

What's On

What's hot and happening today

Rate Card

www.whatson.co.za

Target Audience

Our primary target market is urban males and females between the ages of 25 and 55 living in Johannesburg, Cape Town, Durban, Pretoria, Soweto, Bloemfontein and Eastern Cape. Our visitors are typically affluent, with significant discretionary income that is spent on entertainment related purchases.

Usage Stats

We currently have **75,000+** unique visitors a month, generating over **281,000+** page impressions. We continue to enjoy steady growth. Our newsletters are sent out to **35,000+** inboxes weekly. Over **98%** of our visitors come from South Africa.

Choose your audience - highly targeted 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 35,000 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 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

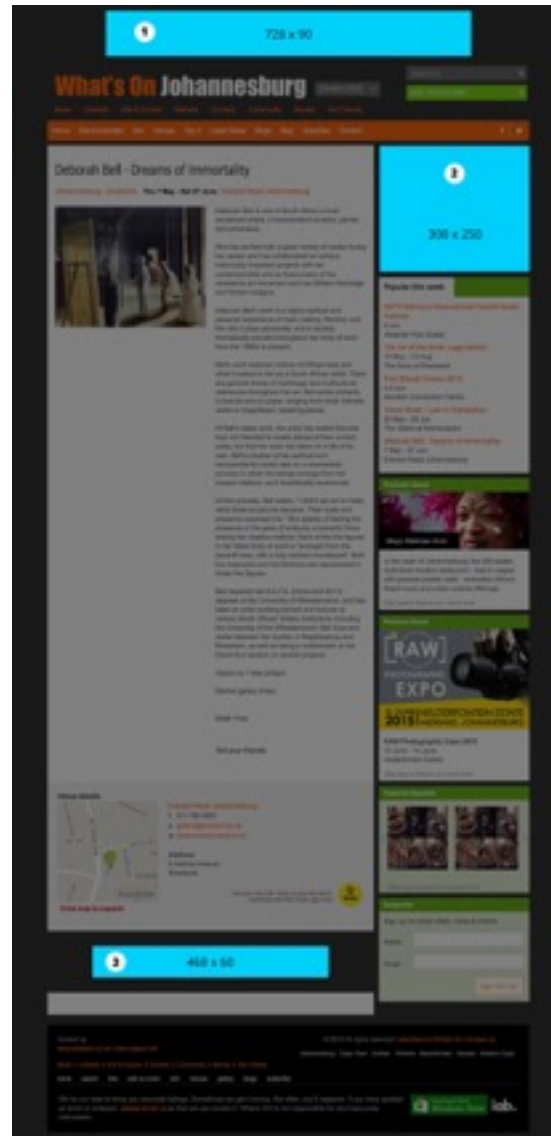
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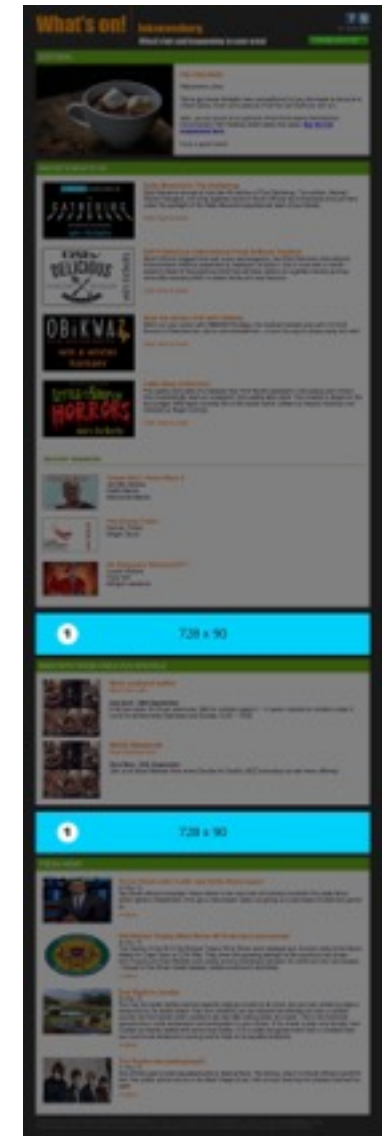
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Home Page - Banners



Event Page - Banners



Newsletter - Banners