
HYPEAVENUE MAGAZINE

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HypeAvenue.com

RATE CARD



Contents

1	About Us
2	Analytics
3	Demographics
4	Social Media Stats
5	Rates
6	Ad Space
7	Contact Us



Hype Avenue

Numbers don't lie.

Hype Avenue is a free urban pop culture magazine made by young South Africans for other young fellow South Africans. The magazine is created for the young, funky and sharp African and Coloured youth who make up the majority of the youth population in South Africa. The magazine caters for the needs and interests of the foregoing target market (aged 17 – 34 years) with entertainment making up more than 50% of the magazine's content. Given the rapid pace in the development of new technologies and events taking place both locally and internationally getting updated and informed has become an essential exercise of our daily living. Our magazine is making a small contribution in bridging the gap and in making sure that the youth is updated. In seeing how the cyber space is used and misused for both noble and lowly purposes we've combined our talents to create a product that would have a high and positive impact in the development of our communities.

Aim

To inspire, excite, inform and educate through a thrilling and informative content.

Analytics

Our Audience



+10million
monthly hits



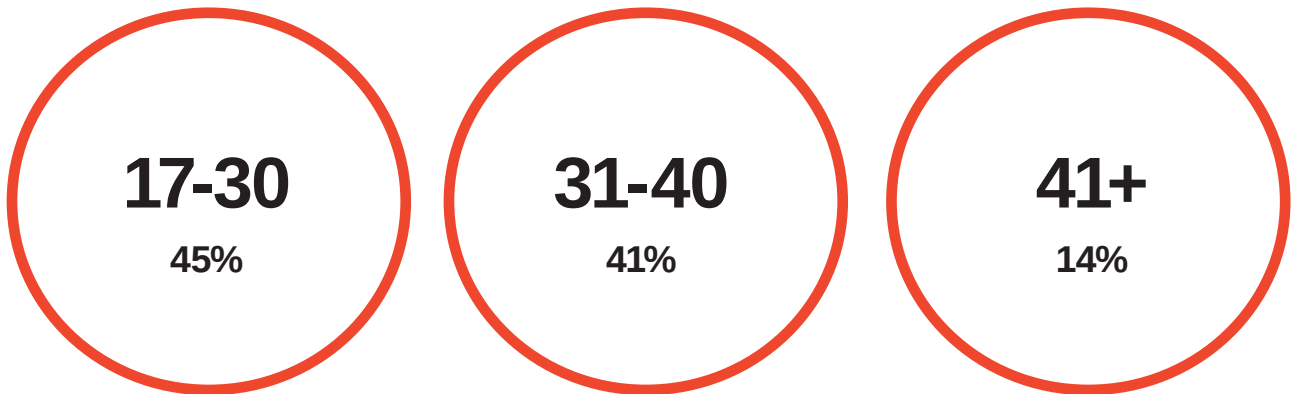
+1million
page views /mo



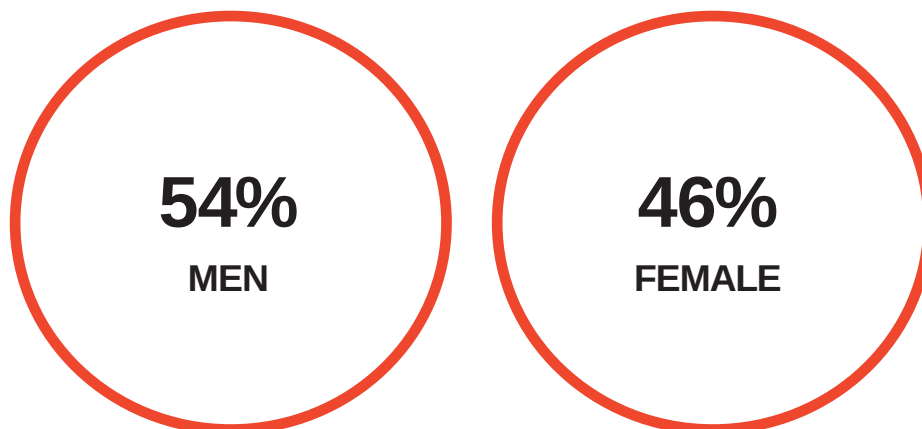
+100 000
visits /mo

Demographics

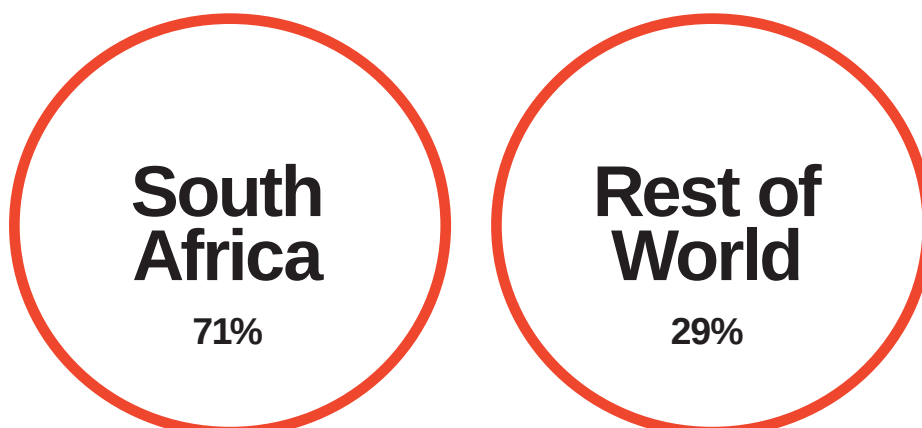
Age



Gender



Location



Social Media

Facebook

+18000

Likes

Instagram

+4000

Followers

Twitter

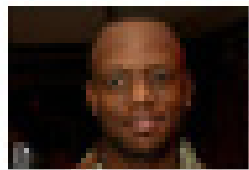
+400

Followers

POPULAR PROPERTIES	/WEEK	/MONTH
Leaderboard (970 x 90) A high impact AD banner on top of the website displayed on each page	R1000.00	R3 000.00
Skyscraper / Background (120 x 600) High impact AD banners on sidebar of the website displayed on each page	R1200.00	R3 500.00
Sidebar Banner (300 x 250) A sidebar AD banner displayed on frontpage of the website	R400.00	R1 500.00
Sidebar Banner (300 x 600) A sidebar AD banner displayed on frontpage of the website	R500.00	R2 000.00
Full Guides (Page) A full guide of the AD placed on a page.	R1 450.00	R5 250.00
Competition Package (Page) A full COMPETITION zone placed on a page.	R2 650.00	R6 850.00
OTHER (HORIZONTAL)	/WEEK	/MONTH
Half Banner (234 x 60)	R300.00	R550.00
Larger Mobile Banner (320 x 100)	R250.00	R600.00
Banner (468 x 60)	R350.00	R900.00
Sidebar Banner (300 x 600)	R600.00	R2000.00
OTHER (SQUARE)	/WEEK	/MONTH
Square (250 x 250)	R450.00	R1 300.00
Small Square (200 x 200)	R400.00	R1 200.00
Small Rectangle (180 x 125)	R350.00	R1 100.00
Button (125 x 125)	R300.00	R1 000.00

250 x 250

What's Hot



What's Hot
A collection of featured content, including a portrait of a man and a list of items with small images and titles.

- Three small article thumbnails with titles and author names, arranged vertically.

What's Hot



Article snippet with a title and author name.



Article snippet with a title and author name.



Article snippet with a title and author name.



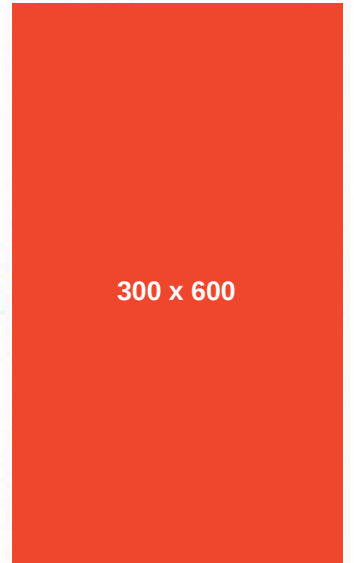
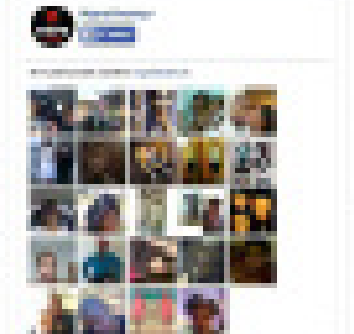
Article snippet with a title and author name.



Article snippet with a title and author name.



300 x 250



300 x 600

160 x 600

160 x 600

What's Hot



Article snippet with a title and author name.



Article snippet with a title and author name.



Article snippet with a title and author name.



Article snippet with a title and author name.

What's Hot



What's Hot



Article snippet with a title and author name.



Article snippet with a title and author name.

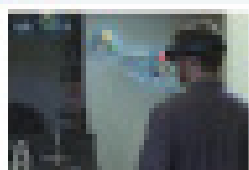


Article snippet with a title and author name.

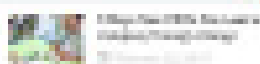


Article snippet with a title and author name.

What's Hot



Article snippet with a title and author name.



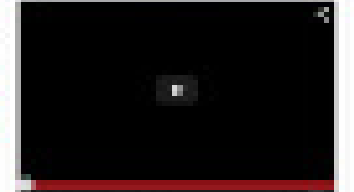
Article snippet with a title and author name.



Article snippet with a title and author name.



What's Hot



What's Hot

Article snippet with a title and author name.

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Article snippet with a title and author name.

160 x 700

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