

A promotional graphic for Entertainment SA. It features a close-up of a man on the left and a woman on the right, both wearing dark sunglasses. The man has a mustache and is looking slightly down. The woman has curly hair and is looking towards the camera. They are positioned against a solid red background. White, hand-drawn style lines separate the two figures and frame the central text. The man's hand is visible at the bottom, wearing a ring. The woman's hand is also visible, resting near the man's. In the bottom right corner, the Entertainment SA logo is displayed.

ENTERTAINMENT SA MEDIA DECK



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ABOUT ESA



ABOUT ESA

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



AUDIENCE



IMPRESSIONS
11 503 200



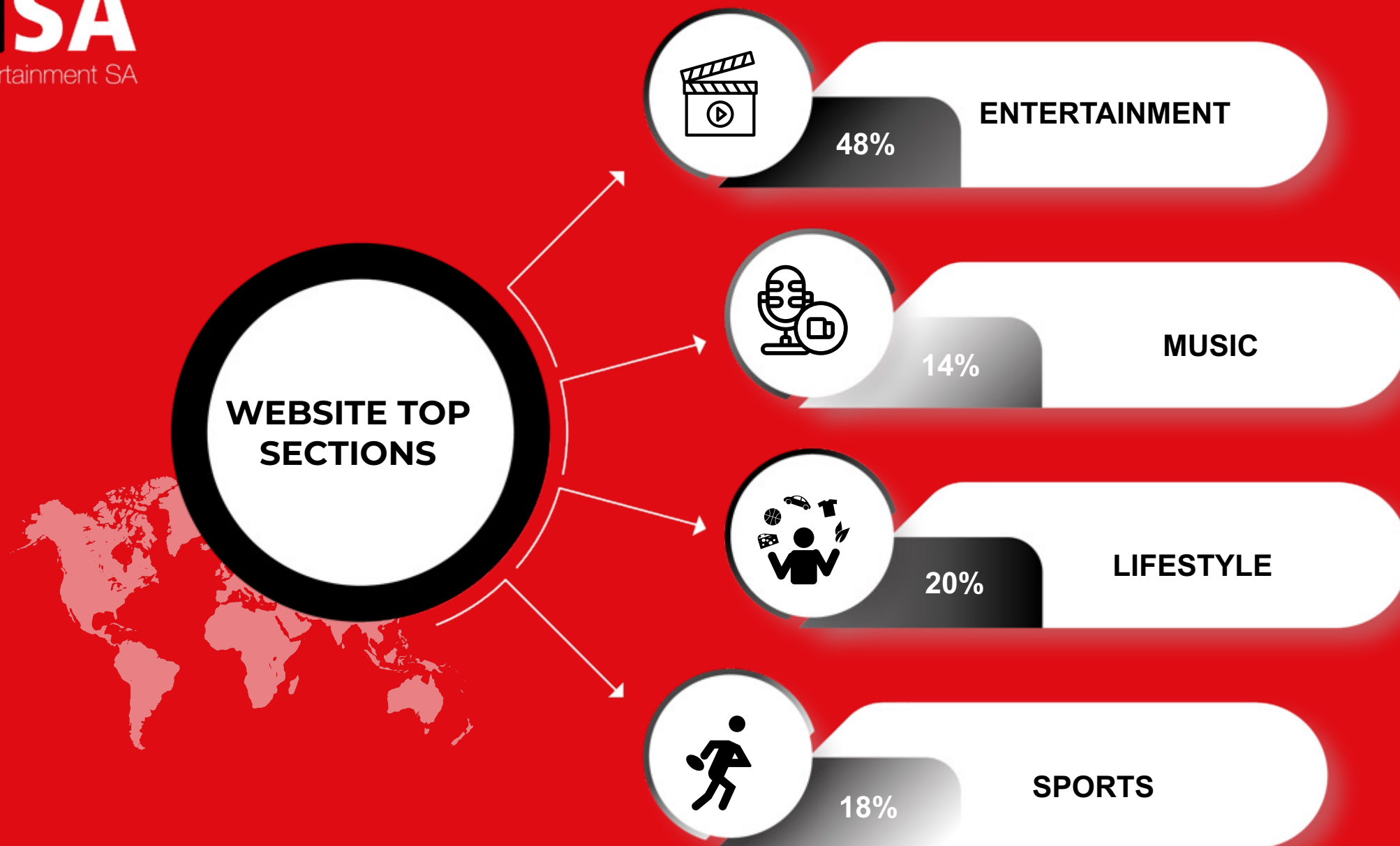
UNIQUE USERS
4 921 700



TIME SPENT
2.5 MINS



NEWSLETTER
43 200



AUDIENCE DEMOGRAPHIC



42%

MALE

58%

FEMALE

AGE SPLIT

18 - 24

35%

25 - 34

40%

35 - 44

19%

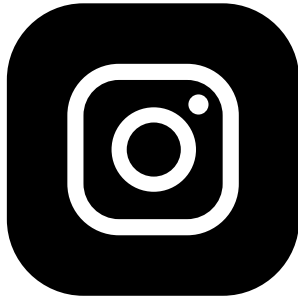
45 - 54

6%

ESA SOCIAL MEDIA REACH



77K Facebook Followers



10 559 Instagram Followers



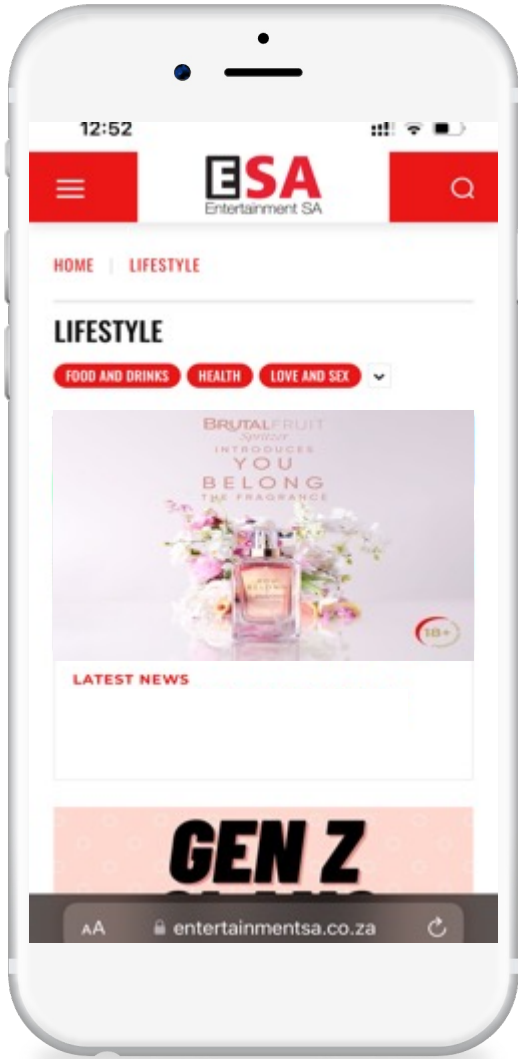
1 102 Twitter Followers

AD UNITS

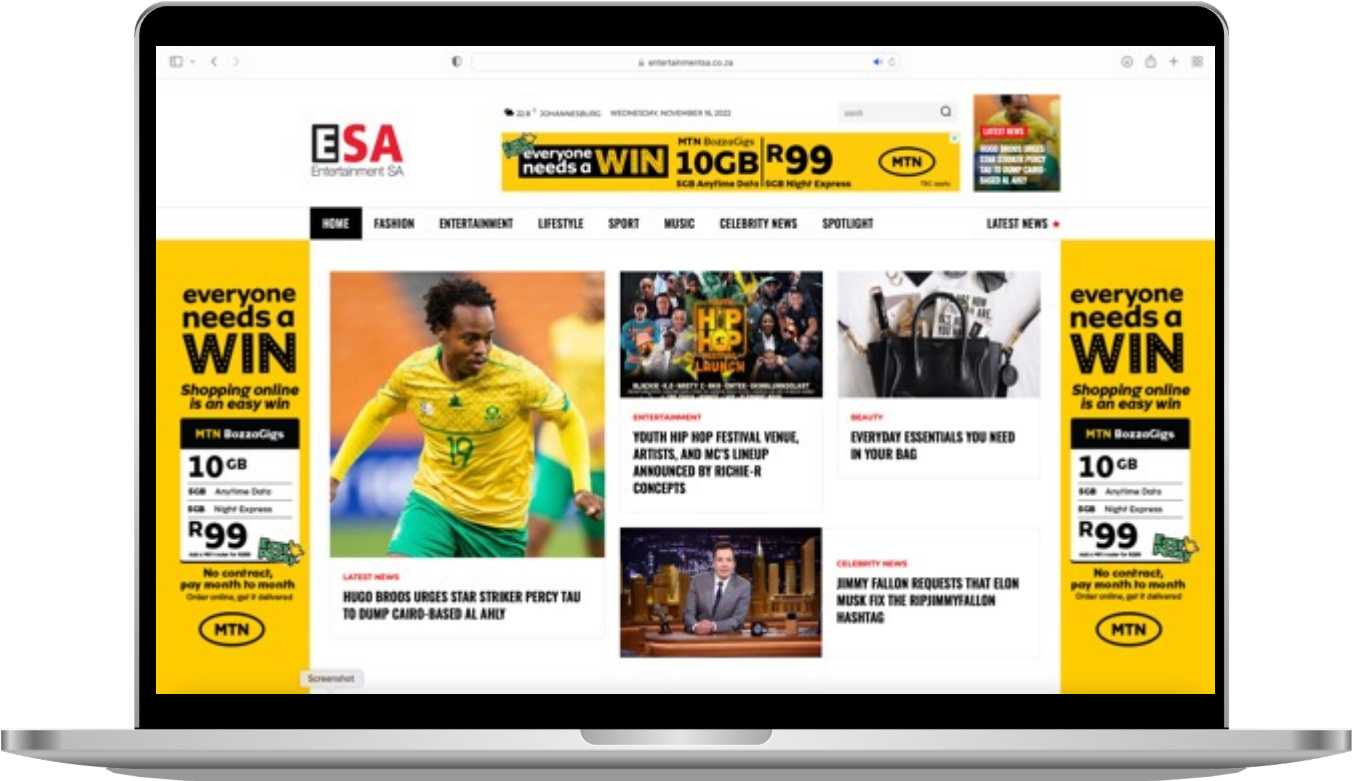




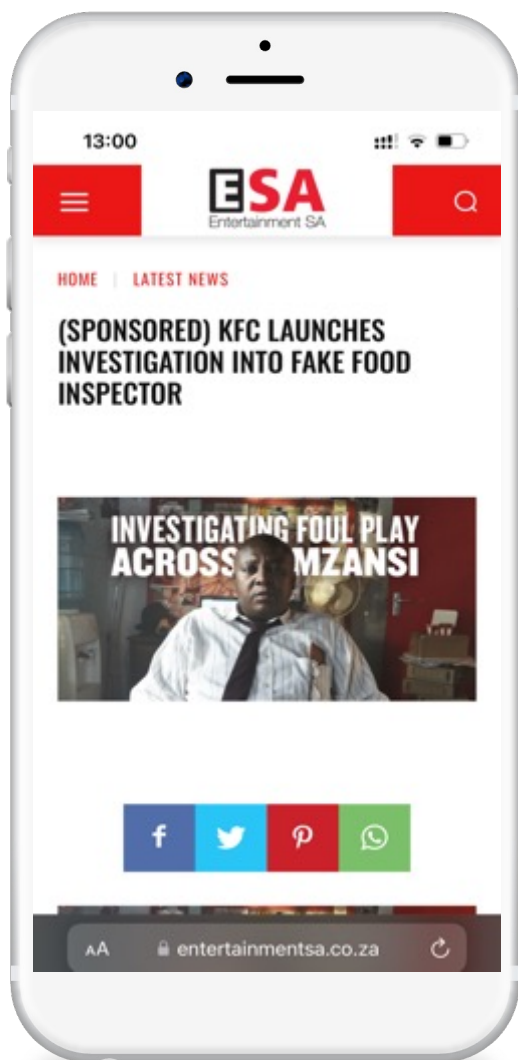
ROS BANNER



HOME PAGE TAKEOVER



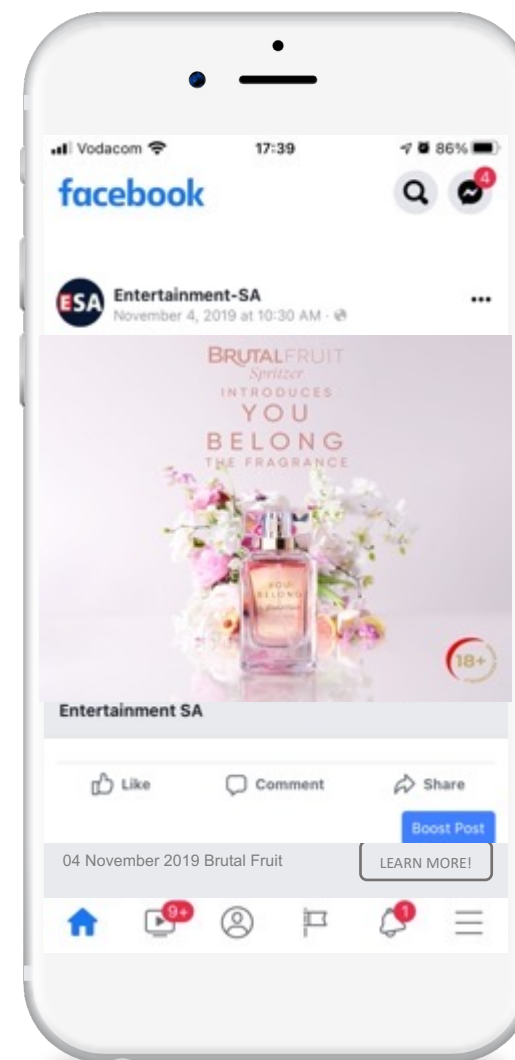
SPONSORED CONTENT



LEAD FORM

A smartphone mockup displaying a lead form for UNISA. The top status bar shows the time as 17:39 and the battery level at 86%. The form header includes the UNISA logo and the text 'college of accounting sciences'. The form consists of three input fields labeled 'Name', 'Email', and 'Contact'. Below the input fields is a blue 'Submit' button.

SOCIAL MEDIA



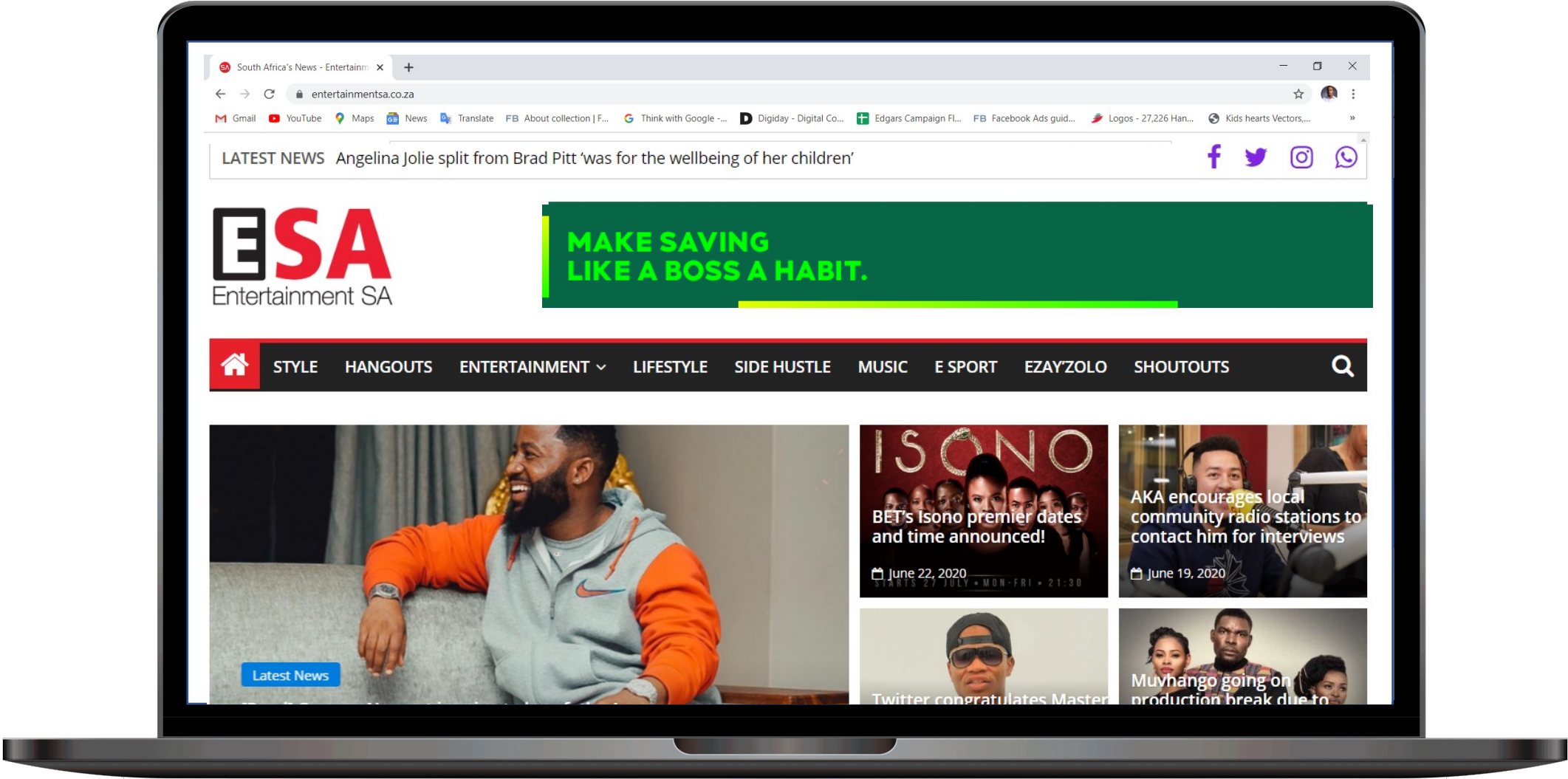
CASE STUDIES

Banking and Telecommunication Brands






Nedbank | Unlock.me



NEDBANK UNLOCK.ME OVERVIEW

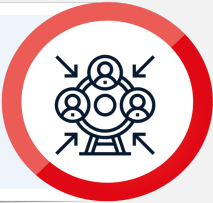


CHANNEL

ESA

CPM

BUYING MODEL



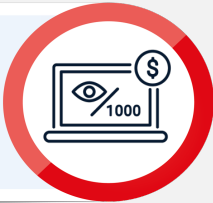


IMPRESSIONS

322 430

3 231

CLICKS






CAMPAIGN DATE

8 Weeks

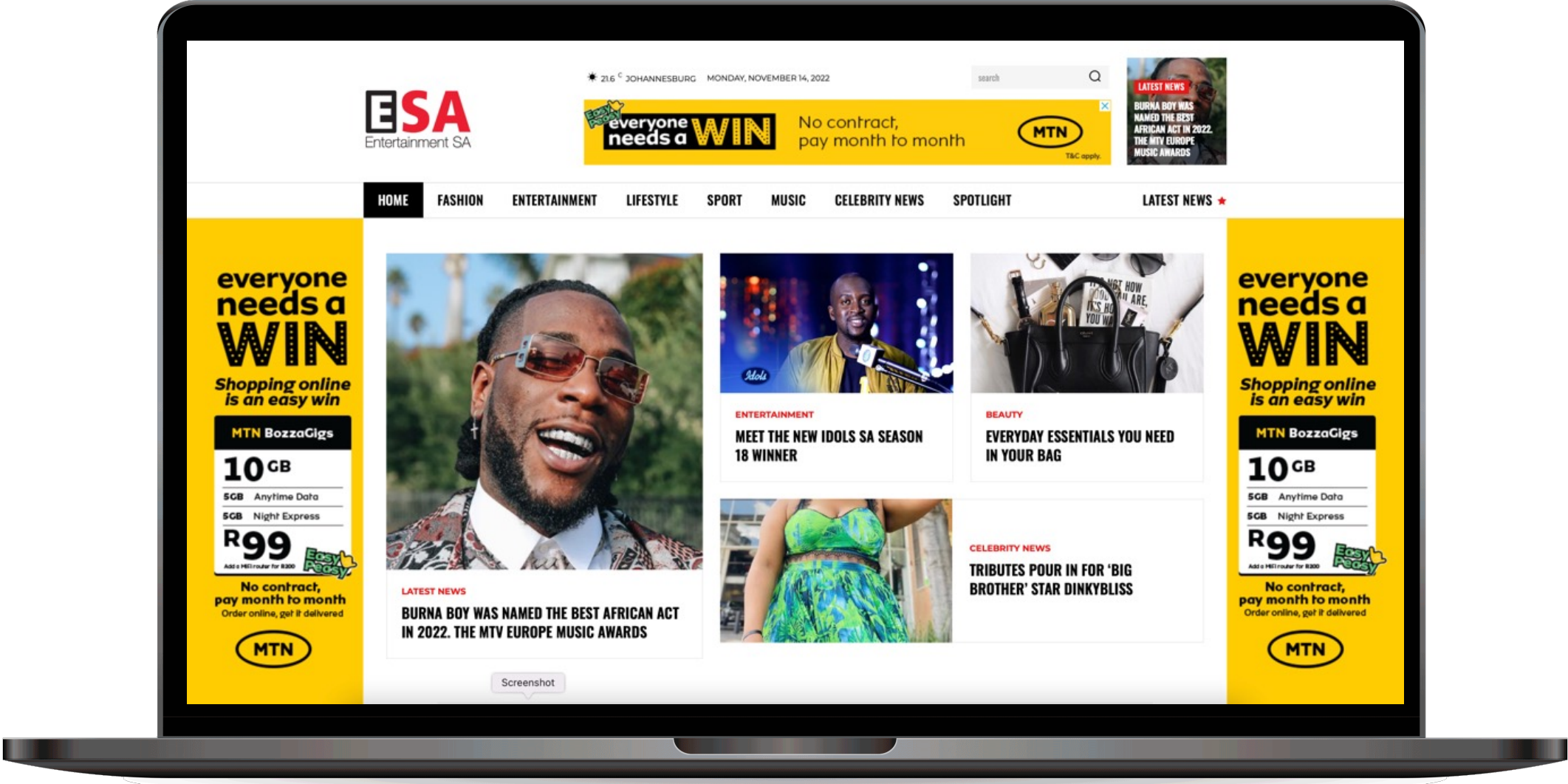
0,61%

CLICK THROUGH RATE (CTR)





MTN HPTO



MTN HPTO OVERVIEW



CHANNEL

ESA



IMPRESSIONS

310 450

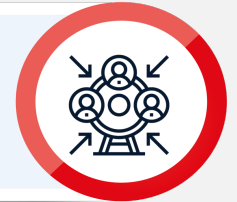


CAMPAIGN DATE

15/11/22

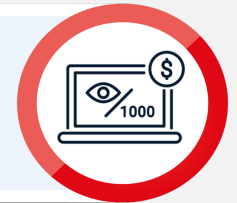
CPM

BUYING MODEL



2 770

CLICKS



0,89%

**CLICK THROUGH
RATE (CTR)**



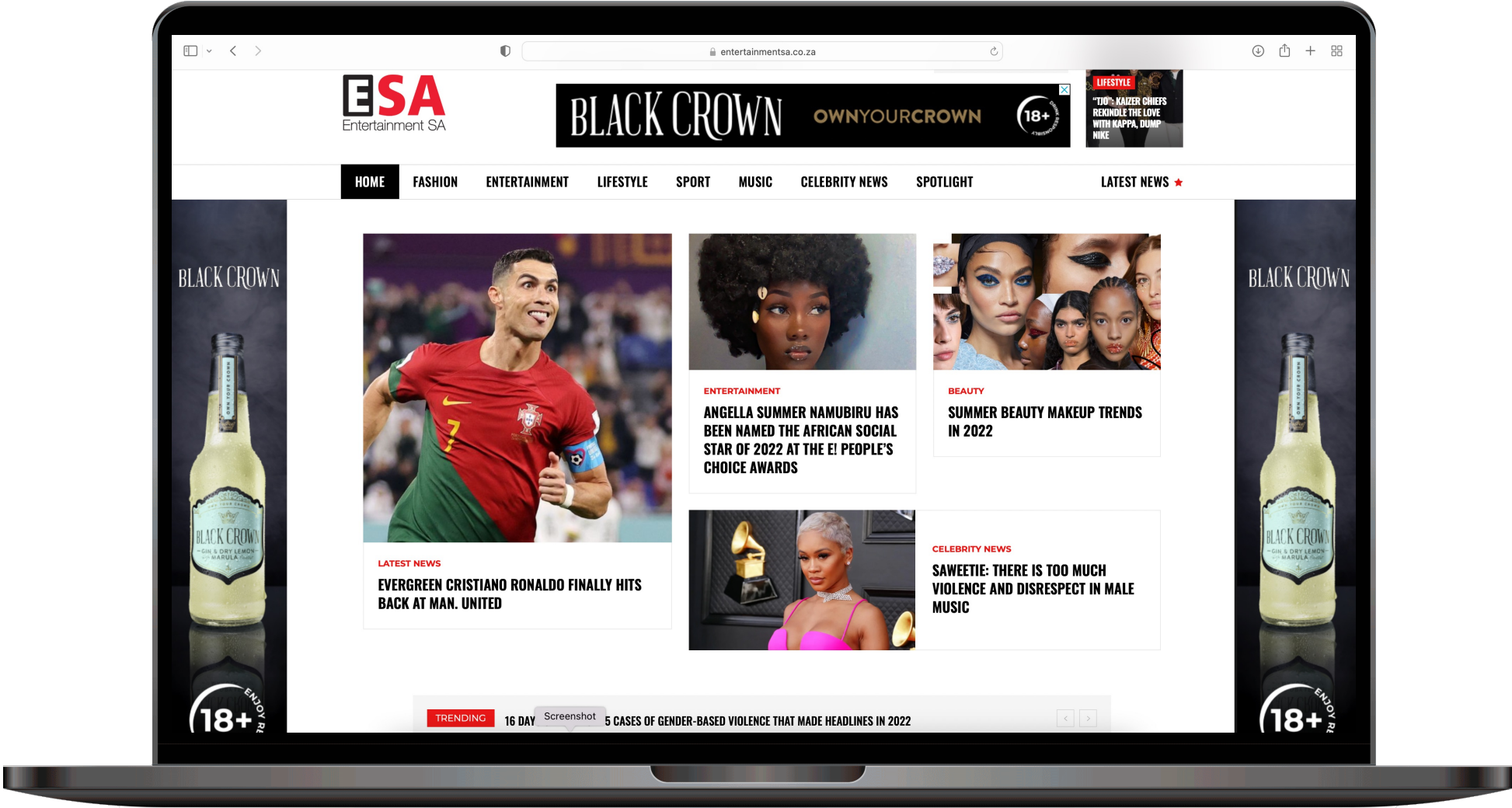
CASE STUDIES

Entertainment & Lifestyle Brands






Black Crown Display Banners



BLACK CROWN HPTO OVERVIEW

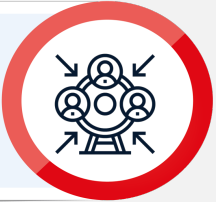


CHANNEL

ESA

CPM

BUYING MODEL



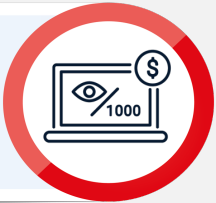



IMPRESSIONS

810 450

6 781

CLICKS





CAMPAIGN DATE

25/11/22

0,84%

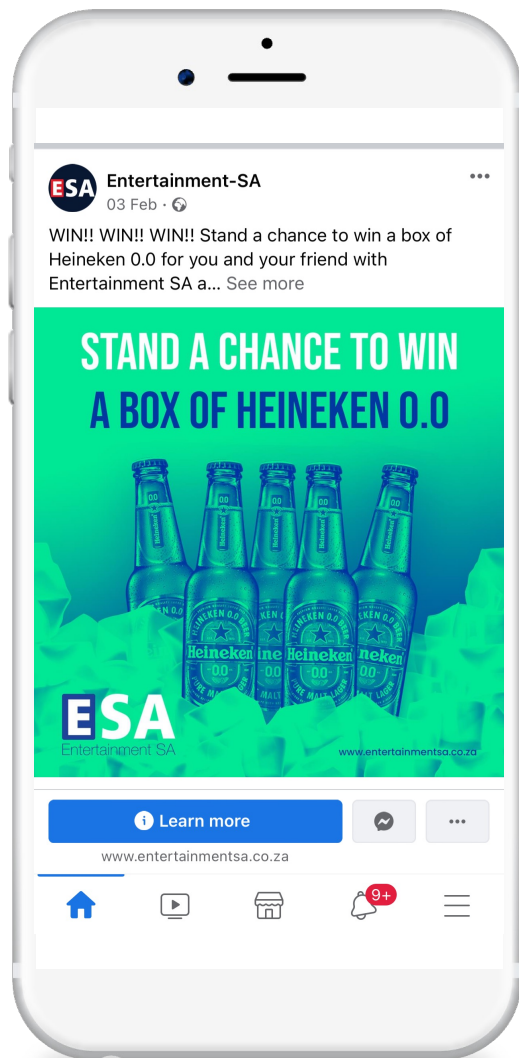
CLICK THROUGH RATE (CTR)



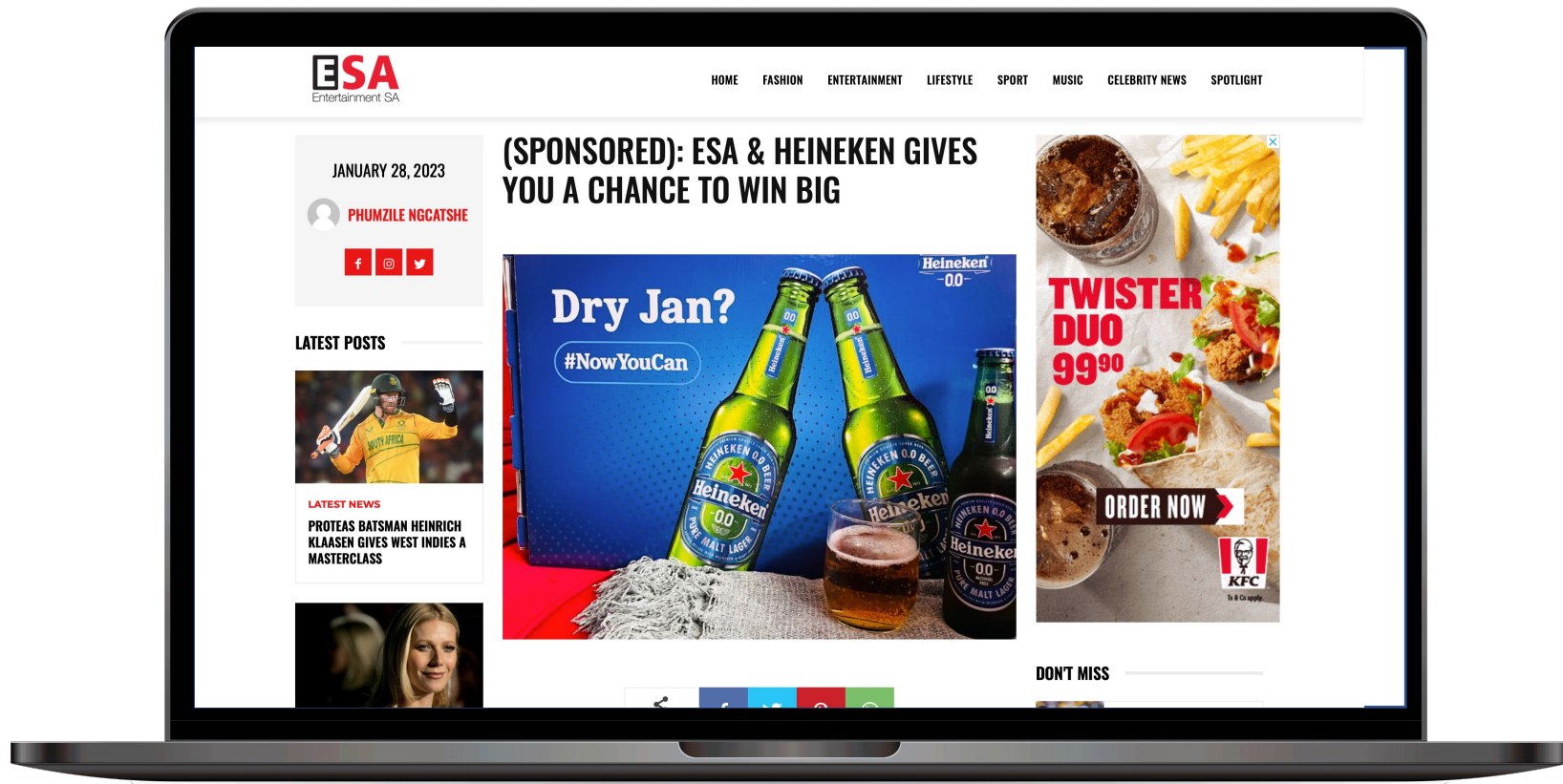


Heineken 0.0 Competition

SOCIAL MEDIA



SPONSORED ARTICLE



HEINEKEN 0.0 OVERVIEW



CHANNEL

ESA

202

ENTRIES

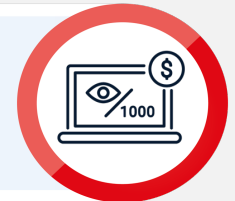


IMPRESSIONS

310 430

1 731

CLICKS



CAMPAIGN DATE

28/01/23

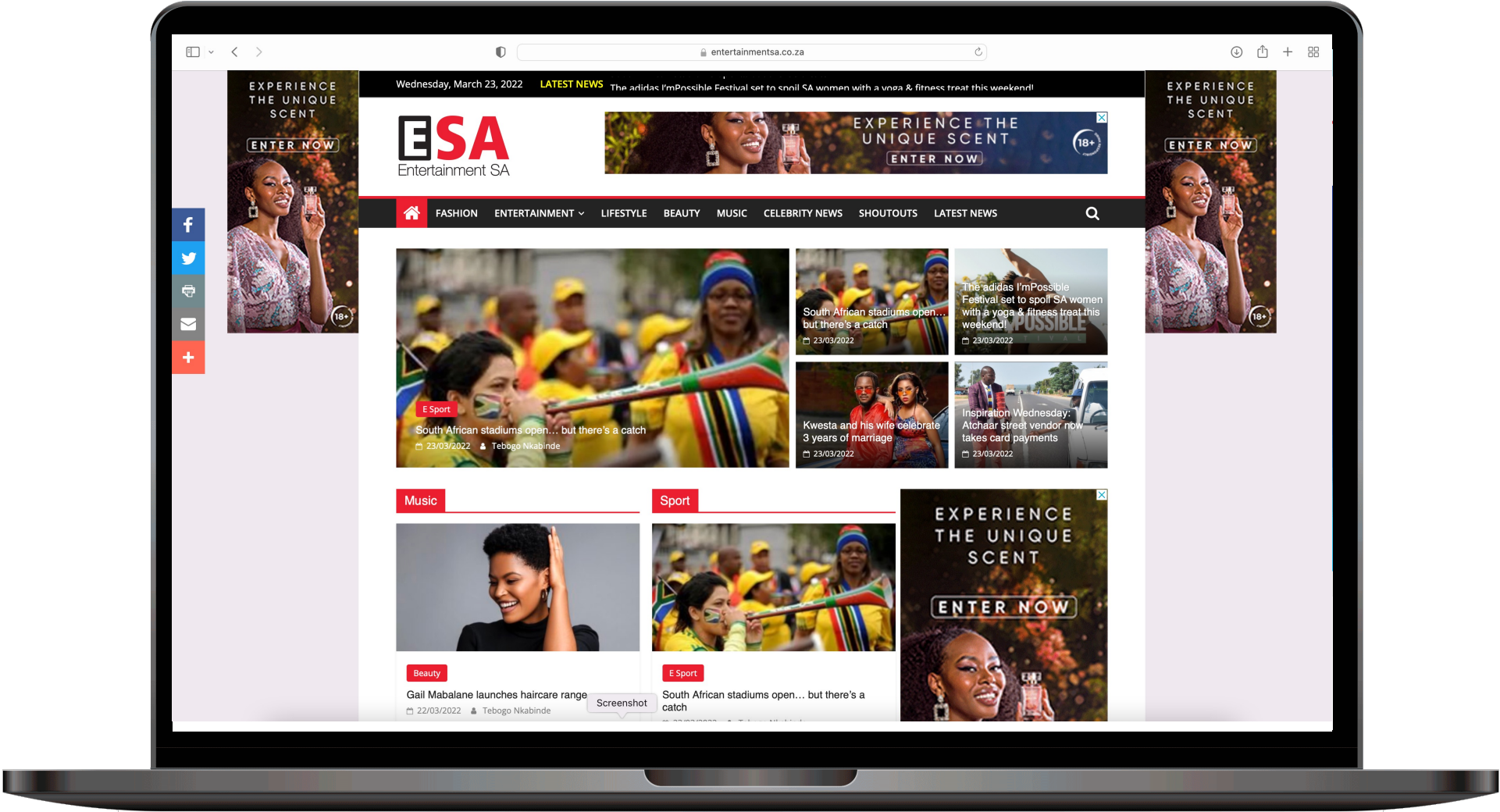
0,81%

**CLICK THROUGH
RATE (CTR)**





Brutal Fruit HPTO Banners



BRUTAL FRUIT HPTO OVERVIEW



CHANNEL

ESA

CPD

BUYING MODEL

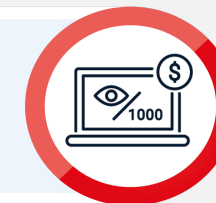


IMPRESSIONS

510 118

4 781

CLICKS

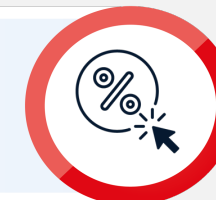


CAMPAIGN DATE

28/01/22

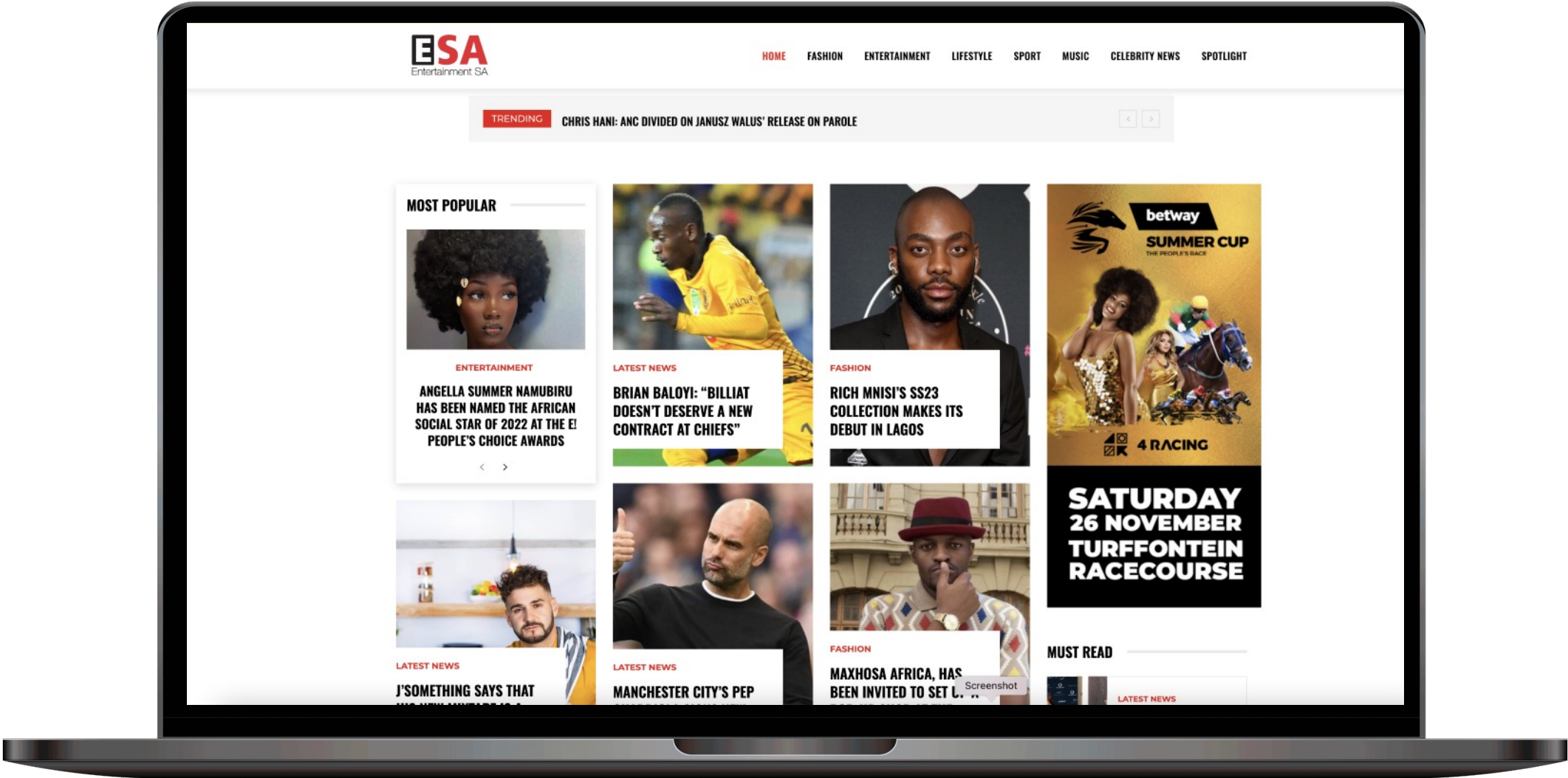
0,94%

CLICK THROUGH
RATE (CTR)





4Racing Display Banners



4RACING OVERVIEW



CHANNEL

ESA



IMPRESSIONS

410 430



CAMPAIGN DATE

24/11/22

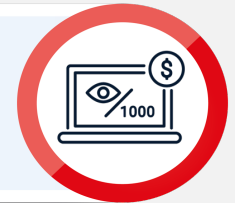
CPM

BUYING MODEL



5 731

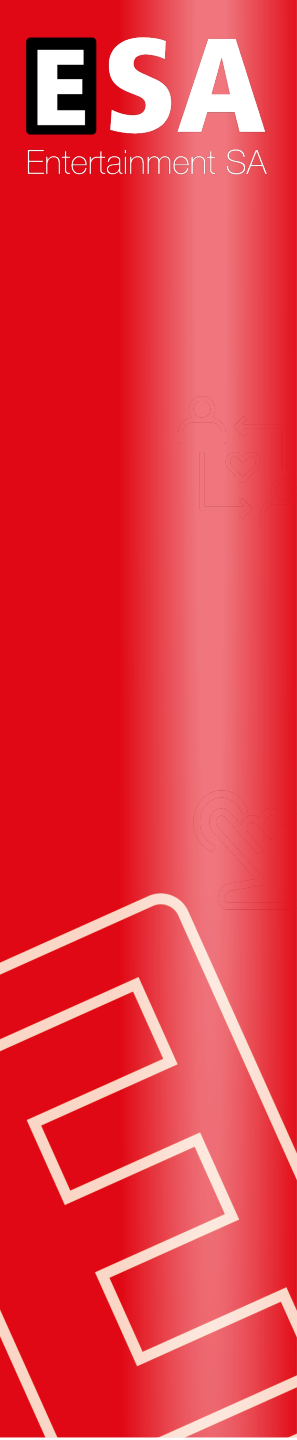
CLICKS



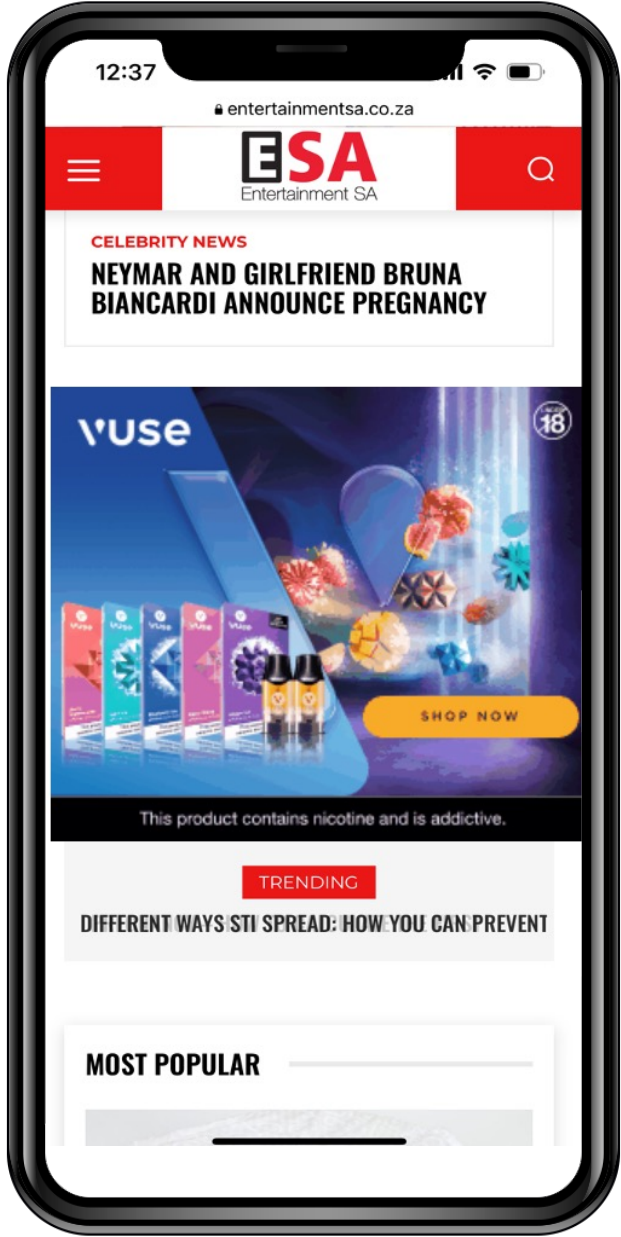
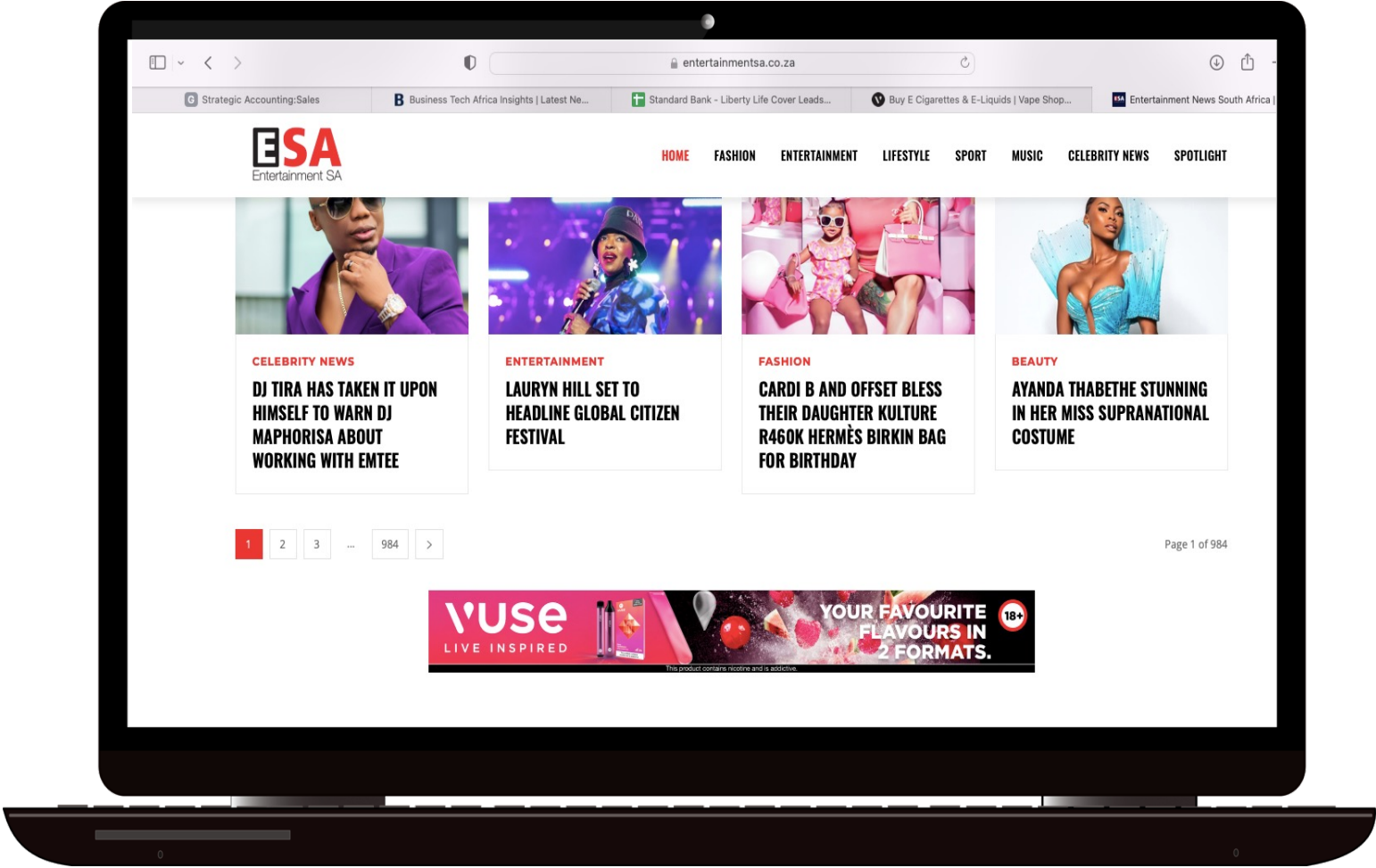
0,81%

CLICK THROUGH
RATE (CTR)






British American Tobacco



BRITISH AMERICAN TOBACCO OVERVIEW

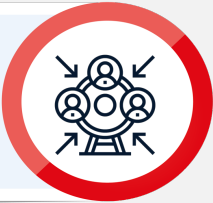


CHANNEL

ESA

CPD

BUYING MODEL



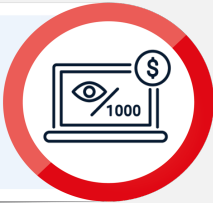


IMPRESSIONS

251 216

2 188

CLICKS





CAMPAIGN DATE

01/06/23

0,87%

CLICK THROUGH RATE (CTR)



RATES AND PACKAGES



PROPOSED COST BREAKDOWN



PACKAGES	AD UNITS	KPI IMPRESSIONS	BUDGET
Package 1	2 Advertorial pieces pm, ROS Banners-through out the month, 2 x Social Promoted Posts	200 000 Impressions	R20 000
Package 2	2 Native pieces pm, 1 Advertorial piece pm, ROS Banners-through out the month , 1 x Home Page Takeover, 3 x Social Promoted Posts	450 000 Impressions	R50 000
Package 3	3 Native pieces pm, 2 Advertorial pieces pm, ROS Banners-through out the month, 1 x Home Page Takeovers, 5 x Social Promoted Posts	800 000 Impressions	R70 000

1 Month Campaigns - *Running time flexible

PROPOSED COST BREAKDOWN



PACKAGES	AD UNITS	KPI IMPRESSIONS	BUDGET
Package 4	4 Native pieces pm, 6 Advertorial pieces pm, ROS Banners-through out the month, 2 x Home Page Takeovers, 10 x Social Promoted Posts	1 300 000 Impressions	R100 000
Package 5	6 Native pieces pm, 8 Advertorial pieces pm, ROS Banners-through out the month , 4 x Home Page Takeovers, Sponsored Website Tab – 1 Month, 14 x Social Promoted Posts	2 100 000 Impressions	R250 000
Package 6	10 Native pieces pm, 15 Advertorial pieces pm, ROS Banners-through out the month, 10 x Home Page Takeovers, Sponsored Website Tab – 1 Month, 25 x Social Promoted Posts	4 000 000 Impressions	R500 000

1 Month Campaigns - *Running time flexible

ESA Advertising AD Units



AD UNIT	SIZE	COST
Banners	728x90 px, 300x600 px, 300x250 px, 300 x 50 px	R150 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
Advertorial Content	1 200+ Words + Companion Banners	R7 000 Per Piece
Homepage Takeover	Full Homepage takeover with Banners ROS	R15 000 Per Day



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THANK YOU