



CHRISTMAS
MARKET GUIDE
2026

INFO & PRICING



THE CAPEMARKETS

CHRISTMAS MARKET GUIDE

The CapeMarkets Christmas Market Guide is the Western Cape's central reference point for Christmas markets - a structured, multi-channel promotional campaign reaching an audience that is already looking for exactly what your market offers.



13 Savvy Sisters Christmas Market (Diep River)

This hidden gem of a market is held once a year at the Little Orchard Nursery in Diep River. 29 November 2025



14 Edgemead Christmas Market (Edgemead)

The Edgemead Christmas Market is a large annual craft and gift market held in Edgemead. 29 November - 24 December 2025



15 Pinelands Craft & Gift Fair (Pinelands)

Annual Christmas Market held in December at Pinelands High School in Pinelands. 6-23 December 2025



16 South Market (Constantia)

A festive, family-friendly Christmas market held once a year in the Southern Suburbs. 8-22 December 2025



17 Simply Gifts Market (Newlands)

The Simply Gifts Market is an annual gift and craft market held at Sans Souci High School in Newlands. 8-23 December 2025



18 Disakloof Gift Market - Betty's Bay

Disakloof Gift Market is an established annual gift market which showcases the creations of handpicked exhibitors. 11-28 December 2025



THE CAPEMARKETS CHRISTMAS MARKET GUIDE

WHY JOIN?

An Engaged, Niche Audience

With 75,000 Facebook followers, 28,000 Instagram followers and 16,000 newsletter subscribers, CapeMarkets reaches over 119,000 people across its platforms. This is not a generic audience - these are shoppers, market enthusiasts and gift-buyers who have actively chosen to follow and engage with market content. Our engagement rates consistently outperform industry averages, which means your promotion reaches people who are genuinely interested, not just people who happen to scroll past.

Quality at Every Level

Every campaign is handled with care. We are selective about imagery, tone and presentation, and our boosts are targeted with precision - ensuring your event is seen by the people most likely to attend. This attention to quality is reflected in our engagement figures, and in the trust our audience places in the content we publish.

A Trusted Seasonal Resource

Inclusion in the Christmas Market Guide positions your event within a trusted, curated resource that our audience returns to repeatedly in the weeks before Christmas. The question isn't whether your market should be in the Guide - it's which package best fits your goals for the season.



NEWSLETTER:
16K+ subscribers



75K+



28K+

PRICING



Super Earlybird and Earlybird rates are available for a limited period, after which standard pricing and campaign scheduling apply.

Early booking allows for optimal placement within the newsletter series and social media calendar.

PACKAGE 1: **R8,400** **'THE SHOWSTOPPER'**

Super Earlybird (20%):
Book by 31 March 2026: **R6,720**

General Earlybird (10%):
Book by 31 May 2026: **R7,560**

PACKAGE 2: **R6,800** **'THE HEADLINE ACT'**

Super Earlybird (20%):
Book by 31 March 2026: **R5,440**

General Earlybird (10%):
Book by 31 May 2026: **R6,120**

PACKAGE 3: **R4,800** **'THE SPOTLIGHT FEATURE'**

Super Earlybird (20%):
Book by 31 March 2026: **R3,840**

General Earlybird (10%):
Book by 31 May 2026: **R4,320**

PACKAGE 4: **R2,600** **'THE GUIDE LISTING'**

Super Earlybird (20%):
Book by 31 March 2026: **R2,080**

General Earlybird (10%):
Book by 31 May 2026: **R2,340**

PACKAGE 1: **R8,400**

'**THE SHOWSTOPPER**'

For markets that want to lead the season.

The Showstopper package delivers layered visibility across social media, newsletter and website – building awareness well in advance and reinforcing momentum as your event approaches.

Includes:

SOCIAL MEDIA PROMOTION

- 1× dedicated Facebook and 1× dedicated Instagram post: '**Save the Date**' (boosted to minimum 30K views)
- 1x dedicated Facebook and 1 × dedicated Instagram post '**Event Feature**' (boosted to minimum 50K views)
- 1 × dedicated **Instagram Reel** - produced and posted by CapeMarkets using your supplied imagery
- Formal collaboration on your own market Reel, amplifying your content across both audiences

NEWSLETTER

- 3 newsletter inclusions, including priority placement in the dedicated Christmas Market series

WEBSITE

- Priority placement on the CapeMarkets Home Page and Event Calendar
- Priority listing within the Christmas Market Guide
- Full event page with images and live links

Designed for established markets seeking maximum seasonal presence.

Minimum reach:
80,000 views!

16,000+ subscribers
x3 editions



PACKAGE 2: **R6,800**

'THE HEADLINE ACT'

A strong, coordinated promotional campaign.

The Headline Act provides high-impact exposure across multiple touchpoints, ensuring your market is visible in the lead-up to peak gift-buying weeks.

Includes:

SOCIAL MEDIA PROMOTION

- 1 × dedicated Facebook and 1 × dedicated Instagram '**Save the Date**' post (boosted to minimum 20K views)
- 1 × dedicated Facebook and 1 × dedicated Instagram '**Event Feature**' post (boosted to minimum 30K views)

Minimum reach:
50,000 views!

NEWSLETTER

- 2 newsletter inclusions, including the dedicated Christmas Market series

WEBSITE

- Featured placement on the CapeMarkets Home Page and Event Calendar
- Featured listing within the Christmas Market Guide
- Full event page with images and live links

16,000+ subscribers
x2 editions

A comprehensive option for markets wanting structured, sustained exposure.



PACKAGE 3: **R4,800**

'THE SPOTLIGHT FEATURE'

Focused promotion with meaningful visibility.

The Spotlight Feature delivers a boosted social media campaign supported by newsletter inclusion and prominent website visibility.

Includes:

SOCIAL MEDIA PROMOTION

- 1 × dedicated Facebook and 1 × dedicated Instagram '**Save the Date**' post (boosted to minimum 10K views)
- 1 × dedicated Facebook and 1 × dedicated Instagram '**Event Feature**' post (boosted to minimum 25K views)

NEWSLETTER

- 2 newsletter inclusions, including the dedicated Christmas Market series

WEBSITE

- Featured placement on the CapeMarkets Home Page and Event Calendar
- Featured listing within the Christmas Market Guide
- Full event page with images and live links

Minimum reach:
35,000 views!

16,000+ subscribers
x2 editions



A solid campaign option for markets investing in targeted seasonal exposure.

PACKAGE 4: **R2,600**

'THE GUIDE LISTING'

Essential inclusion in the 2026 Christmas Market Guide.

The Guide Listing ensures your market is represented within the region's central Christmas Market reference point, supported by boosted social promotion and newsletter inclusion.

Includes:

SOCIAL MEDIA PROMOTION

- 1 × dedicated Facebook and 1 × dedicated Instagram '**Event Feature**' post (boosted to minimum 10K views)

Minimum reach:
10,000 views!

NEWSLETTER

- 1 inclusion in the dedicated Christmas Market series

WEBSITE

- Event listing in the CapeMarkets Event Calendar
- Standard listing within the Christmas Market Guide
- Full event page with images and live links

16,000+ subscribers
x1 edition

A streamlined option providing structured seasonal visibility.



CONTACT

BOOK YOUR SPOT!

The Christmas Market Guide is open to all Western Cape Christmas markets. Early confirmation ensures optimal scheduling within our promotional campaign – Super Earlybird and General Earlybird rates are available for a limited period and are allocated in order of booking confirmation.

For bookings and enquiries, please contact us via email or Whatsapp.



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www.capemarkets.co.za

> [View 2026 GUIDE](#) (In progress)

> [View example special edition newsletter](#)

