

# SHO MAG MEDIA KIT **2019**



# FOREFONT RUNNERS OF THE AFRO HOUSE MUSIC CULTURE

Since the year 2015, Sho Mag has kept its pulse within the Afro House Music Culture. Our fresh approach to covering Afro House Music has over the years ensured that Sho Mag is the ultimate fore-front runner within the Afro House Music Scene.

Our fresh Afro House Music content is created in a way which offers more opportunities for brands seeking to communicate with their target audience through us.





**SOCIAL  
MEDIA**



**DESKTOP**



**MOBILE**



**NEWSLETTER**

**MONTHLY  
PAGE  
VIEWS**  
**5 000**

**MONTHLY  
UNIQUE  
USERS**  
**1 000**

**MONTHLY  
TOTAL  
USERS**  
**2 500**

**SOCIAL  
MEDIA  
ENGAGEMENT**  
**500 000**



**10 000**  
**FACEBOOK  
FANS**



**8 000**  
**TWITTER  
FOLLOWERS**



**8 000**  
**INSTAGRAM  
FOLLOWERS**



**26 000**  
**TOTAL  
FOLLOWERS**

**Channels  
We Use**

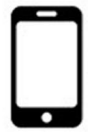
**Online  
Reach**

**Social Media  
Reach**



## CHANNELS STATISTICS

### Devices Used



70%  
Mobile



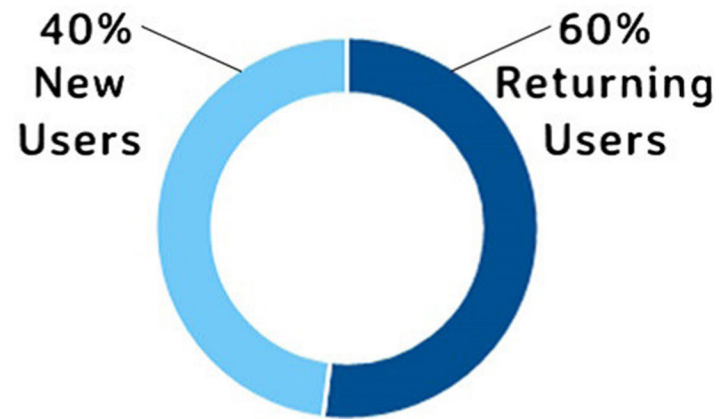
20%  
Desktop



10%  
Tablet

## LOYALTY STATISTICS

### New Vs Returning Users

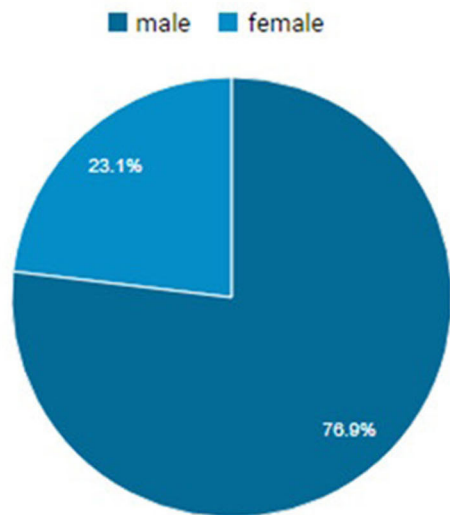


## USERS & VIEWS BY REGION

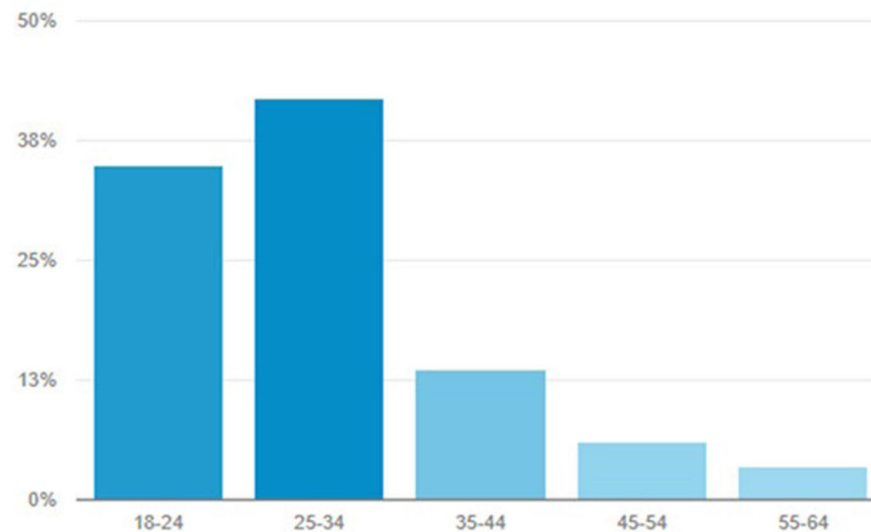


Our  
Loyal  
Audience

## OUR AUDIENCE BY SEX



## OUR AUDIENCE BY AGE



### AUDIENCE QUALIFICATION

High School  
Collage  
University



### AUDIENCE INTERESTS

House Music  
Entertainment  
Fashion

More  
On Our  
Audience





## INFORMATIVE CONTENT

House News  
Interviews  
Profiling



## ENTERTAINMENT CONTENT

Music Reviews  
Gig Guide



## SPONSORED CONTENT

Sponsored Posts  
Banner Placements  
Advertorials



## SOCIAL CONTENT

Sponsored Posts  
Social Strategy  
Live Feeds



## HOUSE MUSIC EVENTS

Event Attending  
Event Hosting  
Live Posting

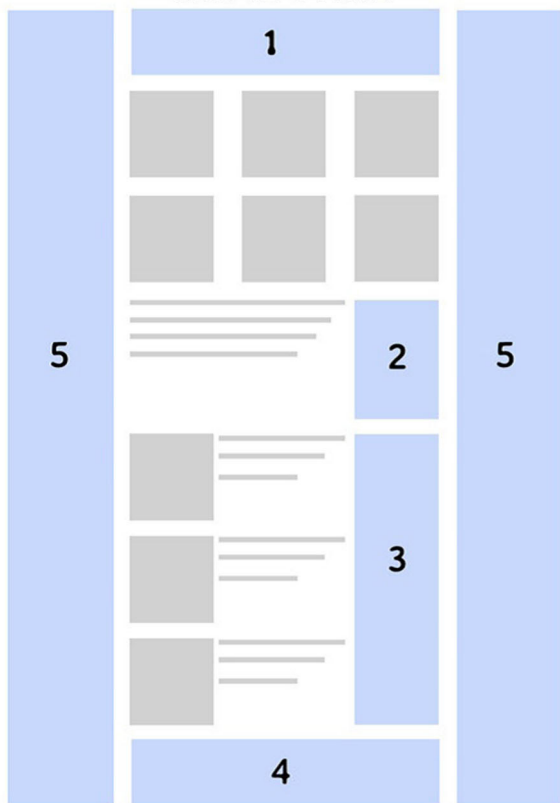


## PROMOTION CAMPAIGNS

Competitions  
Giveaways  
Prizes

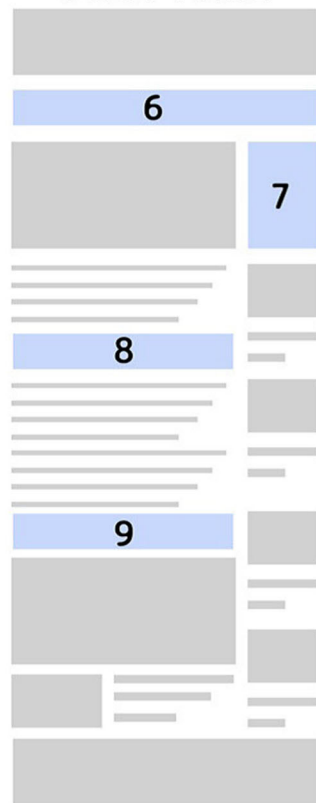
# Sho Mag Content & Marketing

## HOME PAGE



- 1. Header**  
1000 X 300
- 2. Top Side**  
300 X 250
- 3. Bottom Side**  
600 X 300
- 4. Main Bottom**  
1000 X 300
- 5. MainSide**

## POST PAGE



- 6. Post Header**  
970 X 90
- 7. Top Side**  
300 X 250
- 8. Top Post**  
728 X 90
- 9. Bottom Post**  
728 X 90

## PROMOTED PAGE



- 10. Full Page**



Advertise  
On  
Sho Mag



## ADVERTISEMENT PLACEMENT & RATES

### Home Page

#### Header

1000 X 300

R750 Per Week

R3 000 Per Month

#### Top Side

300 X 250

R625 Per Week

R2 500 Per Month

#### Bottom Side

600 X 300

R700 Per Week

R2 800 Per Month

#### Main Bottom

1 000 X 300

R750 Per Week

R3 000 Per Month

#### Main Bottom

R1 000 Per Week

R4 000 Per Month

### Post Page

#### Post Header

970 X 90

R700 Per Week

R2 800 Per Month

#### Top Side

300 X 250

R625 Per Week

R2 500 Per Month

#### Top & Bottom Post

728 X 90

R500 Per Week

R2 000 Per Month

#### Sponsored Post

Sponsored full post  
dedicated to the advertiser  
Maximum of three pages  
with varying images.  
Includes Social Media  
Shares. R5 000 Once Off.



Advertise  
On  
Sho Mag





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Get  
In  
Touch

