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**JOHANNESBURG**  
**inyour**  
**pocket**

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# **JOBURG'S BEST WEEKLY CURATED UPDATE**

**DIGITAL RATE CARD  
WEBSITE PACKAGES  
PLUS BANNER ADS**

*"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."*

**inyour**  
**pocket**  
ESSENTIAL  
CITY GUIDES

# WHAT'S ON NEWSLETTER AND OUR DIGITAL REACH



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](http://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!"*

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## WEBSITE FEATURES, WEBSITE COMBO PACKAGES (12 MONTHS\*)

### **R1850** BUSINESS LISTING

**Ideal for a service-oriented business.** This includes transport, relocation companies, real estate, educational institutes and medical-related services as well as tourism businesses.

### **R2150** REGULAR TOUR OR EVENT

**Ideal for a single tour or event that is offered on a regular basis.** This cost is per calendar listing with unlimited repeat dates.

### **R1550** P/M HIGHLIGHT PACKAGE

For **restaurants, hotels and shops.** One news update (new menu item, update or promotion) featured monthly in our popular restaurant blog (restaurants & bars), new shopping blog (shops & markets) or hotel blog promoted on 3 social media platforms. The blogs are promoted as a featured newsletter post. Plus two social media shares of client content monthly.

### **R2750** P/M MALL HIGHLIGHT PACKAGE

Up to 3 news updates (new stores, mall promotions) featured once monthly in our popular shopping blog promoted on 3 social media platforms and as a featured newsletter post. Plus 3 social media shares of client content monthly.

### **R3550** P/M PARTNER PROMOTION

**Ideal for venues such as art galleries, cinemas and theatres that have monthly events.** Includes up to 3 x website and app calendar listings, inclusion in a relevant website feature monthly, 2 x social media shares per event and newsletter mention.

### **R28 500** PREMIUM WEB DIGITAL LISTING

**Ideal for a venue, restaurant, museum, club, spa or hotel.** Featured on website and app, enhanced position in category display on website, web page customised with gallery and header photo. One newsletter feature monthly for news updates, new events etc. 3 x social media shares per month.

\*Please note that we require upfront payment for digital packages 12 month packages have been discounted by 10%. For monthly payments on these packages 10% will be added to the monthly cost.

# WEBSITE BANNERS



## SIZES

Leaderboard 728 x 90px

Mobile Leaderboard 320 x 50px

Medium rectangle 300 x 250

COST PER 1000 Impressions

**R95 CPM**

## **R2375** 25 000 IMPRESSIONS PACKAGE

Your advert is optimised for platform reach and for specific category page reach. Material to be delivered in 3 sizes. This package idea for one month of promotion.