



2020

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MARKET GUIDE  
+ SPECIAL EVENTS

INFO & PRICING



# GENERAL INFO & STATISTICS

## WEBSITE

Average ± 40,000 pageviews / month

[www.capemarkets.co.za](http://www.capemarkets.co.za)

## NEWSLETTER

11,000+ subscribers

<http://eepurl.com/cQi4tb>

## SOCIAL MEDIA CHANNELS

Facebook: 55K+

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

Instagram: 6,3K+

[@capemarkets](https://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'



R3,600

### 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'



R2,600

### 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

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



R1,600

### WEBSITE:

BLOG - News article, with image and description of event  
CALENDAR - Event listing on Market Calendar

### NEWSLETTER: 1 edition

1x 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)

## 4. 'THE BASICS' R750



WEBSITE: CALENDAR -  
Event listing on Market Calendar

NEWSLETTER: 1 edition  
1x WHAT'S ON - (week of event)

### SOCIAL:

Shared 1x on Instagram feed  
Shared as Instagram story (+ shows on Facebook stories)





# MARKET PROFILES

## ONGOING MARKETS

We'll help visitors find your market!

Market profiles appear on our website in the **Market Guide, Market Map** and **Market Calendar**. We will also promote your market via our weekly newsletter, as well as our social media channels.

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

## FEATURED PROFILE

**R660 / month**

minimum 3-month subscription

**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 info once a month.*

### WHAT'S INCLUDED:

#### WEBSITE

HOME PAGE. Shows as 'featured' in week of event  
MARKET GUIDE. Shows as 'featured', above A-Z  
MARKET CALENDAR. Shows as 'featured' event  
MARKET MAP

#### NEWSLETTER

Included in 1x edition per month.

#### SOCIAL MEDIA

Monthly mention on Facebook AND Instagram feed  
+ included in Instagram stories (#whatson)

## STANDARD PROFILE

**R330 / month**

minimum 3-month subscription

**Your own full-width ad-free page with:**

- **photo gallery (3 photos);**
- **short description (up to 100 words);**
- **contact details;**
- **website address & social media links (live links).**

*Update your profile once a month.*

### WHAT'S INCLUDED:

#### WEBSITE

HOME PAGE. Not included.  
MARKET GUIDE. Shows in A-Z in relevant categories  
MARKET CALENDAR.  
MARKET MAP

#### NEWSLETTER

Included in 1x edition per month. 'What's On'

#### SOCIAL MEDIA

Monthly mention on Facebook OR Instagram feed.

# **CONTACT**

## *GET IN TOUCH!*

If you'd like to find out more, or book your spot,  
here's how to reach us...

Visit our website:  
[capemarkets.co.za](http://capemarkets.co.za)

Email us:  
[hello@capemarkets.co.za](mailto:hello@capemarkets.co.za)

Give us a call:  
Pia - 082 494 0092

Join us on Facebook:  
[www.facebook.com/capemarkets](http://www.facebook.com/capemarkets)

and Instagram:  
[www.instagram.com/capemarkets](http://www.instagram.com/capemarkets)

