

# What's On

What's hot and happening today

# Rate Card

www.whatson.co.za

## Target Audience

Our primary market is urban females and males between the ages of 18 and 65 living in Johannesburg, Cape Town, Durban, Pretoria.

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

## Usage Stats

We currently have **70,000+** unique visitors a month, generating over **300,000+** ad impressions. We continue to enjoy steady growth. Our newsletters are sent out to **30,000+** inboxes weekly.

Over **94%** of our visitors come from South Africa.

## Choose your audience

The structure of **What's On** allows for a geographically targeted campaign. We feature events across the major metros of Johannesburg, Tshwane, Durban and Cape Town.

## 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 30,000 subscribers. Our competition newsletter goes out every Monday and the Weekend Guide is sent out every Thursday, and provides a quick snapshot of the weekend's must do events. Both offer a number of advertising opportunities from banners to competitions and sponsorship.

## 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 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. 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.

## ADVERTISING RATES

cpm \* = Cost per thousand impressions

1	728 x 90	Leaderboard	Top centre of every page	R320 cpm *
2	300 x 250	Banner	Right of every page	R320 cpm *
3	468 x 60	Banner	Centre / Bottom of most pages	R250 cpm *
4	300 x 600	Banner	Right of home page and other pages	R320 cpm *

## EMAIL NEWSLETTER ADS

1	728 x 90	Banner	Weekend Guide + Competition = 4 slots per week	R2,500 per insertion
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See next page for banner positions on the pages and email newsletter

# What's On

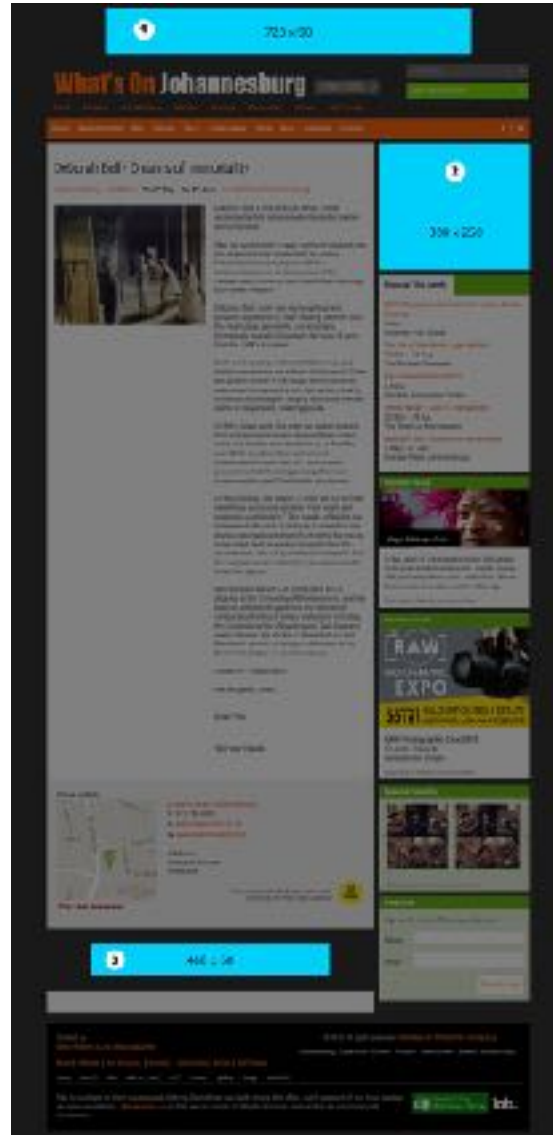
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Home Page - Banners



Event Page - Banners



Newsletter - Banners