

ADVERTISING

The people who follow us love markets. Let's introduce them to yours.

Targeted campaigns for markets, fairs, festivals and pop-ups across the Western Cape.



RATECARD: 2026

				
PACKAGES	PRICE	SOCIAL MEDIA	NEWSLETTER	WEBSITE
'THE WORKS'	R8,000	✓ 2x FB + 2x IG posts (min 75K views*) 1x CapeMarkets Reel + Reel collaboration tag + IG Story feature	✓ 2 editions ('Save the Date' + 'Market Spotlight' (priority placement))	✓ Featured Event on Home Page + What's On + Relevant Category
'MAXIMUM EXPOSURE'	R6,000	✓ 2x FB + 2x IG posts (min 50K views*)	✓ 2 editions ('Save the Date' + 'What's On')	✓ Featured Event on Home Page + What's On + Relevant Category
'SPREAD THE WORD'	R3,600	✓ 2x FB + 2x IG post (min 25K views*)	✓ 1 edition ('What's On')	✓ Featured Event on What's On + Relevant Category
'THE ESSENTIALS'	R2,000	✓ 1x FB + 1x IG post (min 20K views*)	✓ 1 edition ('What's On')	✓ Featured Event on What's On + Relevant Category
'THE SHOUT-OUT'	R850	✓ 1x FB + 1x IG post (min 15K views*)		✓ Basic Listing

EARLYBIRD: 20% off if booked 60+ days before event date · 10% off if booked 30-59 days before event date

NPO RATE: 15% off packages except The SHOUT OUT, on presentation of a registration number.

Discounts are not combined, so where the earlybird rate is larger it applies instead.

Social media campaigns are scheduled subject to calendar availability and are confirmed upon booking. We recommend booking at least 2-4 weeks in advance, and 6-8 weeks during peak season (October-December).

* Combined minimum views across all posts, across Facebook and Instagram. Views are guaranteed minimums - campaigns frequently exceed them.

MARKETS & FESTIVALS: PACKAGES

1. 'THE WORKS'

Our premium campaign, maximum visibility across every channel.

R8,000

Minimum
75,000 views!

SOCIAL: 2x Facebook + 2x Instagram posts + CapeMarkets Reel + Reel Collab + Story highlight

'SAVE THE DATE':

1x Dedicated event post on Facebook AND Instagram (**boosted** to reach minimum 25,000 views**)

'WHAT'S ON FEATURE':

1x Dedicated event post on Facebook AND Instagram (**boosted** to reach minimum 50,000 views**)

1x Dedicated Instagram Reel - produced and posted by CapeMarkets using your supplied imagery

1x Formal collaboration on your own market Reel, amplifying your content across both audiences

1x Instagram story feature '#highlights'

NEWSLETTER: 2 editions

1x SAVE THE DATE + 1x MARKET SPOTLIGHT (Priority placement)

WEBSITE: Featured on Home Page + What's On + Market Category

EVENT PAGE:

Event info with image/s and description of event, live links to your website and/or social media profile/s.

2. 'MAXIMUM EXPOSURE'

A strong, multi-channel campaign with wide reach.

R6,000

Minimum
50,000 views!

SOCIAL: 2x Facebook + 2x Instagram posts

'WHAT'S ON FEATURE':

1x Dedicated event post on Facebook AND Instagram (**boosted** to reach minimum 30,000 views**)

'SAVE THE DATE':

1 x Dedicated event post on Facebook AND Instagram (**boosted** to reach minimum 20,000 views**)

NEWSLETTER: 2 editions

1x SAVE THE DATE + 1x WHAT'S ON

WEBSITE: Featured on Home Page + What's On

EVENT PAGE:

Event info with image/s and description of event, live links to your website and/or social media profile/s.

** Combined reach of single post on Facebook and Instagram channels.

Views are guaranteed minimums – campaigns frequently exceed them.



SOCIAL CAMPAIGNS

Social posts are limited to ensure quality and excellent reach. Our campaigns are carefully-crafted and well-targeted (by location and demographics) to give you the best possible exposure for your event.



Prices valid until 31 December 2026



75k+



29k+



16k+

hello@capemarkets.co.za

MARKETS & FESTIVALS: PACKAGES

3. 'SPREAD THE WORD'

Two-stage promotion with advance notice and event feature.

Minimum
25,000 views!

R3,600

SOCIAL: 2x Facebook + 2x Instagram posts

'WHAT'S ON FEATURE':

1x Dedicated event post on Facebook AND Instagram (boosted to reach minimum 15,000 views**)

'SAVE THE DATE':

1 x Dedicated event post on Facebook AND Instagram (boosted to reach minimum 10,000 views**)

NEWSLETTER: 1 edition

1 x WHAT'S ON

WEBSITE: What's On + Featured in Market Category

EVENT PAGE -

Event info with image/s and description of event, live links to your website and/or social media profile/s. Shows as featured on Calendar.

4. 'THE ESSENTIALS'

A solid foundation across social, newsletter and website.

Minimum
20,000 views!

R2,000

SOCIAL: 1x Facebook + 1x Instagram post

'WHAT'S ON FEATURE':

1x dedicated event post on Facebook AND Instagram (**boosted** to reach minimum 20,000 views**)

NEWSLETTER: 1 edition

1 x WHAT'S ON

WEBSITE: What's On + Relevant Category

Featured in What's On and in Relevant Category.

Event info with image/s and description of event, live links to your website and/or social media profile/s.

** Combined reach of single post on Facebook and Instagram channels.
Views are guaranteed minimums – campaigns frequently exceed them.



SOCIAL CAMPAIGNS

Social posts are limited to ensure quality and excellent reach. Our campaigns are carefully-crafted and well-targeted (by location and demographics) to give you the best possible exposure for your event.



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29k+



16k+

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MARKETS & FESTIVALS: PACKAGES

5. 'THE SHOUT-OUT'

A quick, budget-friendly social boost.

Minimum
15,000 views!

R850

SOCIAL: 1x Facebook + 1x Instagram post

'WHAT'S ON FEATURE':

1x Dedicated event post on Facebook AND Instagram (**boosted** to reach minimum 15,000 views**)

NEWSLETTER:

Not included

WEBSITE: Basic Listing

Basic listing on What's On, so your event has a home to link to.



SOCIAL CAMPAIGNS

Social posts are limited to ensure quality and excellent reach. Our campaigns are carefully-crafted and well-targeted (by location and demographics) to give you the best possible exposure for your event.



Prices valid until 31 December 2026



75k+



29k+



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** Combined reach of single post on Facebook and Instagram channels.
Views are guaranteed minimums – campaigns frequently exceed them.

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