



2019

MARKET GUIDE
+ SPECIAL EVENTS

INFO & PRICING



GENERAL INFO & STATISTICS

WEBSITE

50,000 - 95,000 pageviews / month

www.capemarkets.co.za

NEWSLETTER

10,700+ subscribers

<http://eepurl.com/cQi4tb>

SOCIAL MEDIA CHANNELS

Facebook: 50K+

[facebook.com/capemarkets](https://www.facebook.com/capemarkets)

Instagram: 2,5K+

[@capemarkets](https://www.instagram.com/capemarkets)



MARKET LAUNCHES AND ONCE-OFF EVENTS

Perfect for: once-off events, festivals or fairs.

Also works well for **market launches** or **special occasions** at regular markets.

Take advantage of our extensive network - your event will be featured on our home page, listed in the Event Calendar, and featured in our newsletter.

We will also promote the event on our social media channels.

1. 'BELLS & WHISTLES'

R3,500

WEBSITE:

BLOG: News article, with image and description of event

FEATURE - Home page - featured market / event (1 week)

FEATURE - Market Calendar - featured market / event (1 week)

CALENDAR - Event listing on Market Calendar

NEWSLETTER: 3 editions

1x MAIN FEATURE - top of newsletter, week of event (limited availability)

1x MARKET SPOTLIGHT - just below main feature, week before event

1x SAVE THE DATE - ± 1 month before event

SOCIAL:

Shared 2x on Facebook page (1x 'save the date' + 1x feature with R350 boost)

Shared on Instagram (as part of FB boost) + Instagram stories highlight

2. 'SPREAD THE WORD'

R2,500

WEBSITE:

FEATURE - Home page feature (1 week)

BLOG - News article, with image and description of event, live links to your website and/or social media profile/s.

CALENDAR - Event listing on Market Calendar

NEWSLETTER: 2 editions

1 x MARKET SPOTLIGHT - just below main feature, week before event

1 x MARKET SPOTLIGHT - just below main feature, week of event

SOCIAL:

Shared 1x on Facebook page (with R250 boost)

Shared on Instagram (as part of FB boost)



3. 'THE ESSENTIALS'

R1,500

WEBSITE:

BLOG - News article, with image and description of event

CALENDAR - Event listing on Market Calendar

NEWSLETTER: 1 edition

1 x MARKET SPOTLIGHT - just below main feature, week of event

SOCIAL:

Shared 1x on Facebook page (with R150 boost)

Shared on Instagram (as part of FB boost)

MARKET PROFILES

WEEKLY/MONTHLY MARKETS

Perfect for: regular markets held weekly, fortnightly or monthly.

Your market will be Included on our **Market Guide**, **Market Map** and **Market Calendar**, as well as in selected editions of our newsletter.

Markets with Featured Profiles will also be promoted on social media.

FEATURED PROFILE

★ **R600 / month**
OR R3,600 / year (save 50%)

Your own full-width ad-free page with photo gallery (up to 6 photos); extended description (up to 250 words); contact details; website address & social media links (live links). Update your profile once a month.

MARKET GUIDE:	Yes, shows as 'featured', above A-Z
MARKET CALENDAR:	Yes
MARKET MAP:	Yes
HOME PAGE FEATURE:	Yes (once a month)
NEWSLETTER:	Once a month; under 'What's On'
SOCIAL MEDIA:	Monthly mention on Facebook + Instagram

STANDARD PROFILE

R300 / month
OR R2,000 / year (save R1,600)

Your own full-width ad-free page with 3 photos; short description (up to 100 words); contact details; Website address & social media links (live links). Update your profile once a month.

MARKET GUIDE:	Yes, alphabetically under A-Z
MARKET CALENDAR:	Yes
MARKET MAP:	Yes
HOME PAGE FEATURE:	Not included
NEWSLETTER:	Once a month; under 'What's On'
SOCIAL MEDIA:	Not included



MARKET PROFILES

SEASONAL MARKETS

Perfect for regular seasonal markets held 4 times per year.

Your market will be Included on our Market Guide, Market Map and Market Calendar, as well as in our newsletter on relevant dates.

Markets with Featured Profiles will also be promoted on social media.

FEATURED PROFILE

Your own full-width ad-free page with photo gallery (6 photos); extended description (up to 250 words); contact details; website address & social media links (live links); Update your profile once a quarter.

MARKET GUIDE: Yes, show as 'featured', above A-Z in relevant categories.
MARKET CALENDAR: Yes
MARKET MAP: Yes
HOME PAGE FEATURE: Yes (once a quarter)

NEWSLETTER: 2 editions per season -
- 1x Market Spotlight (week before event)
- 1x What's On (week of event)

SOCIAL MEDIA: Minimum 2X mentions / quarter (Facebook + Instagram)

STANDARD PROFILE

Your own full-width ad-free page with 3 photos; short description (up to 100 words); contact details; Website address & social media links (live links). Update your profile once a quarter.

MARKET GUIDE: Yes, alphabetically under A-Z in relevant categories
MARKET CALENDAR: Yes
MARKET MAP: Yes
HOME PAGE FEATURE: Not included

NEWSLETTER: 1 edition per season - What's On
- 1x What's On (week of event)

SOCIAL MEDIA: Not included



R750 / quarter

OR R2,250 / year (save R750)

R550 / quarter

OR R1,650 / year (save R550)



CONTACT GET IN TOUCH!

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