



# NEIGHBOURHOOD MEDIA KIT 2017



## WELCOME TO THE NEIGHBOURHOOD

“Neighbourhood is your weekly property and lifestyle guide in the Sunday Times, South Africa’s biggest-selling weekly newspaper.

“Neighbourhood is about connecting home owners with great communities, because we know they don’t just buy the house, they buy the neighbourhood too.

“Our readers are everyday South Africans – millennials, families, retirees... They live in apartments, big family homes, security estates... And they want to know about the area they live in, and everything that goes with it. You can meet in these people in Neighbourhood.”

Charis le Riche

Editor

PS We’re always pleased to receive ideas for news stories. If you have any suggestions email me: [charisl@yourneighbourhood.co.za](mailto:charisl@yourneighbourhood.co.za)



## WHO OUR READERS ARE

Our readers include a strong market of home owners and aspirational home owners, an equal mix of upwardly mobile 24 – 34 years age group plus 35 – 49 years, and 50+ readers. They're in the 8 – 10 LSM readership group.

Neighbourhood gives advertisers the key to getting in touch with the right people, in the right areas, for your brand. Your advertising is seen within the context of relevant, local, up-to-date property and lifestyle editorial, in a trusted print brand carrier, the Sunday Times. This means you get a targeted circulation based on your needs at highly competitive rates for a Sunday Times readership reach.





## WHAT WE TALK ABOUT

We bring readers the very best in South Africa, on where to eat and drink, and what to see and do in the neighbourhood, city and surrounds – researched and written by locals in the know. Our home property features cover topics like décor trends, renovations that add real value and why homes near schools are good for investment.

Suburb Focus in Joburg, Cape Town, Pretoria, Durban and Port Elizabeth zooms in on a different suburb in the cities and surrounds each week. It's packed with property statistics on an area, the top amenities, what it's like to live and invest there as a local.

yourneighbourhood.co.za



**17,578**

average monthly page views  
and growing

(Source: Google Analytics, 2016)



**9,066**

average unique monthly visitors  
and growing

(Source: Google Analytics, 2016)



WEBSITE AUDIENCE STATISTICS

**66%** Male

**34%** Female

Average age: 25-34



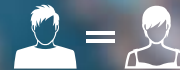
**36,500**

Facebook followers



**700**

Twitter followers



SOCIAL MEDIA AUDIENCE STATISTICS

**66%** Female

**34%** Male

Average age: 25-44

## EVEN MORE REACH AND ENGAGEMENT ONLINE

Our multimedia website content includes the latest lifestyle and property news across South Africa. And with almost 40,000 Facebook followers, our readers don't want to miss a thing from Neighbourhood!

**[www.yourneighbourhood.co.za](http://www.yourneighbourhood.co.za)**

Lifestyle and property news online

**[www.stneighbourhood.co.za](http://www.stneighbourhood.co.za)**

Online versions of weekly print edition

**[www.neighbourhoodlistings.co.za](http://www.neighbourhoodlistings.co.za)**

Property listings for CT Northern Suburbs, Pretoria and East London



Talk to us  
about our  
developing  
online  
options



## PACKAGE 1

R8,100

- 1x sponsored content article to appear on [yourneighbourhood.co.za](http://yourneighbourhood.co.za) in preferred region
- 4x social shares (FB and Twitter)

## PACKAGE 2

R15,500

- 2x sponsored content articles to appear on [yourneighbourhood.co.za](http://yourneighbourhood.co.za) in desired region
- 8x social shares (FB and Twitter)

**Bespoke  
competition  
packages  
available**  
please chat  
to us.

## ONLINE ADVERTISING OPTIONS

**SPONSORED CONTENT –**  
stories and/or video posted on  
[yourneighbourhood.co.za](http://yourneighbourhood.co.za)

One of the most effective ways to introduce a message to our readers is through sponsored content. All articles and videos are created in Neighbourhood tone and are in keeping with the rest of the site. Packages include social media support and can incorporate banner advertising to extend reach.

Clients will be given the opportunity for sign off on all articles created by the Neighbourhood team. We ask that clients respect our team's editorial integrity and our ability to create content that of the highest interest to our audience.

Any budget for production of bespoke commissioning (photography, video, illustration, etc.) to accompany articles is to be discussed outside of the package fees depending on the scale of execution needed.



THE  
**CREATIVE**  
 GROUP

Partnering with The Creative Group means your brand gets the expertise of a property and lifestyle publishing and marketing company that's been in the business for 18 years.

We produce engaging property and lifestyle content in four national print and digital publications: Neighbourhood in the Sunday Times, HomeFront in Business Day, Real Estate magazine and Property Professional for the industry. Collectively we reach a million people a month. And that number is set to grow in 2017 as we relaunch our current digital platforms, plus launch a brand new property and lifestyle site.

We work with clients to come up with tailor-made advertising solutions made to suit their exact needs and goals. Whether that is brand awareness, brand alignment or creating content that is distributed through our client's channels (as well as our own). We can work with all budgets and all needs.

SOME OF OUR LIFESTYLE CLIENTS



**MICHÈLE JONES**

(sales and marketing manager)  
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**CATHERINE DAVIS**

(content business manager)  
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**JACKIE MARITZ**

(operations manager)  
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## ADVERTISING OPPORTUNITIES

## RATES

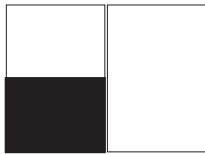
	JHB	WC	KZN	PTA	PE
IFC DPS	53 000,00	38 500,00	20 922,00	20 922,00	20 922,00
DPS	39 750,00	28 900,00	15 750,00	15 750,00	15 692,00
First RHP	31 800,00	23 100,00	12 500,00	12 500,00	12 500,00
Full Page	26 500,00	19 200,00	10 500,00	10 500,00	10 500,00
Half Page	17 668,00	12 500,00	6 500,00	6 500,00	6 500,00
Quarter Page	11 766,00	8 500,00	4 500,00	4 500,00	4 500,00
1-Page advertorial	28 249,00	20 850,00	12 150,00	12 150,00	12 150,00
2-Page advertorial	43 248,00	30 550,00	17 400,00	17 400,00	17 400,00
1/2 column advertorial	19 417,00	14 150,00	8 150,00	8 150,00	8 150,00
OBC	29 949,00	21 700,00	14 000,00	14 000,00	14 000,00

### FULL PAGE



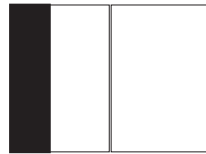
Size: 265mm x 385mm

### HALF PAGE



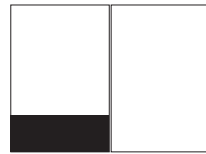
Size: 265mm x 189mm

### HALF PAGE VERTICAL



Size: 103mm x 385mm

### QUARTER PAGE



Size: 265mm x 93.5mm

- No bleed, crop, trim or registration marks required
- All images are CMYK at a minimum of 300dpi at the output size
- Please ensure the overprints are correctly assigned. Black text to be black only (100K only)
- No special inks or spot colours
- All fonts are embedded
- Please supply a X1a compliant (2001) pdf

## ADVERTORIAL DETAILS

### SPECS

Copy: 500–750 words\*  
 Logo: 2.5MB (300dpi high-res)  
 Images: 8+ images @ 2.5MB (high resolution)  
 Contact details: name, phone number, email, website



## CONTACT DETAILS

Contact us on:  
 087 828 0423

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