

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 .

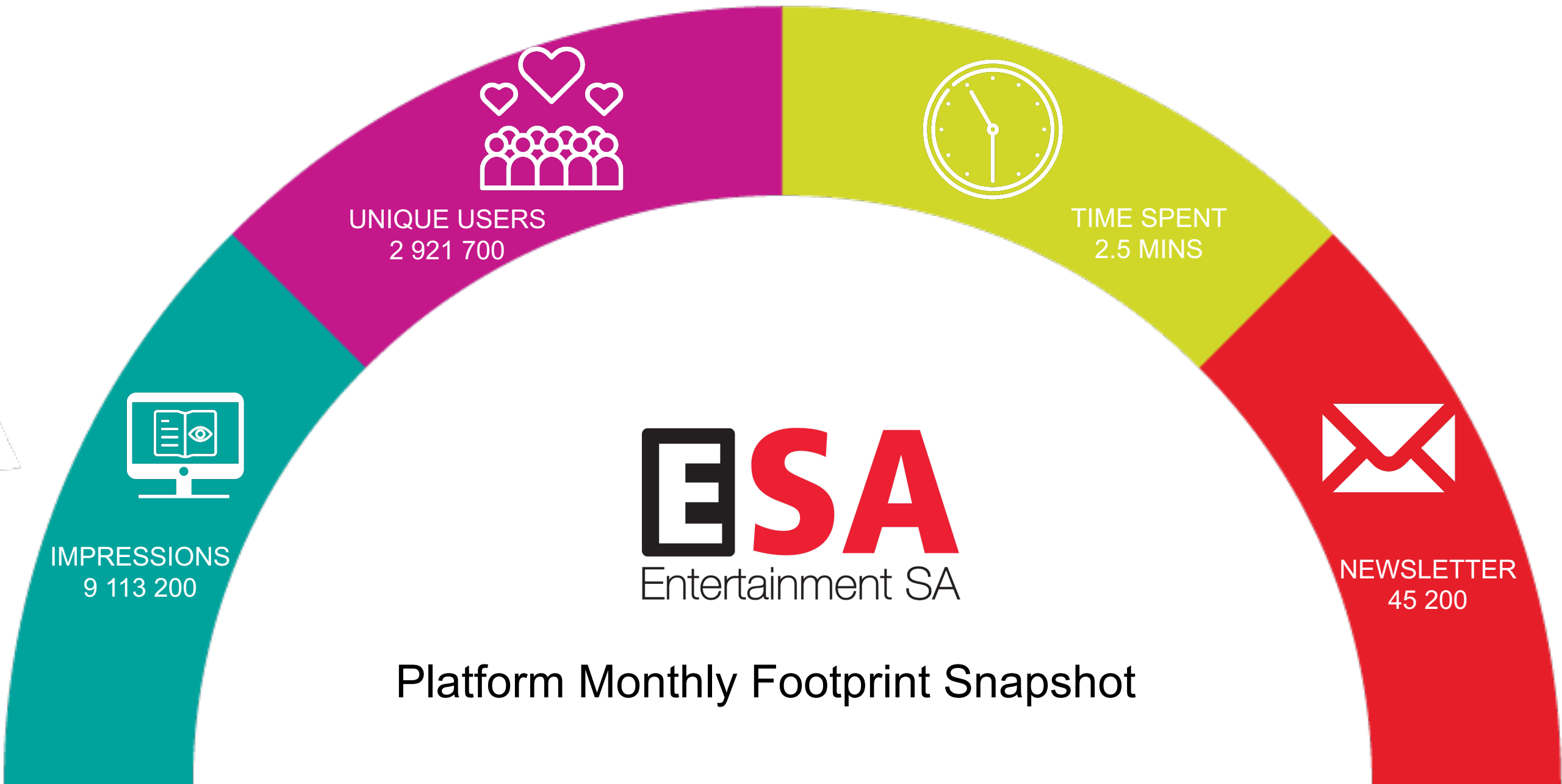
EntertainmentSA partners with brands to add value to its audiences by being selective with content that is brand safe and is meaningful to our youth on the African Continent.

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



# Audience





IMPRESSIONS  
9 113 200



UNIQUE USERS  
2 921 700



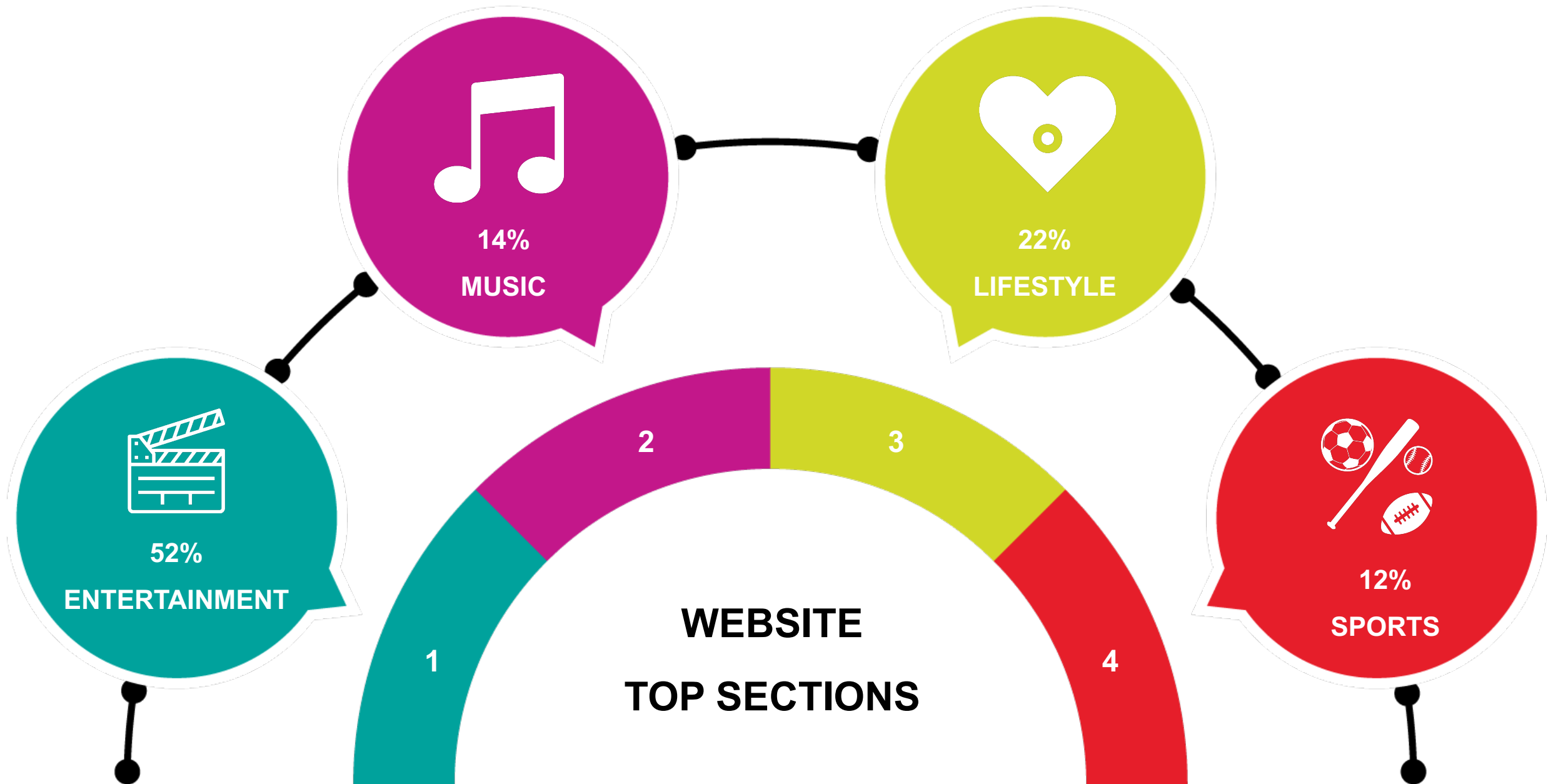
TIME SPENT  
2.5 MINS

**ESA**  
Entertainment SA

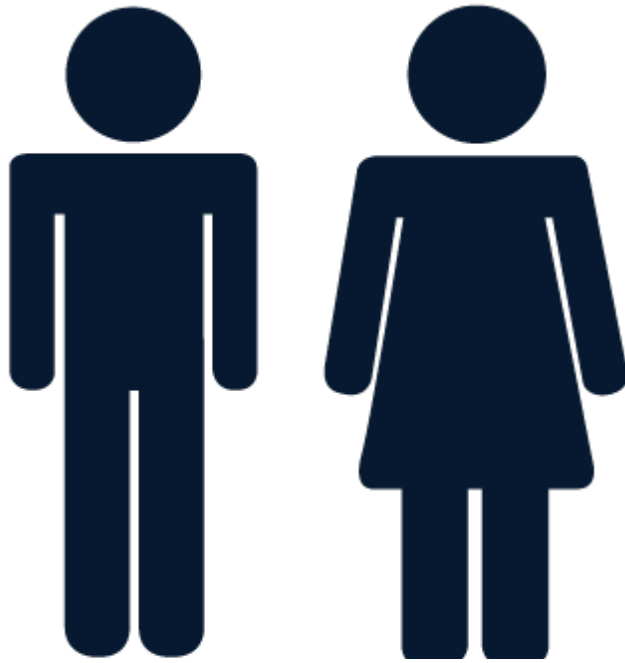


NEWSLETTER  
45 200

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



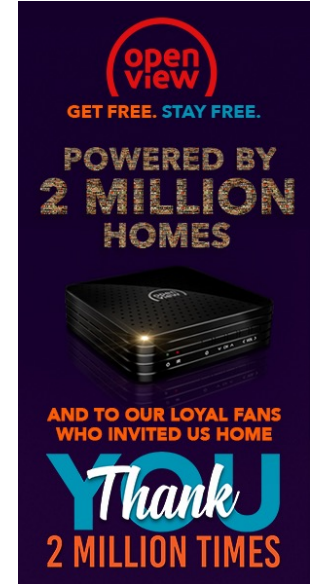
**Objective:** Targeted individuals considering  
Paid TV, creating awareness for  
openview

**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

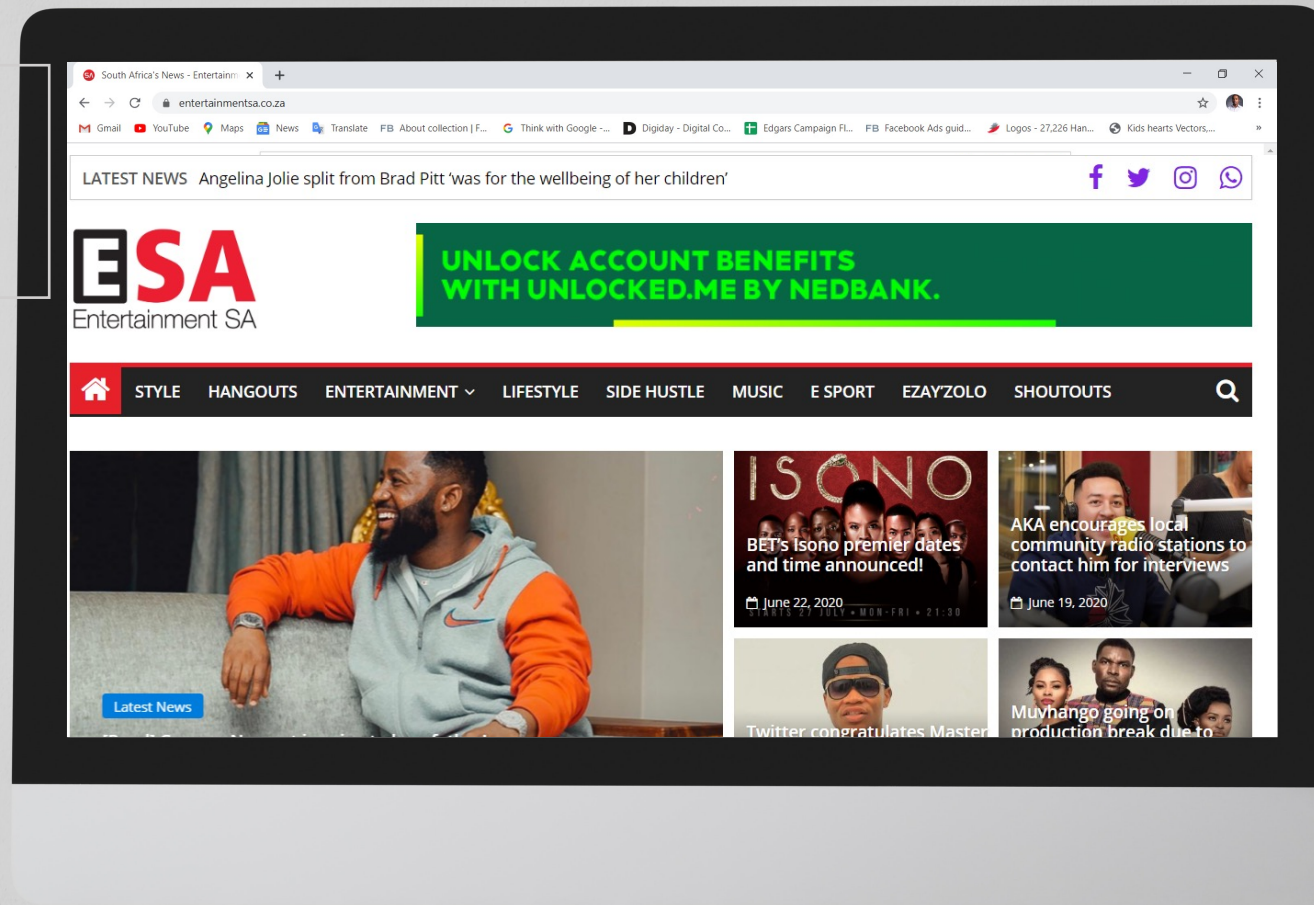


University of South Africa

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



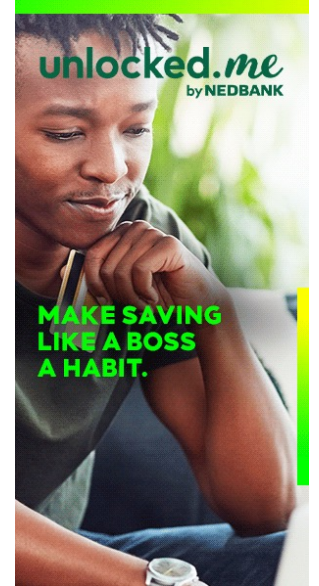
**Objective:** The campaign objective was to drive reach and brand recall to the audience through engaging content and banners.

**AD Units:**

1. Video
2. Banners



**CPM:** R150



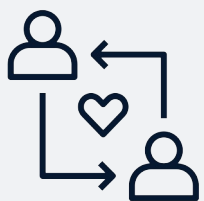
**MAKE SAVING  
LIKE A BOSS A HABIT.**



**Results:** In Progress

# Reporting

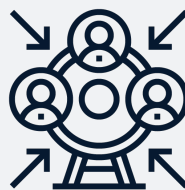




**Reach:**  
100 571



**Impressions:**  
400 862



**Engagements:**  
5 676



**CTR:**  
4.5%



**Budget:**  
R120 000



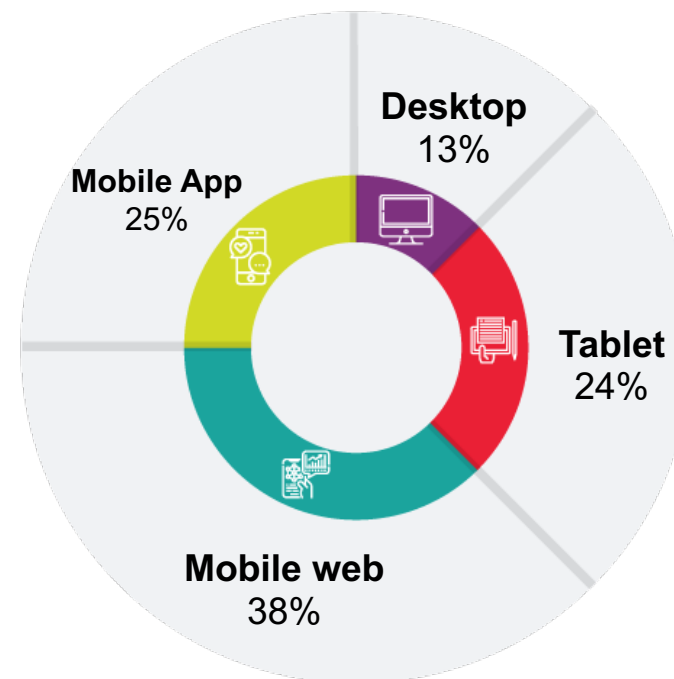
**Clicks:**  
10 002

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**