



The Weekend Magazine™

Rates & Info 2023/2024

DIGITAL PUBLICATION

The following information applies, to **The Weekend Magazine** covering:

International Readership



- **Frequency: Monthly (Weekend Magazine)**
- **Readership: 3/1**
- **Readership: Sent to 100 000 + Email Subscribers ,**
- **Cover Price: Free of Charge**
- **Demographics: LSM 8 - 10**
- **Features: Breakaway destinations, entertainment, leisure, adventure, dining out, Services and more**
- **sporting events, wildlife, conference, wellness etc (free time leisure)**
- **Publishing Dates: 1st week of each month**
- **Rates: See below**
- **Website: www.theweekend.co.za (approx 84 000 unique hits per month)**
- **Monthly electronic newsletter: (99 000+ subscribers). In addition we do encourage editorial and this is included in the advertising contract.**



DEMOGRAPHICS



51%



49%

Age & Gender

18 - 25	26 - 35	36 - 45	46 - 60	70+
12%	18%	32%	28%	10%

Weekly Statistics



Reach

250 000



Following

110%



Engagement

50 000

Monthly Statistics

Reach

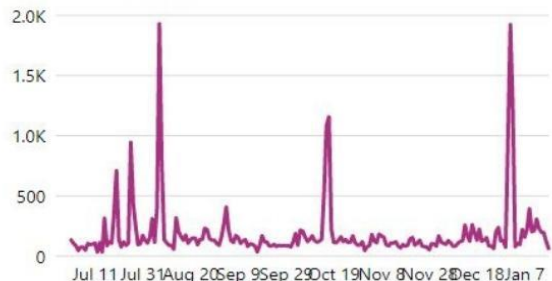
Export

Facebook Page Reach

1,065,156 ↓ 13.6%

Instagram Reach

20,131 ↑ 64.3%



E-MAIL MARKETING



Looking for somewhere to go? You've come to the right place! Whether you're a weekend warrior with a lust for adventure or a stressed exec looking for a relaxing lunch in the sun, you'll find inspiration on our pages.

The Weekend Magazine features venues and activities in South Africa, providing you with everything you need to plan your next outing. Take a look at our special offers for a spur of the moment indulgence and our recommended personal visits to numerous destinations within our sunny country.

The Weekend specializes in entertainment and lifestyle activities. Covering a broad range of topics, such as lodges and spas, hot-air ballooning, bush experiences, adventure, breakaway destinations, weddings & functions, conference venues, dining options, and so much more.....

Subscribers
101 089



DATA PROTECTION

Due to the latest international leakage of online data & information , The Weekend Magazine has taken extra precautions in the protection and privacy of our clients and followers information. We have scaled down our E-mail marketing subscribers having moved over to a new and more secure system where a large number of spam accounts where detected!

At The Weekend Magazine, we take your privacy and personal information seriously and with the POPI (Protection of Personal Information) Act coming into full effect on 1 July 2021, we would like to ensure that we are compliant and have your consent to keep sending email communications to you. No action is required if you are happy to stay on our mailing list to receive our weekly communications which includes new offerings, updates and special offers. If you do not wish to continue to receive our email communication, you can click on the unsubscribe link at the bottom of this email to be removed. Please note that you can opt out at any time! If you have any questions, please do not hesitate to contact us.

SECURITY OF PERSONAL DATA

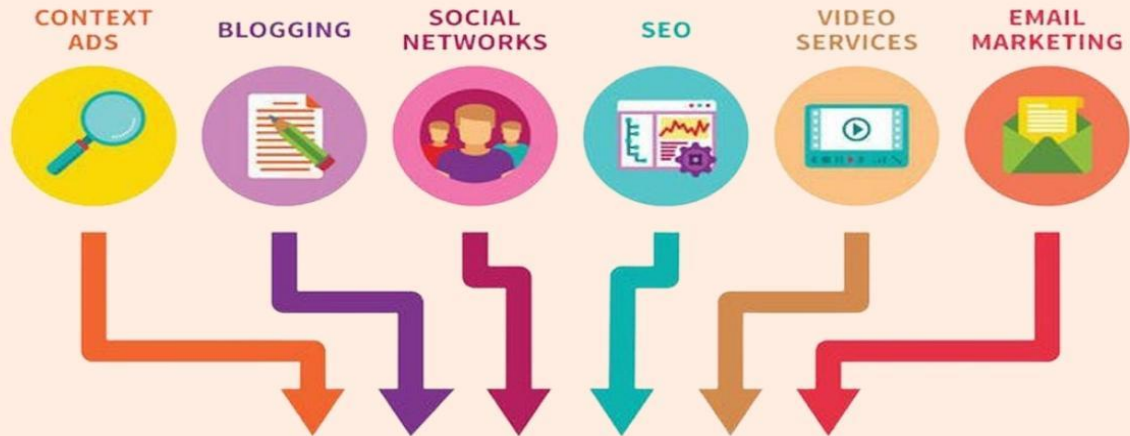
We use reasonable efforts to safeguard the confidentiality of all personal data that we process relating to You and regularly review and enhance our technical, physical and managerial procedures so as to ensure that Your personal data is protected from unauthorised access, improper use or disclosure, unauthorised modification, and unlawful destruction or accidental loss. In this respect, kindly be informed that We have implemented security policies, rules as well as technical measures to protect the personal data that We have under Our control.

All Our employees and data processors, who have access to and are associated with the processing of personal data, are further obliged to respect the confidentiality of Our visitors' personal data. Nevertheless, kindly be aware that by its very nature, the Internet is not a secure medium and data sent via this medium can potentially be subject to unauthorised acts by third parties. Indeed, We cannot guarantee the privacy or confidentiality of any information passing over Our Website. As explained earlier on, We shall accept no responsibility or liability whatsoever for the security of Your data while in transit through the Internet. Links to Third Party Websites At times, Our Website may contain links that direct You to either local or international third party Websites. This could only be done if We have the third party's consent.

Kindly be aware that We do not endorse any information or services that are portrayed in the said Websites. To this end, We are not responsible for the content, use, services and/or privacy policies of these Websites. Kindly note that once You enter such Websites, You become subject to the Privacy Policy of that Website and not to Ours.

WEBSITE MARKETING

TRAFFIC SOURCE



JHB – CPT – DBN

What's happening this weekend ,?

what to do , where to go , places to stay over , venues and more are on offer with reviews on local eateries and upcoming cinema releases , The Weekend magazine is your one stop #WEEKEND guide .

- **2000** average daily overall views over 10+ pages
- **500** avg new visitors per day
- **6 %** avg Bounce rate
- **12** minute avg page view duration



FACEBOOK COMPETITIONS

simple results:



The Weekend Magazine 🌟 feeling lucky with Umngazi Hotel & Spa at Umngazi Hotel & Spa.

Published by Tyrone Spinner 🗣️ · Paid Partnership · 🌐

WIN!!!WIN!!!WIN!!! with [The Weekend Magazine & Umngazi Hotel & Spa](#).

Stand a chance at winning a 3 night out of season stay on the Wild Coast, Port St Johns, Eastern Cape for you and your partner.

Learn More Here - 👉 <http://bit.ly/3aTXuap>



THEWEEKEND.CO.ZA

WIN!!! 3 Night Holiday at Umngazi Hotel & Spa | Th...

[Learn More](#)

👍❤️😬 236

223 Comments 186 Shares

👍 Like

💬 Comment

➦ Share

Most Relevant ▼



Comment as The Weeke...



[View comments](#)

Performance for Your Post

19036 People Reached

755 Likes, Comments & Shares

2100 Post Clicks

0	1058	1042
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

1	Hide All Posts	0	Hide Post
0	Report as Spam	0	Unlike Page

755 Likes, Comments & Shares

BRANDED CONTENT DISTRIBUTION

[View Breakdown](#)

19036	4443	14899
Total Reach	Organic Reach	Paid Reach
24328	4492	19836
Total Impressions	Organic Impressions	Paid Impressions

READERSHIP DEMOGRAPHIC

The following information has been sourced using Google Analytics, Issue.com and Sendpulse email services.



INTRODUCTION

Receiving a digital magazine is way more convenient than a printed one. It can be done at home, at the office, on the bus. Pretty much everywhere. And the same goes for the consumption of the product: it can be read everywhere, anytime.

This is made possible by the constant presence of Internet connections that characterise our world. Moreover, thanks to the huge increase in smartphone usage, people can get access at all times, even if they aren't at home.



OBJECTIVE

Our aim is to provide the reader with inspiring things to do in their free time and make it easy to book their next outing, buy that special item or view a delicious food item from their local restaurant.

METHODOLOGY

- The ability to interact with our prospects and learn exactly what they are looking for
- The ability to reach a global marketplace
- Get to know your audience and allow them to know you personally which can help to create brand loyalty

RESULTS

Clients have a great return on their investment as each advert placed is viewed by the correct individual who would potentially inquire for more information. That being said it is the first step to a guaranteed "sale".

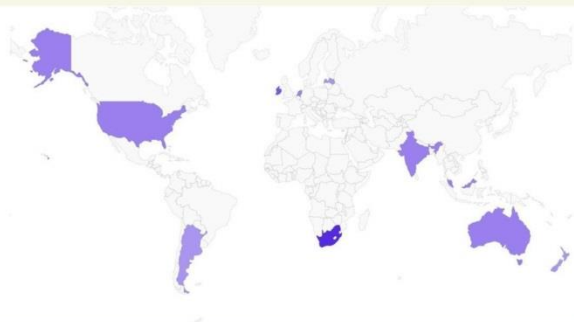
80% of our followers are proudly South African, all of which are eager to learn about new places, items and businesses in our sunny country.



REACH

As you can see our reach is both local and international, these people are all interested in South Africa and have opted to receiving our weekly and monthly promotions.

No publisher, nowadays, can think of success without involving social media in his/her strategy. Websites such as Facebook, Twitter, Instagram, and Pinterest are useful for finding your audience in the first place, as well as for increasing the sharing of your articles.



CONCLUSION

Here are some of our previous publication covers, our magazine has been in circulation both digital and print for over 15 years.

We have become a household name and one of South Africa's leading Weekend guides!



WEEKEND RATES 2023/2024

- The price quoted are **EXCLUSIVE OF VAT**
- A **Minimum contract period of 3 months** is required **Excluding Covers**, this does not apply to web and Email marketing.
- All Prices are quoted per month for the given contract period
- The Quoted Prices include DTP
- Magazine rates include listing on website
- Magazine Rates include social media marketing

MAGAZINE COVERS

Front Cover Position – R 17 500
(Includes double page advertorial)

Back Cover Position – R 12 000



SOCIAL MEDIA MANAGEMENT

We offer a social media management packages or social media marketing, the price is quoted based on your needs. POA



SOCIAL COMPETITION

This type of marketing is focussed at building on your current social following and aids dramatically in potential bookings. Giving something away entices interest. A weekend away or coupon voucher not only drives people to view your business but to keep following your every day happenings.

R 5 000 Runs over 7 - 14 days & is targeted to a specific demographic and region/country

WEBSITE

Full Page – R 4 000

Listings – R 2 200

Banner – R 2 200

Join our weekend website which has special offers, places to visit, dining out and so much more, all catering to your #weekend.



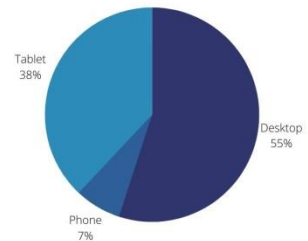
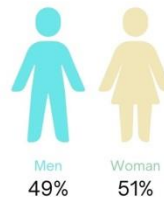
MAGAZINE INFO

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Average Read

40 000



MAGAZINE COST

The Weekend Magazine is a monthly DIGITAL publication which is sent via email to an opt in database of over 100 000 email subscribers.

We also promote the magazine via social media (Facebook, Instagram, LinkedIn and Twitter) which has an average reach of 250 000 weekly people. It is a free publication to the public all artwork is to be in last week of each month for release the first week of each month.

All Prices are quoted per month

Size	3 Month	6 Month	12 Month
Middle Page	R 18 500	R 13 500	R 10 500
Full Page	R 12 910	R 11 535	R 8 353
Half Page	R 8 000	R 7 250	R 5 535

Email Newsletter

R 8 500