



GOTREND

Media pack & Rate card
2018





GoTrend South Africa

Get into gear with GoTrendSA! Now is the time to interact with South Africa's growing digital population and here at GoTrendSA HQ we're focused on just that!

GoTrend South Africa focuses on all the hottest events, celebrity interviews and not to mention all the lifestyle and leisure news in South Africa and beyond. Our goal is to ensure that the latest products and trends are available to you, all on one happening website and through the ease of our social media pages.

With regular competitions and giveaways, we strive to interact with our audience on a daily through social media, digital articles and more, ensuring that we maximize our viewing potential.

We ensure that promoting your brand is our first priority, through the abovementioned media channels, building a reputation together is the key to success!

Starting out with a small team and growing to 8 empowered Bloggers, J-Bloggers and Journalists has been an indication on how busy we've become in three short years.

We're not just the typical team. We've got the greatest combination of people from all around South Africa. Focusing on Tech, Fashion, Beauty and Celebs - these are only some of our niches and that's just the icing on the cake!

Our readers reflect this too, our biggest target market is the 18 – 30 aged readers and then those aged 45-60! GoTrendSA is for you, even if you don't know it yet!



Klout rates GoTrendSA an amazing 63 – That means we're in the top 10 percent of social media accounts worldwide!

GOTREND

Fast Facts

*Starting date: **February 2013***

*Contributors: **8***

*Updated: **Daily***

*Daily unique visitors: **500+***

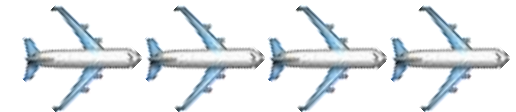
*Monthly Unique visitors: **15000+***

In house editing, for speed and precision!

The GoTrendSA team are trained in Adobe Photoshop and product photography.

It's all about the looks and making sure that the design fits our readers modern perspective!

Flying between countries and provinces GoTrendSA Journalists and J-Bloggers are always on the scene!



In 2015/2016 alone we toured France, London, Las Vegas, Berlin and Korea! The focus on local content is key, but introducing our readers to fresh content from new destinations is another goal of ours!

GOTREND

*Going viral
Anytime, anywhere*

“We’re committed to ensuring that our readers get the latest and most accurate opinion on latest products and topics”



“68% of smartphone owners use their phone at least occasionally to follow along with breaking news events, with 33% saying that they do this “frequently.”

Keeping GoTrendSA on the “Go” is very important to us as most of our readers are doing just that. Mobile users are everywhere and by ensuring our site has the latest mobile optimization, we’re always giving content to our readers that’s available on any device.

Digital is now! Using an online platform such as GoTrendSA brings forward so many benefits as opposed to using older print methods:

- **Higher Engagement:** *“Give a man a print magazine, and he’ll read it once; give a man an App, and he’ll read it everyday.”*
- **Local Connections:** With our connections to local readers. Advertising your products locally makes it that much easier to show South Africans what’s new!
- **Instantaneous:** Magazines published weekly or monthly just don’t compare to daily content being pushed to our readers.



Advertising Rates – 2018.

1) Advertising Rate (AD BANNERS) – Full Colour Online – (ZAR)

Type	Month (ONE) PER CPM
Leaderboard Image (728x98)	R250.00
“Half Page” Side (LEFT) (300x600)	R350.00

2) Advertorial Rates

Featured Reviews (Product/Establishment Reviews) + Social Media.	R3000.00
Campaigns and Giveaways Standard 7 Day Giveaway (neg) (includes social media sharing on Facebook/Twitter/Instagram)	R4000.00

3) Social Media Rates

Twitter (Per Tweet + Including Images)	R450.00
Facebook (Per Post + Including Images)	R300.00
Instagram (Per Image)	R500.00

Get noticed now!

Dear Advertiser:

GoTrendSA is focused on pushing brands to real people who are based in South Africa. Our large selection of demographics, major reach in the digital social sphere and the combination of your great business equals success in advertising your product or service!

*Kevin McLennan
Editor - GoTrendSA*

*Go social
Go viral
Go gotrendsa*

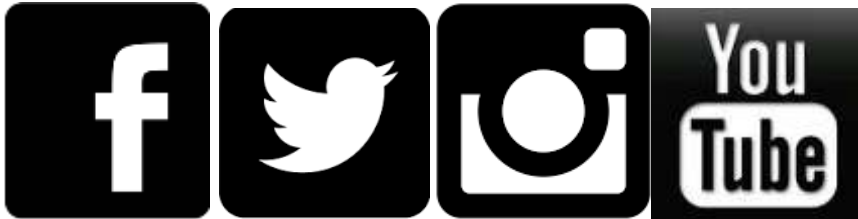
GOTREND

Contact Us:

GET in touch.

Click [HERE](#) to contact us OR
Mail us directly to be forwarded onto relevant
writers or content managers!

Email: info@gotrend.co.za



GET SOCIAL.

*Click the links on the left or down below to
get the full GoTrendSA Experience!*

WEB:

www.gotrend.co.za

FACEBOOK:

www.facebook.com/GoTrendSA

TWITTER:

www.twitter.com/GoTrendSA

INSTAGRAM:

www.instagram.com/GoTrendSA

YOUTUBE:

www.youtube.com/GoTrendSouthAfrica