
HYPEAVENUE MAGAZINE

Ph: (011) 037-8560
Mobile: (076) 800-8992
info@hypeavenue.com
www.hypeavenue.com

HypeAvenue.com

RATE CARD



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Hype Avenue

Numbers don't lie.

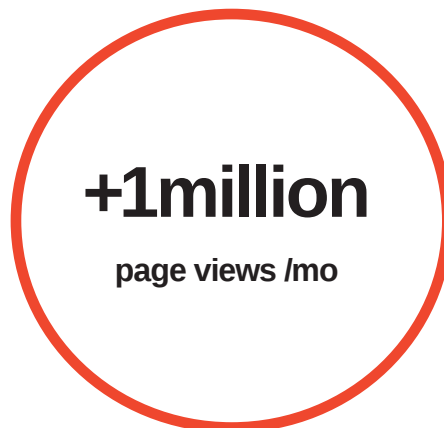
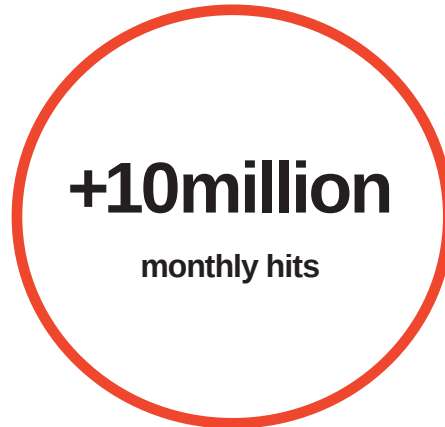
Hype Avenue is a free urban pop culture magazine made by young South Africans for other young fellow South Africans. The magazine is created for the young, funky and sharp African and Coloured youth who make up the majority of the youth population in South Africa. The magazine caters for the needs and 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.

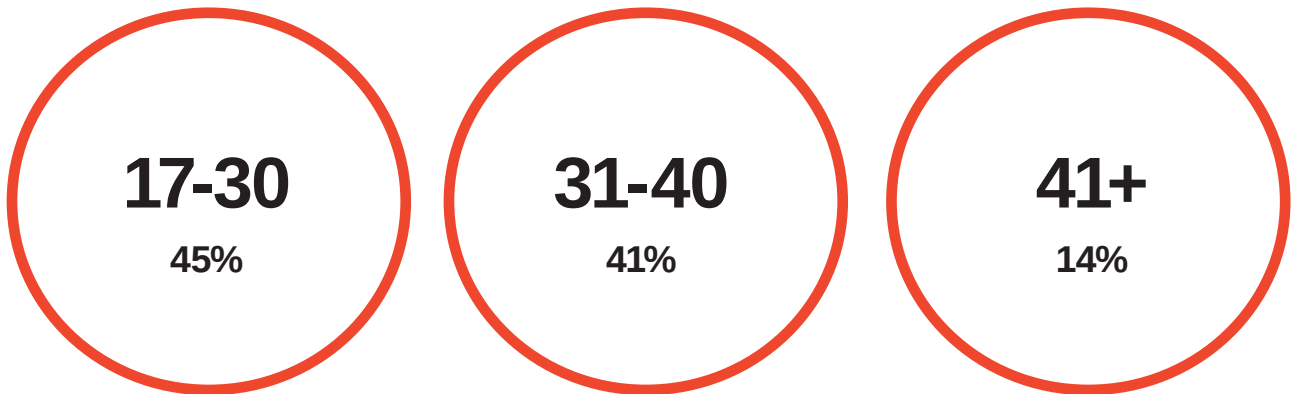
Analytics

Our Audience

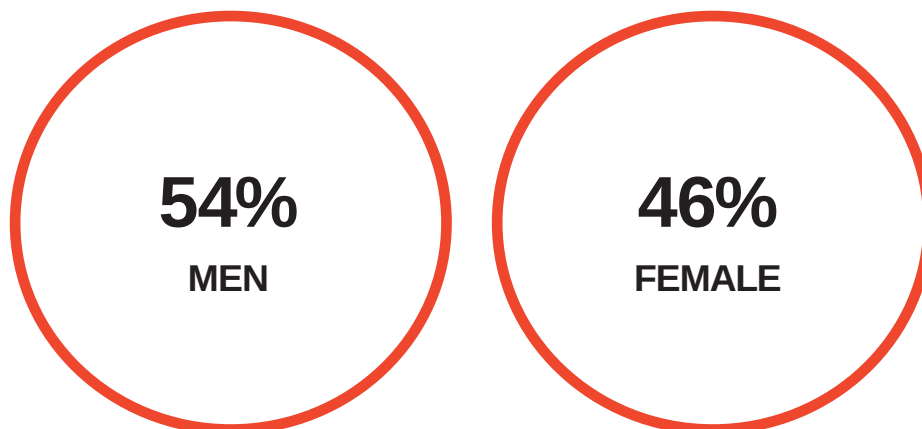


Demographics

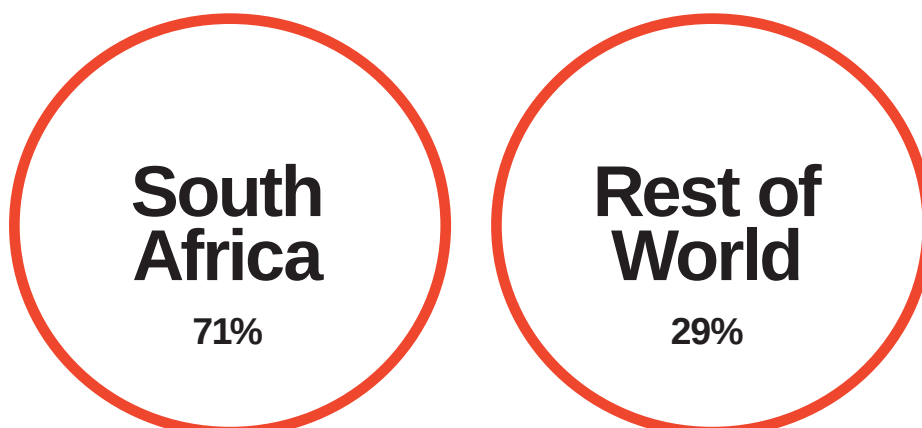
Age



Gender



Location



Social Media

Facebook

+20 000

Likes

Instagram

+120 000

Followers

Twitter

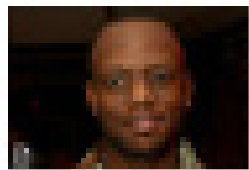
+2 000

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 special feature highlighting the most interesting and relevant articles from the magazine.

- Article 1: [Image] [Title] [Author]
- Article 2: [Image] [Title] [Author]
- Article 3: [Image] [Title] [Author]
- Article 4: [Image] [Title] [Author]

More from this section



More from this section
A collection of related articles from the same category.

- Article 1: [Image] [Title] [Author]
- Article 2: [Image] [Title] [Author]
- Article 3: [Image] [Title] [Author]
- Article 4: [Image] [Title] [Author]

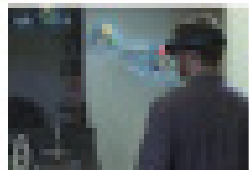
Features



Features
Special in-depth articles and interviews.

- Article 1: [Image] [Title] [Author]
- Article 2: [Image] [Title] [Author]
- Article 3: [Image] [Title] [Author]
- Article 4: [Image] [Title] [Author]

Opinion



Opinion
Editorial pieces and expert commentary.

- Article 1: [Image] [Title] [Author]
- Article 2: [Image] [Title] [Author]
- Article 3: [Image] [Title] [Author]
- Article 4: [Image] [Title] [Author]

Opinion



Opinion
A collection of opinion pieces.



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Opinion
A collection of opinion pieces.



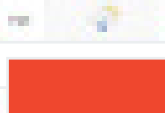
Opinion
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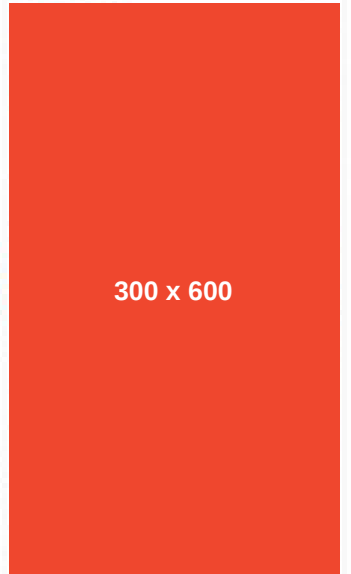
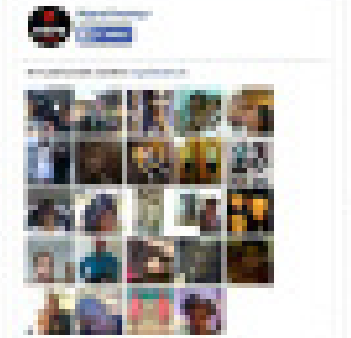
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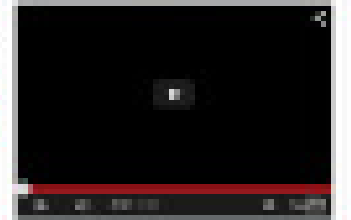


300 x 250



300 x 600

Latest from London



Life

- Article 1: [Image] [Title] [Author]
- Article 2: [Image] [Title] [Author]
- Article 3: [Image] [Title] [Author]
- Article 4: [Image] [Title] [Author]
- Article 5: [Image] [Title] [Author]

160 x 600

160 x 600

160 x 700

Contact Us

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Mobile: (076) 800-8992

Marketing :
info@hypeavenue.com

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www.nativemedia.co.za