW, Truworths, DSTV, MTN, Cats the musical and Nestlé.

## ADVERTISING RATES

728 x 90 leaderboard	Appears on the top of every page	R320 cpm *
160 x 600 Skyscraper	Appears on the right side of the index page	R300 cpm *
468 x 60 banner	Appears in at the bottom of each event and multiple search results	R250 cpm *
200 x 200 banner	Appears in right-hand column of every page	R250 cpm *
200 x 120 banner	Appears in right-hand column of every page	R175 cpm *
468 x 60 banner	Weekend Guide email newsletter	R1000 per insertion
200 x 125 banner	Weekend Guide & Competition email newsletters	R1000 per insertion

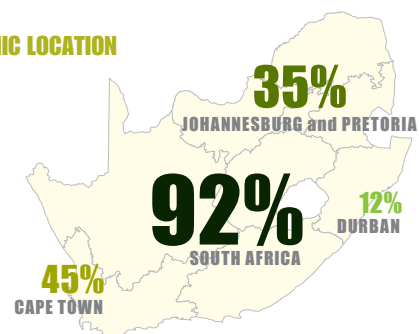
cpm \* = Cost per thousand impressions

## 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 082 407 9079 or email [quentin@whatson.co.za](mailto:quentin@whatson.co.za)