

Media Deck



Entertainment SA

CELEBRITY
LIFESTYLE &
ENTERTAINMENT NEWS

EntertainmentSA Media Deck

Introduction



Entertainment SA is South African entertainment online news platform, breaking stories, in-depth interviews inspired new music, fashion trends, beauty and inspirational lifestyle content locally and internationally.

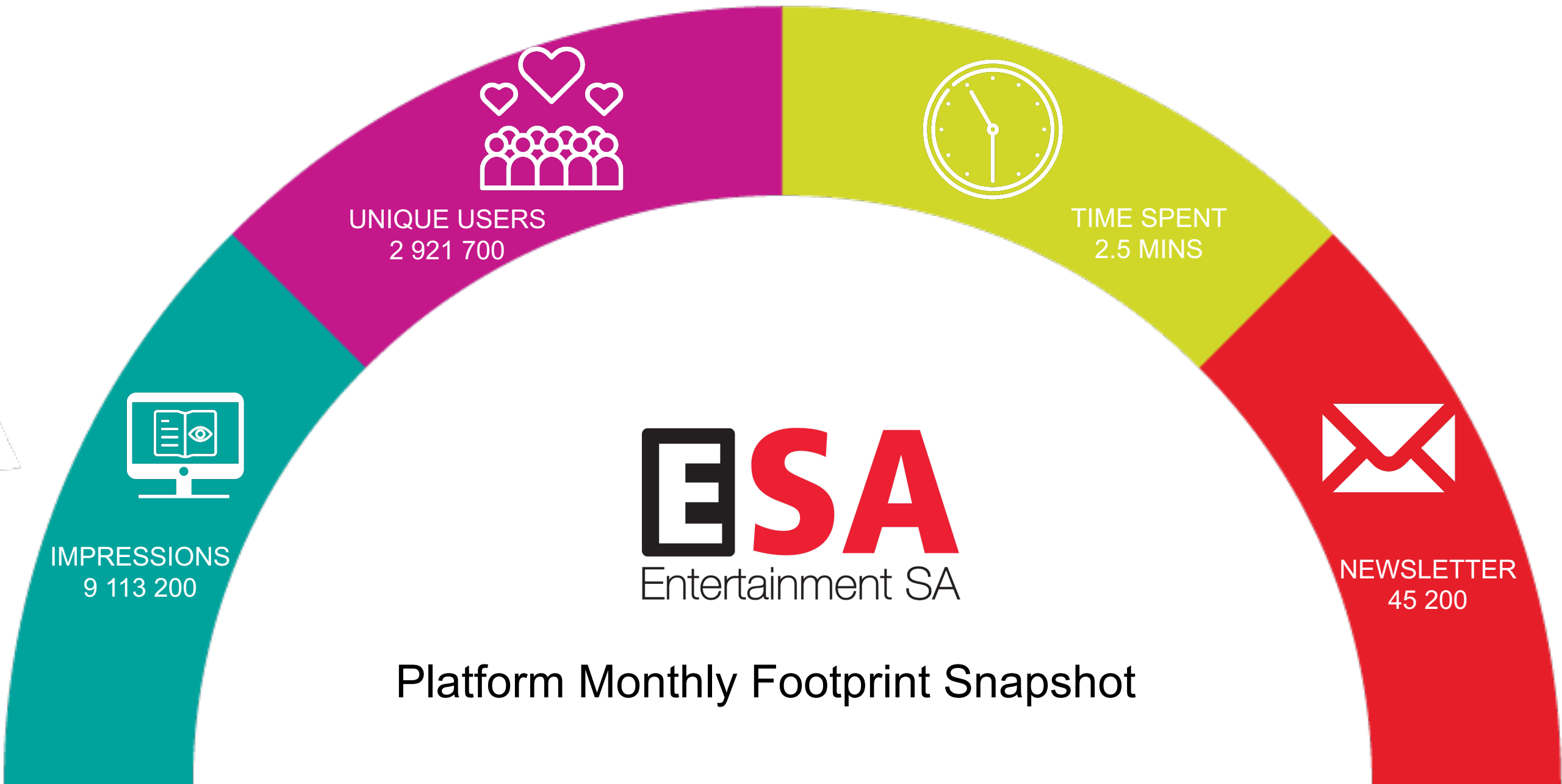
Dedicated to keeping our **tech savvy youth oriented audience** with the latest news, we raise a toast to the inspiring lifestyles of the social circles of the African entertainment industry personalities .

EntertainmentSA partners with brands to add value to its audiences by being selective with content that is brand safe and is meaningful to our youth on the African Continent.

Owned by Imizamo Media Group, Entertainment SA empowers young content writers across Africa.

Audience





IMPRESSIONS
9 113 200



UNIQUE USERS
2 921 700



TIME SPENT
2.5 MINS

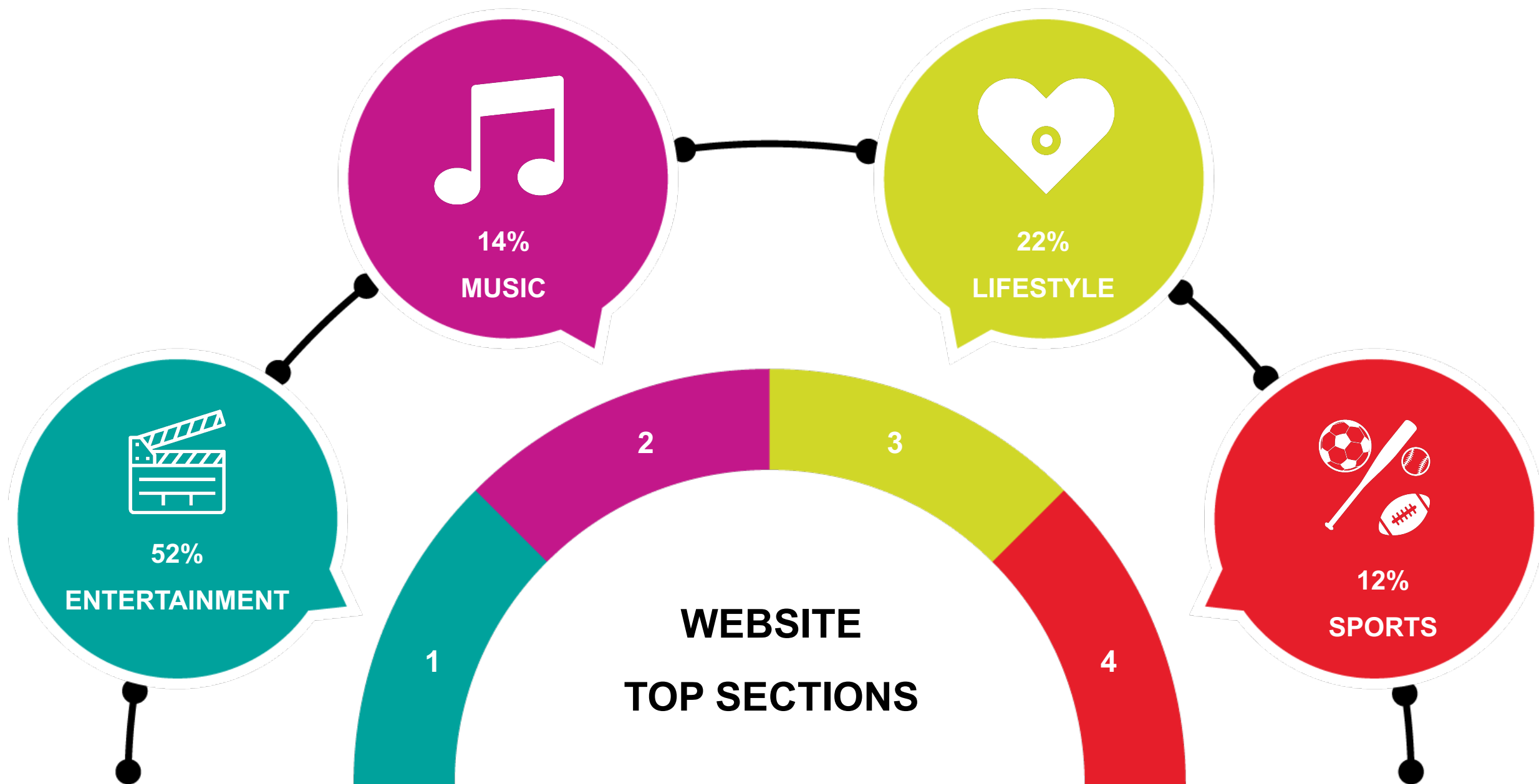


NEWSLETTER
45 200

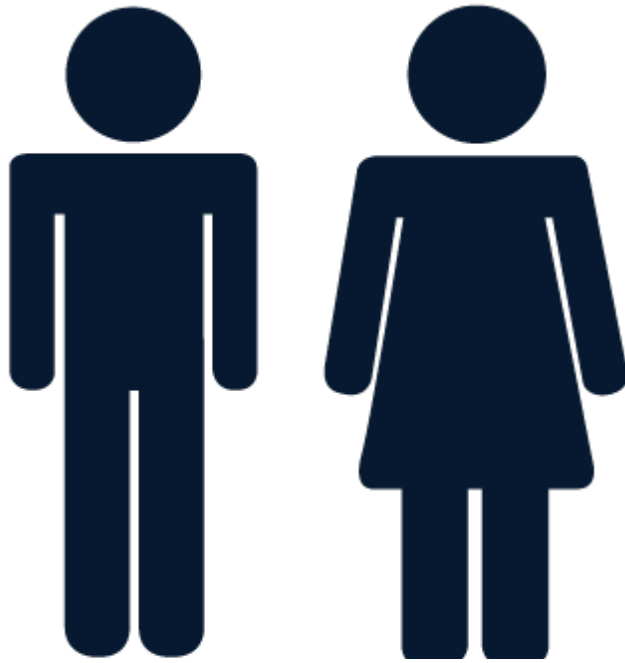


Entertainment SA

Platform Monthly Footprint Snapshot



GENDER



42%

58%

AGE

18 - 24

26%

25 - 34

49%

35 - 44

19%

45 - 54

6%



71 729 Facebook Fans



9 852 Instagram Followers



516 Twitter Followers

Case Studies





ETV | OpenView 2 Million Homes





Campaign Length: 1 Week



Platform: Entertainment SA_Website,
Entertainment SA_Social,
Entertainment SA_Newsletter



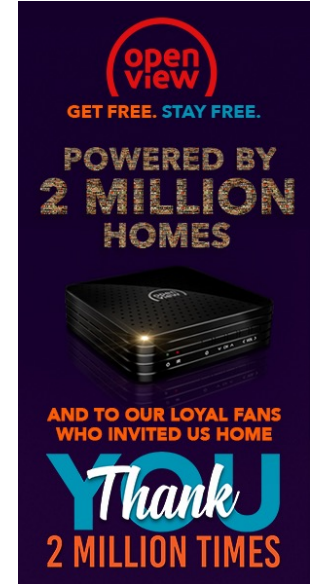
Objective: Targeted individuals considering
Paid TV, creating awareness for
openview

AD Units:

1. Content
2. Banners



CPM: R150



Results: 728 248 Impressions
5 178 Engagements
343 133 Reach





Campaign Length: 10 Weeks



Platform: Entertainment SA _Website,
Entertainment SA _Social,



Objective: Create awareness amongst the youth looking at studying in 2021 to consider UNISA a leading institution in the school of engineering.

AD Units:

1. Content
2. Banners



CPM: R150



Unisa College of
Science, Engineering and Technology
Applications now open.



Results: 2 Million Impressions
17 191 Engagements

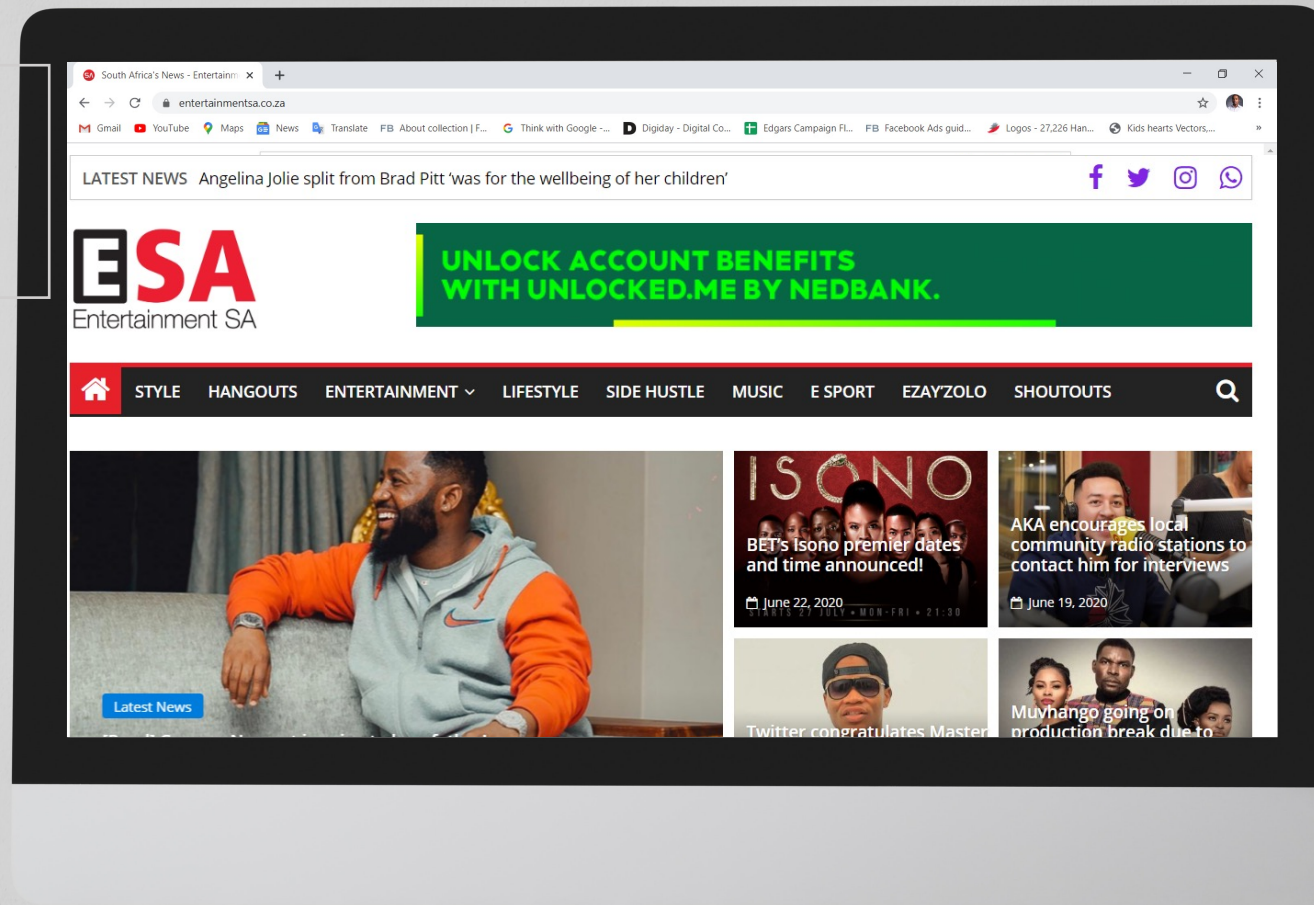


University of South Africa

Don't miss the
opportunity to enroll in
our College of **Science**,
Engineering and
Technology

Applications now open.







Campaign Length: 8 Weeks



Platform: Entertainment SA_Website,
Entertainment SA_Social,
Entertainment SA_Newsletter



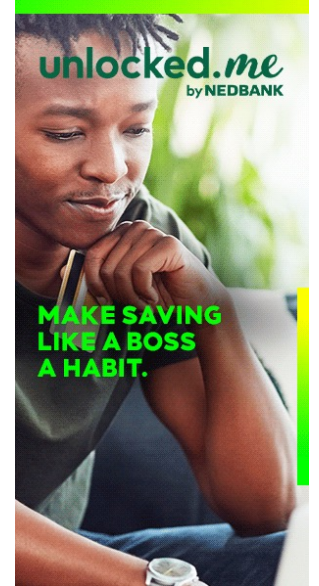
Objective: The campaign objective was to drive reach and brand recall to the audience through engaging content and banners.

AD Units:

1. Video
2. Banners



CPM: R150



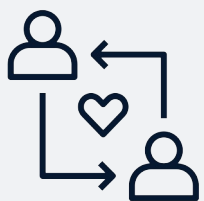
**MAKE SAVING
LIKE A BOSS A HABIT.**



Results: In Progress

Reporting

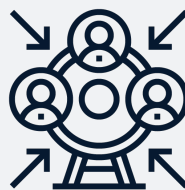




Reach:
100 571



Impressions:
400 862



Engagements:
5 676



CTR:
4.5%



Budget:
R120 000



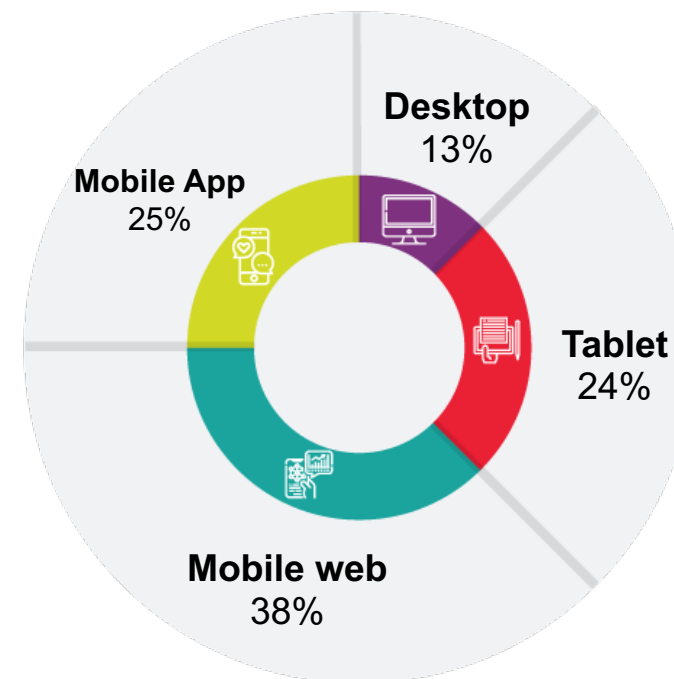
Clicks:
10 002

Channel	Impressions	Clicks	Reach	CTR
Facebook				
Instagram				

KPI's:

Reach	Traffic	CTR
500 000	2 314	1.25%

Reach by Operating System:



Recommendations:

It is recommended that video to be used in the next campaign.

Our Clients



Brands on ESA



Rates



Ad Unit	Size	Cost
Banners	728x90 px, 300x600 px, 300x250 px, 300 x 50 px	R120 CPM
Weekly Newsletter Banner	728 x90 px,	R4 000
Social Media	600 x 600 (Partnership Link Ads)	R3 000 per Post
Native Content	1 000+ Words + Companion Banners	R10 000 Per Piece
Editorial Content	1 200+ Words + Companion Banners	R7 000 Per Piece
Homepage Takeover	Full Homepage takeover with Banners ROS	R15 000 Per Day

Packages



PACKAGES	AD UNITS	IMPRESSIONS	BUDGET EXL VAT
Silver	2 Native pieces, 1 Advertorial pieces , ROS Banners, 1 Home Page Takeover, 2 Social Promoted Partnership	500 000	R 70 000
Gold	3 Native pieces pm, 3 Advertorial pieces, ROS Banners, 3 Day Home Page Takeover, 3 Social Promoted Partnership	1 Million	R 120 000
Platinum	5 Native pieces, 5 Advertorial pieces pm, ROS, 1 Week Homepage Takeover , *Sponsored Website Tab – 1 Month, 5 Social Promoted Content Partnership	2 Million	R 200 000

1 Month Campaigns - *Running time flexible



Entertainment SA

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Thank You