



MEDIA KIT

WWW.HIKINGSOUTHAFRICA.CO.ZA



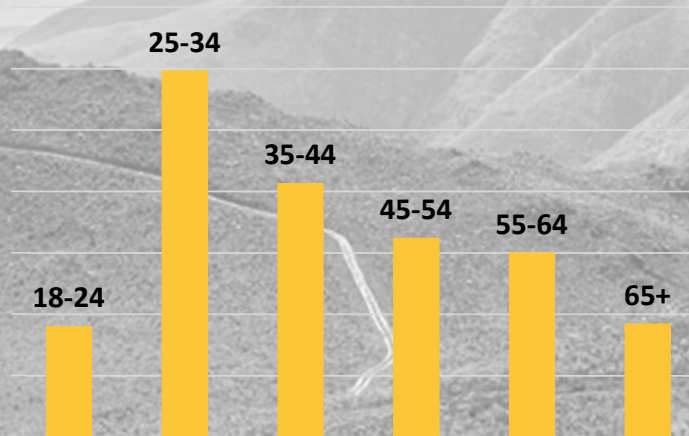
ABOUT

Established in 2017, Hiking South Africa is the only dedicated national hiking community website in South Africa.

We aim to serve the South African hiking community as a source of information on trail descriptions, gear reviews, news and anything else hiking related.

AUDIENCE

AGE



WEBSITE STATS

MONTHLY

Average visitors: 20,000

Average pageviews: 80,000

Session duration: 1min 50sec

Men/Women: 50%/50%

SOCIAL MEDIA

Facebook followers: 66,000

Instagram followers: 80,000



ADVERTISING OPTIONS

ADVERTORIALS

Purpose-written articles to promote an item, brand or event.
Cost per article: R1640

SOCIAL MEDIA

Product placements, collaborations, giveaways and all things social media.
Cost per post: R1840

WEEKLY MAILER

Have your ad delivered to 1500 inboxes per week.
Average opens: 48.14%
Average clicks: 10.98%
Cost per mailer: R990

CONTACT US

Email: info@hikingsouthafrica.co.za
Mobile: 0741284080

Discounted rates available
on long term commitments.

DISPLAY ADS

| # | Placement | Dimensions | Cost |
|---|------------------|------------|----------------------------|
| 1 | Leaderboard | 728 x 90 | R1000 per 5000 impressions |
| 2 | Half Page | 300 x 600 | R1315 per 5000 impressions |
| 3 | Medium Rectangle | 300 x 250 | R1105 per 5000 impressions |
| 4 | Mobile Banner | 600 x 100 | R1000 per 5000 impressions |

