

JOBURG'S BEST WEEKLY CURATED UPDATE

**DIGITAL RATE CARD
SOCIAL PROMOTION
PACKAGES**

*"I don't know how you guys do it.
It actually gets better each week.
Always brilliantly written and I feel as
though it's specially for my own interests."*

WHAT'S ON NEWSLETTER + DIGITAL CONTENT REACH

Combined monthly reach of our content posts across platforms is 400 000+



36 000+



101 000+



13 000+



12 400+



53 000+
unique users
monthly



26 000+
App
downloads

FREQUENCY

Thursday, like clockwork.

[View our archive and sign up here](#)

AUDIENCE

13 000+ subscribers plus content links and newsletter link shared on social media platforms. The content goes far beyond the week as each item has a web article or event calendar listing on Johannesburg.inyourpocket.com giving it a long tail and digital credibility.

WHAT WE COVER

Food and restaurants, chefs and recipes, tours and attractions, art, books, cultural events, neighbourhood updates and property developments, outdoor activities and family fun, the city, and interesting personalities. We also focus on South African attractions that our Joburg audience will enjoy.

CURATION

We are content specialists and excel at creating relevant and authentic content, bringing together a carefully selected mix of engaging tourism, leisure and hospitality-focused content, always with an emphasis on editorial and visual quality. Our audience is locals and global.

WE BELIEVE

In encouraging inclusive travel, making people feel welcome to experience a wide range of attractions, and being a trusted source of information.

"Great! Joburg's back in my pocket, thanks to you!"

2/3



SOCIAL CONTENT RATE CARD

- Rates are per item (unless specified) and exclude VAT

INSTAGRAM

R1500 INSTAGRAM POST & STORIES PROMOTION

Ideal for a news highlight, about a new offering, product, store, menu or special. 1x Instagram post plus 4 x Instagram story frames

R1950 INSTAGRAM REEL PROMOTION (15-SEC VIDEO)

COMPETITIONS

R2750 FACEBOOK COMPETITION (2 WEEKS)

Package includes:

1 x Facebook competition plus R750 for post boost for extended reach

+

R1550 SOCIAL MEDIA WEEKLY PROMOTION

6 x Social Media posts

"Thank you - every week you dole out more reasons to love Joburg!"

3/3