



tiso blackstar group.

Digital Network

DIGITAL SOLUTIONS

Why advertise online

TARGET AUDIENCE

Advertise on websites that are specific to your niche.

WIDE REACH

The internet has broken all geographic restrictions.



QUICK CONVERSION

Customers can purchase your products /service there and then.

MEASURABLE

Easily measure the effectiveness of your advertising with tracking systems.

ONLINE TERMINOLOGY



ONLINE TERMINOLOGY

Unique browsers: The number of **browsers** who visit your site within a reporting period (usually one calendar month), recording each visitor only once (**unique**) regardless of how many times they visited your site in that period.

Impressions: The number of times an advertisement was viewed by **browsers**.

Pageviews: The number of times a web page was viewed by **browsers**.

Run of site: A run-of-site ad is placed to rotate on all non-featured ad spaces on a website.

Run of network: A run-of-network ad is placed to run on all websites within a network of sites.

CPM: CPM is "cost per thousand" ad impressions, a standard industry measure for selling ads on websites. This measure is taken from print advertising. The "M" is taken from the Roman numeral for "thousand".

Clickthrough rate: The percentage of ad views or impressions that resulted in clickthroughs to the target page.

Banner: An advertisement in the form of a graphic image that typically runs across a web page or is positioned in a margin or other space reserved for ads.

DIGITAL SOLUTIONS



WEBSITE OVERVIEW

NOVEMBER 2017

WEBSITE	UNIQUE BROWSERS (SA AUDIENCE)	PAGEVIEWS (SA AUDIENCE)	FACEBOOK	TWITTER
TimesLIVE.co.za	3,395,532	19,869,756	1,237,126	942,049
SowetanLIVE.co.za	1,657,970	14,435,599	673,277	647,093
TshisaLIVE.co.za	1,333,146	4,651,782	118,295	7,714
BusinessLIVE.co.za	949,440	4,621,666	61,668	8,282
BusinessDay.co.za	788,743	3,222,414	81,026	191,122
SundayTimes.co.za	732,616	1,973,419	125,499	318,992
SundayWorld.co.za	682,124	1,523,850	154,100	115,189
HeraldLIVE.co.za	399,435	1,676,022	221,618	35,682
FinancialMail.co.za	175,665	430,556	68,617	58,701
DispatchLIVE.co.za	160,328	721,417	126,269	38,631
RDM.co.za	143,970	305,089	42,546	22,645
BooksLIVE.co.za	33,970	55,444	10,925	19,200
SAHomeOwner.co.za	16,437	57,380	198,642	6,894
WantedOnline.co.za	14,662	25,477	112,054	480
IgnitionLIVE.co.za	11,826	30,081	19,779	6,085
TheHomeChannel.co.za	11,244	53,120	7,560	2,095

OUR NETWORK





OUR NETWORK


South Africa's second-biggest news website delivers original, online-only breaking and in-depth news, analysis, opinion, sport and more around the clock, along with sizzling hot celebrity and entertainment news from our TshisaLIVE team.

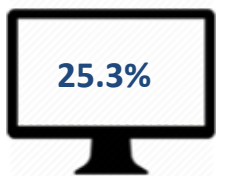



It also sources content from the print edition of the Sunday Times (in a separate section for subscribers) and includes the new Times Select daily digital edition.

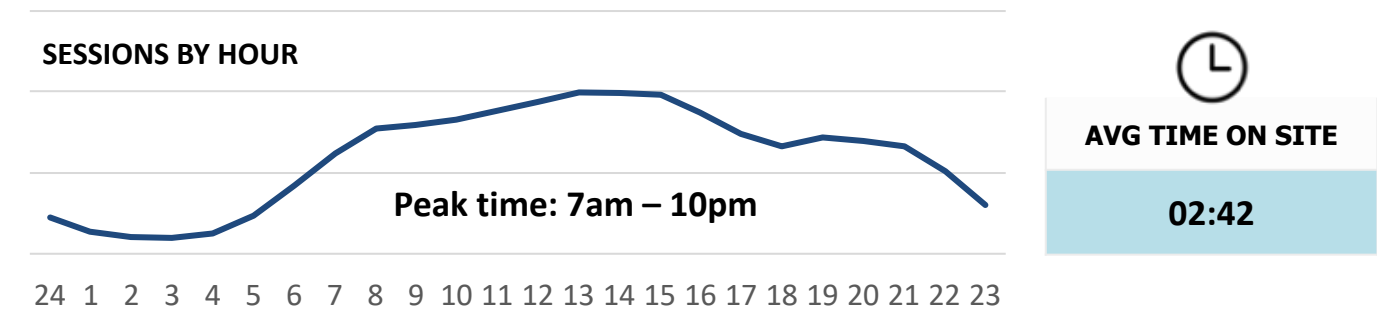
Times LIVE
www.timeslive.co.za

SA AUDIENCE: 88.1%

UNIQUE BROWSERS					INDEX
3,395,532	MALE	FEMALE	GAUTENG:	41.3%	110
PAGEVIEWS	55.8%	44.2%	KWAZULU-NATAL:	14.3%	85
19,869,756			WESTERN CAPE:	11.1%	88
			LIMPOPO:	8.9%	106
			EASTERN CAPE:	7.8%	104

	15-19	20-24	25-34	35-44	45-49	50-54	55-64	65+
	6.9%	19%	32.2%	20%	7.6%	4%	6.2%	4%

 25.3%	 74.7%	 1,237,126	 942,049	MOST-READ SECTIONS Entertainment Politics Sports
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Source: Effective Measure, Google Analytics

tiso blackstar group.

OUR NETWORK

TshisaLIVE is the entertainment brand of TimesLIVE – South Africa’s top source of the hottest entertainment news and celebrity gossip, updated around the clock.



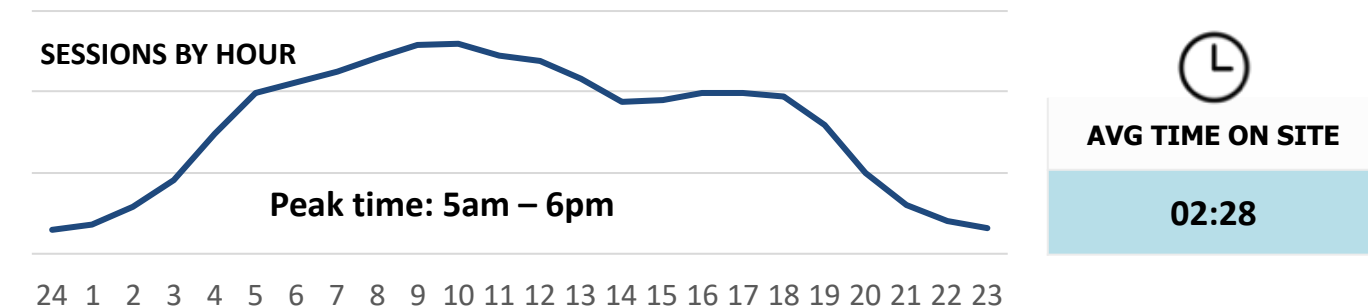
www.timeslive.co.za/tshisa-live

SA AUDIENCE: 92.3%

UNIQUE BROWSERS					INDEX
1,333,146	MALE	FEMALE	GAUTENG:	45.5%	114
PAGEVIEWS	53.5%	46.5%	KWAZULU-NATAL:	13.3%	90
4,651,782			LIMPOPO:	8.5%	115
			WESTERN CAPE:	8.2%	57
			MPUMALANGA:	7.2%	117

	15-19	20-24	25-34	35-44	45-49	50-54	55-64	65+
	8%	21.6%	34%	19.8%	6.9%	3.2%	4.2%	2.3%

19.9%	80.1%	118,295	7,714	MOST-READ SECTIONS TshisaLIVE
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Source: Effective Measure, Google Analytics

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OUR NETWORK



The Sunday Times, South Africa's premier Sunday newspaper and a favourite brand among South Africans for its fearless brand of investigate journalism, has its own section within TimesLIVE for its subscribers.


It publishes content from the popular Sunday Times newspaper as well as free, online-only news and features throughout the week.

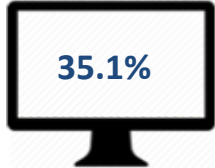



Sunday Times

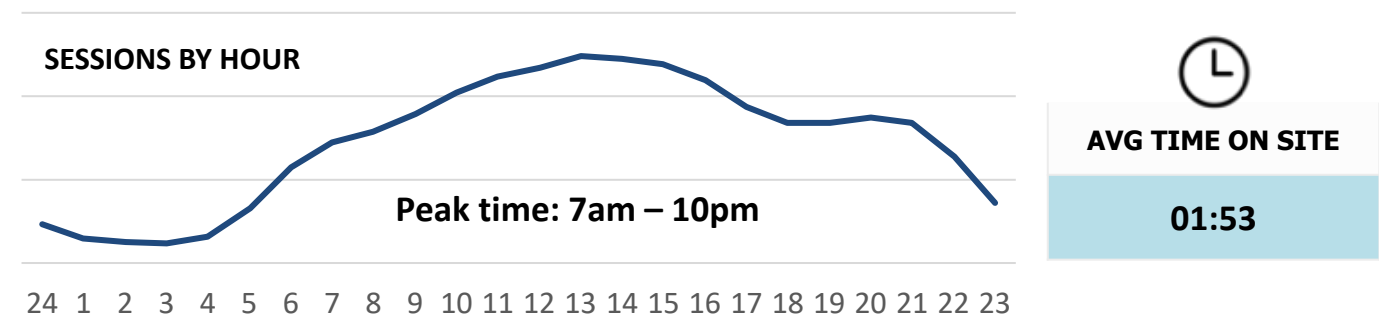
www.sundaytimes.co.za

SA AUDIENCE: 87.8%

UNIQUE BROWSERS				INDEX
732,616	MALE	FEMALE	GAUTENG:	49.3% 100
PAGEVIEWS	59.7%	40.3%	KWAZULU-NATAL:	10.4% 103
1,973,419			WESTERN CAPE:	17.1% 101
			LIMPOPO:	5.1% 97
			EASTERN CAPE:	6.6% 100

	15-19	20-24	25-34	35-44	45-49	50-54	55-64	65+
	5.7%	11.3%	28.8%	19.7%	7.5%	5.9%	12.1%	9%

 35.1%	 64.9%	 125,499	 318,992	MOST-READ SECTIONS
				News
				Lifestyle
				Business



Source: Effective Measure, Google Analytics

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OUR NETWORK


The Sunday Times's Business Times section delves into the week's business news in considerable depth, with plenty of expert analysis and opinion.


All Business Times articles are listed on both the Sunday Times website under "Business" and in the BusinessLIVE section devoted to Business Times.

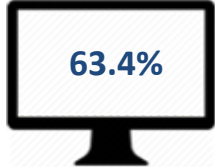



Sunday Times
Business Times

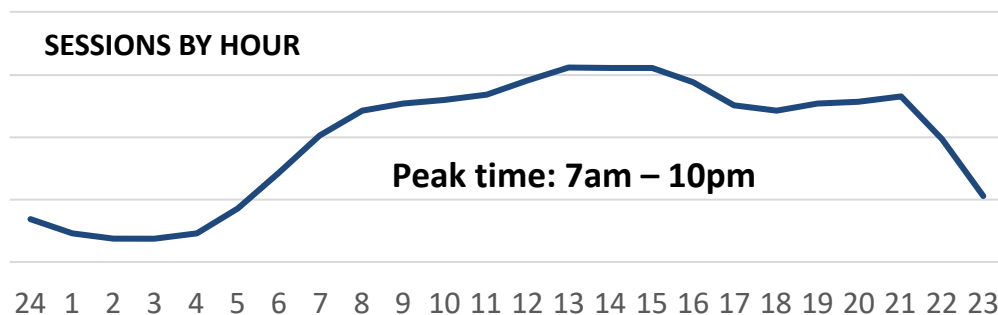
www.business-times.co.za


SA AUDIENCE: 89%

UNIQUE BROWSERS			GAUTENG: 62.3%		INDEX: N/A
59,619	MALE	FEMALE	WESTERN CAPE: 19.9%		N/A
PAGEVIEWS	72.2%	27.8%	KWAZULU-NATAL: 11.3%		N/A
100,410			EASTERN CAPE: 2.4%		N/A
			FREE STATE: 1%		N/A

	18-24	25-34	35-44	45-54	55-64	65+
	7.8%	25.9%	28.2%	19%	10.9%	8.2%

 63.4%	 36.4%	 1,215,859	 904,632	MOST-READ SECTIONS Business Times
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 **AVG TIME ON SITE**

01:07

Source: Google Analytics

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OUR NETWORK


The Sunday Times's Lifestyle section sets the trend in SA when it comes to matters of food, travel, fashion, books, health, sex, home and gardening, and much more.


It also includes a devoted section for The Edit magazine.

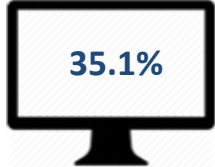



Sunday Times
LIFESTYLE

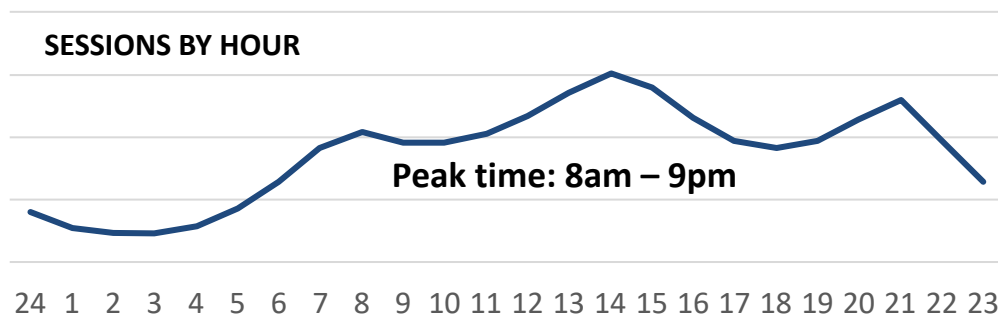
www.timeslive.co.za/sundaytimes/lifestyle


SA AUDIENCE: 84.6%

UNIQUE BROWSERS			GAUTENG: 68.1% WESTERN CAPE: 16.3% KWAZULU-NATAL: 10.6% EASTERN CAPE: 1.8% FREE STATE: 0.8%	INDEX
663,008	MALE	FEMALE		N/A
PAGEVIEWS	62.4%	37.6%		N/A
746,538				N/A

	18-24	25-34	35-44	45-54	55-64	65+
	12.5%	30.4%	26.9%	15.2%	9.3%	5.8%

 35.1%  64.9%	 1,215,859  904,632	MOST-READ SECTIONS Health & sex Fashion & beauty Food
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AVG TIME ON SITE

01:53

Source: Google Analytics

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OUR NETWORK

The Sowetan newspaper has been entrenched in the lives of many thousands of South Africans since 1981, and its website delivers even more news complimented by need-to-know information from the world of politics, comprehensive local soccer coverage, entertainment news and gossip, and consumer, relationship and lifestyle advice.



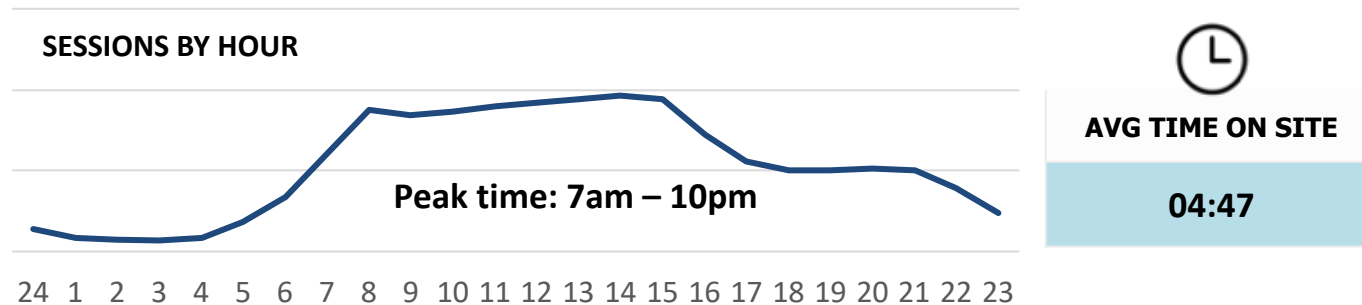
www.sowetanlive.co.za

SA AUDIENCE: 90.9%

UNIQUE BROWSERS			GAUTENG:	44.7%	INDEX	120
1,657,970	MALE	FEMALE	KWAZULU-NATAL:	12.9%		76
PAGEVIEWS	57.7%	42.3%	LIMPOPO:	10.4%		123
14,435,599			WESTERN CAPE:	6.9%		54
			MPUMALANGA:	7.3%		105

	15-19	20-24	25-34	35-44	45-49	50-54	55-64	65+
	7.5%	21.3%	36.2%	20.7%	6.7%	2.9%	3.4%	1.4%

62.9%	37.1%	673,277	647,093	MOST-READ SECTIONS
				News
				Entertainment
				Sports



Source: Effective Measure, Google Analytics



OUR NETWORK

The website of the Sunday World tabloid newspaper delivers regular doses of celebrity and entertainment news and gossip, lively news reportage, superb sports coverage, and provocative but amusing stories that connect its readers to what's happening around the corner, around the country and around the world.



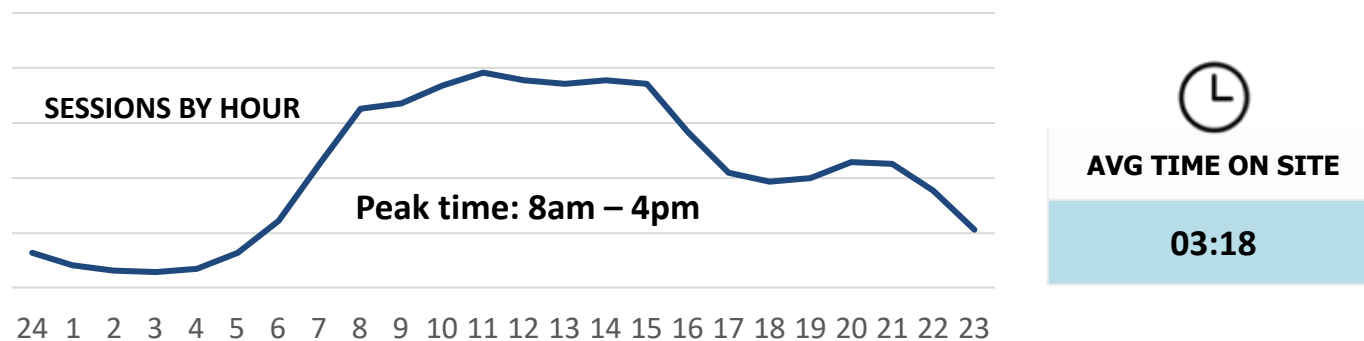
www.sundayworld.co.za

SA AUDIENCE: 91.9%

UNIQUE BROWSERS			GAUTENG:	46.8%	INDEX	125
682,124	MALE	FEMALE	KWAZULU-NATAL:	10.7%		63
PAGEVIEWS	50.9%	49.1%	LIMPOPO:	13.4%		158
1,523,850			MPUMALANGA:	7.3%		105
			EASTERN CAPE:	5.7%		78

	15-19	20-24	25-34	35-44	45-49	50-54	55-64	65+
	7.9%	23.2%	37.2%	20.1%	6.1%	2.3%	2.4%	0.9%

48.5%	51.5%	154,100	115,189	MOST-READ SECTIONS
				News
				Shwashwi
				Lifestyle



Source: Effective Measure, Google Analytics



OUR NETWORK



BusinessLIVE delivers the best of Tiso Blackstar's financial, business and political news, analysis and insight throughout the day with original, online-only content as well as articles from its member titles – Business Day, the Financial Mail, the Sunday Times's Business Times, Rand Daily Mail and Business Day TV, each with a devoted site within BusinessLIVE.


Subscribers enjoy exclusive original content, daily Financial Mail articles, digital access to The Wall Street Journal and Morningstar financial data.

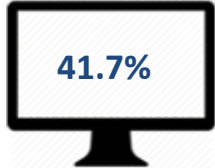



BusinessLIVE

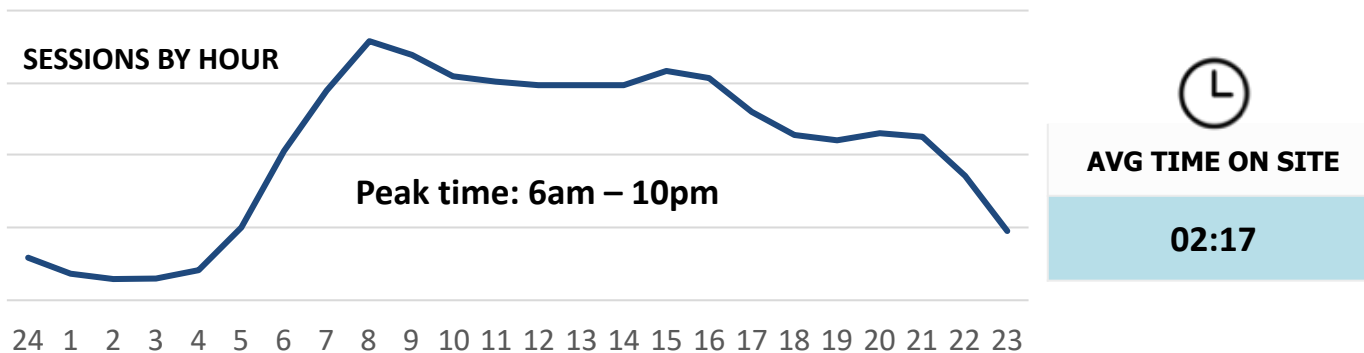
www.businesslive.co.za

SA AUDIENCE: 85.6%

UNIQUE BROWSERS				INDEX	
949,440	MALE	FEMALE			
PAGEVIEWS	65.3%	34.7%	GAUTENG:	44.4%	119
4,621,666			WESTERN CAPE:	17.2%	133
			KWAZULU-NATAL:	13.2%	77
			EASTERN CAPE:	6.7%	92
			LIMPOPO:	5.7%	67

	15-19	20-24	25-34	35-44	45-49	50-54	55-64	65+
	4%	10.8%	22.8%	21.1%	11%	6.4%	13%	11%

 41.7%	 58.3%	 61,668	 8,282	MOST-READ SECTIONS Companies Opinion Sports
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Source: Effective Measure, Google Analytics

tiso blackstar group.



OUR NETWORK


Business Day prides itself on delivering current and concise economic information targeted at South Africa's business community.

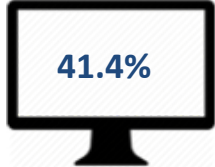



The website provides round-the-clock coverage of the best business news and in-depth analysis of the political economy, markets, a range of industries and much more.

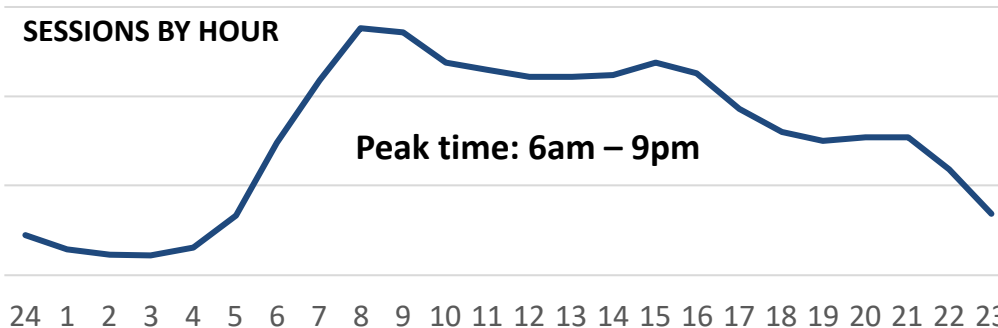
It is housed within the broader BusinessLIVE website that presents the best of Tiso Blackstar's business content.


SA AUDIENCE: 84.9%

UNIQUE BROWSERS					INDEX
788,743	MALE	FEMALE	GAUTENG:	44.2%	115
PAGEVIEWS	65.5%	34.5%	WESTERN CAPE:	17.3%	130
3,222,414			KWAZULU-NATAL:	13.1%	81
			EASTERN CAPE:	6.8%	92
			LIMPOPO:	5.8%	70

	15-19	20-24	25-34	35-44	45-49	50-54	55-64	65+
	3.9%	10.5%	22.4%	21.2%	11.6%	6.5%	13.1%	11.1%

 41.4%	 58.6%	 81,026	 191,122	MOST-READ SECTIONS
				National
				Companies
				Politics





AVG TIME ON SITE

02:04

Source: Effective Measure, Google Analytics

OUR NETWORK

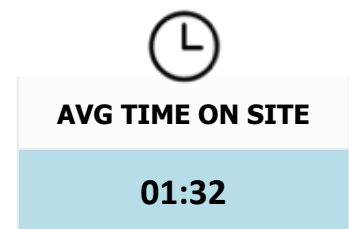
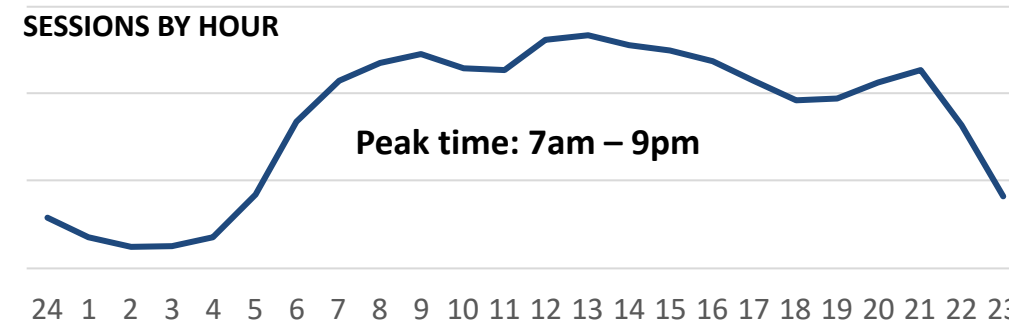
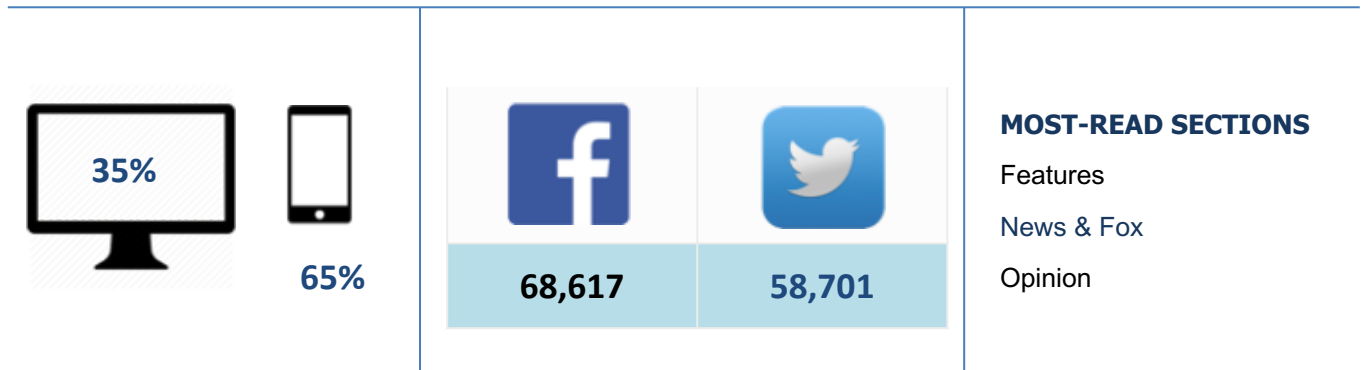
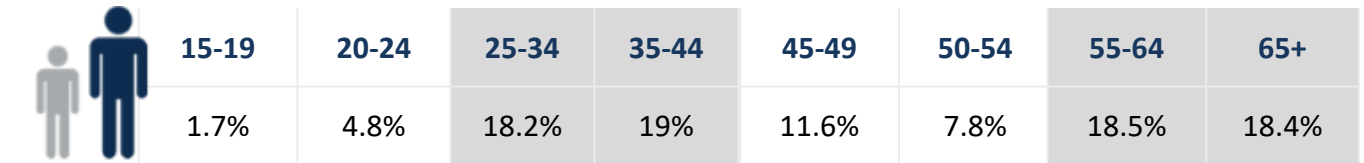
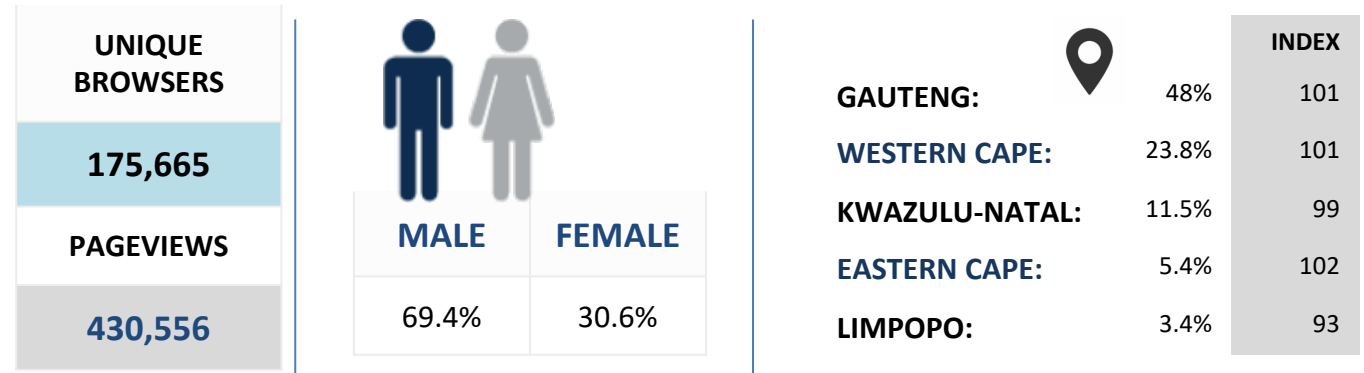
One of South Africa's most trusted financial magazines delivers weekly comprehensive news and analysis spanning investment, business, financial services, politics and social trends within the business sector.

The website publishes all magazine content along with online-only news and features.

It is housed within the broader BusinessLIVE website that presents the best of Tiso Blackstar's business content.

financialmail
www.financialmail.co.za

SA AUDIENCE: 88.2%



Source: Effective Measure, Google Analytics

tiso blackstar group.

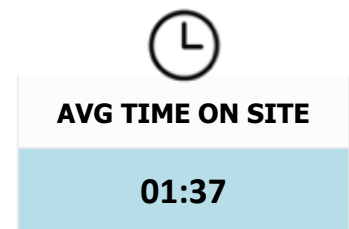
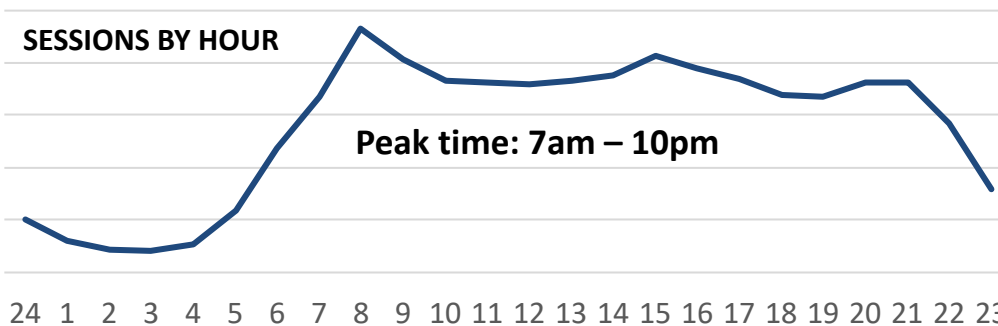
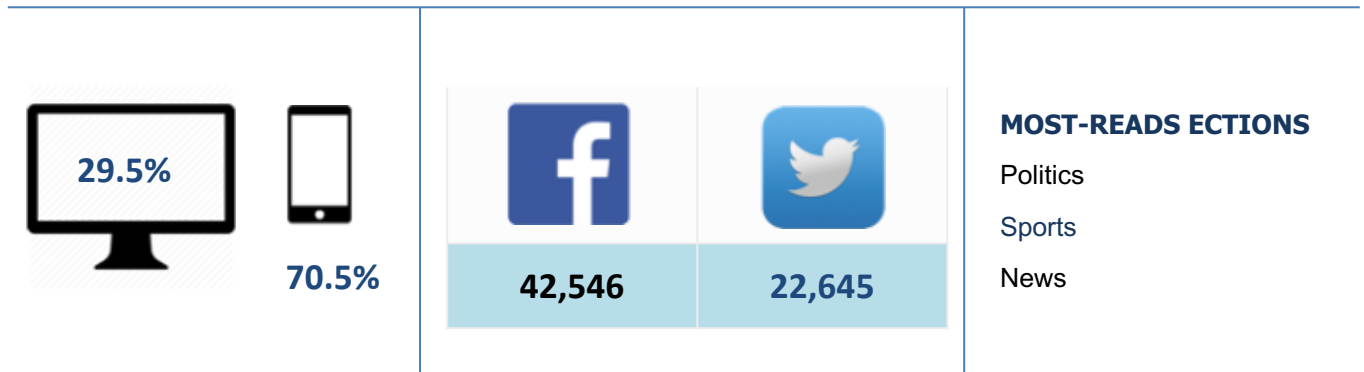
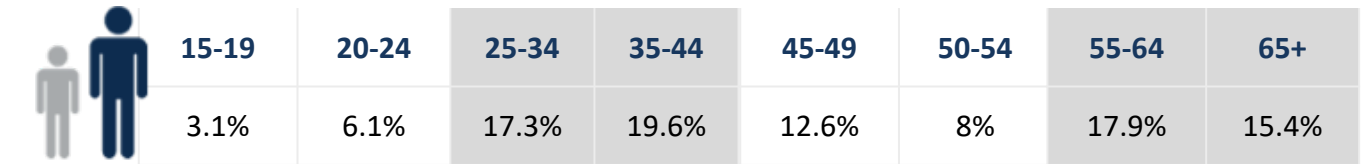
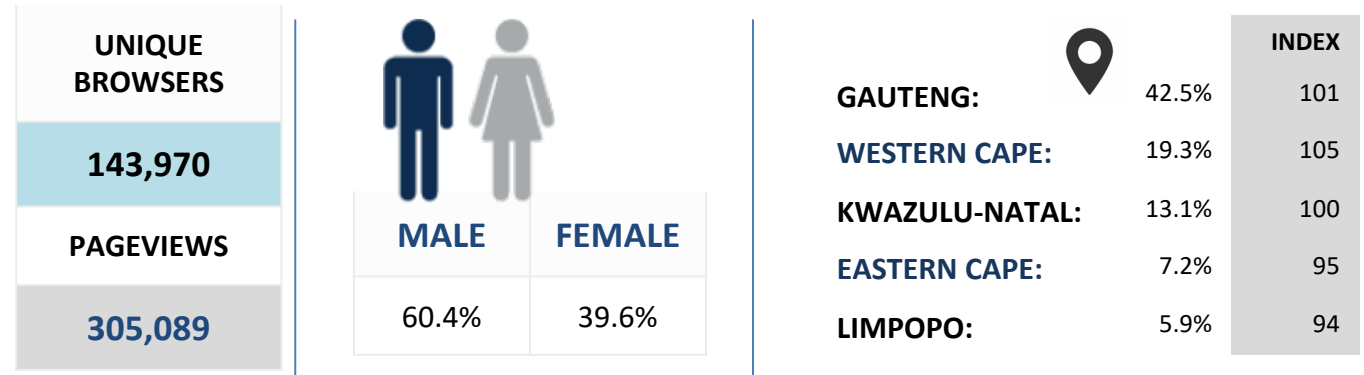
OUR NETWORK

Tiso Blackstar rebooted the iconic and influential Rand Daily Mail to give it a new digital voice in the digital age.

This website publishes the opinions, analysis and insights of some of South Africa's most respected journalists, decision makers, commentators and business owners. It is housed within the broader BusinessLIVE website that presents the best of Tiso Blackstar's business content.

RAND DAILY MAIL
www.rdm.co.za

SA AUDIENCE: 89%



Source: Effective Measure, Google Analytics

tiso blackstar group.


OUR NETWORK

HeraldLIVE publishes all the local news worth knowing from Nelson Mandela Bay and surrounds in the Eastern Cape, along with relevant national and world news. Its mix of breaking news, analysis, entertainment, opinion and multimedia makes it the community's favourite online news destination.


HeraldLIVE

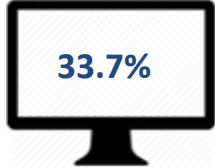



www.heraldive.co.za

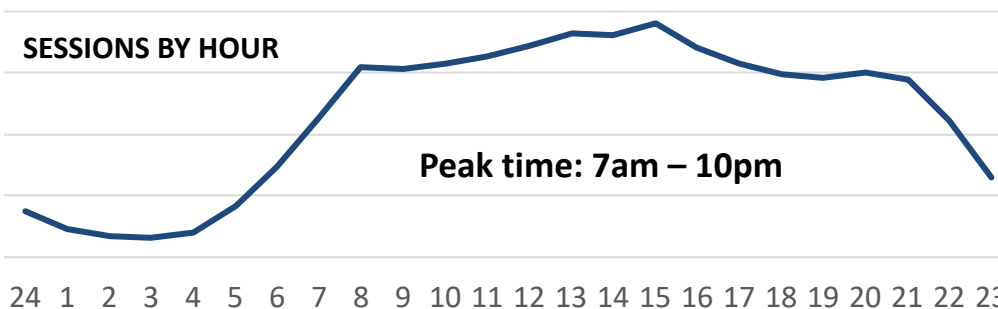
SA AUDIENCE: 88.5%


UNIQUE BROWSERS		INDEX
399,435		
PAGEVIEWS	MALE	FEMALE
1,676,022	44.8%	55.2%

EASTERN CAPE:	44.2%	600
GAUTENG:	21%	56
WESTERN CAPE:	14.5%	113
KWAZULU-NATAL:	8.8%	52
LIMPOPO:	3.7%	43

	15-19	20-24	25-34	35-44	45-49	50-54	55-64	65+
	6%	14.2%	25.6%	20.3%	9.3%	6.1%	11.5%	7%

 33.7%	 66.3%	 221,618	 35,682	MOST-READS ECTIONS
				News
				Politics
				Sports



 **AVG TIME ON SITE**

01:58

Source: Effective Measure, Google Analytics

* Numbers affected by technical problem with tagging during July.

tiso blackstar group.

OUR NETWORK

DispatchLIVE is the prime source of local news in East London and surrounds in the Eastern Cape.

It publishes a mix of news, analysis, entertainment, opinion and multimedia throughout the day and has a devoted and engaged audience on Facebook and Twitter.



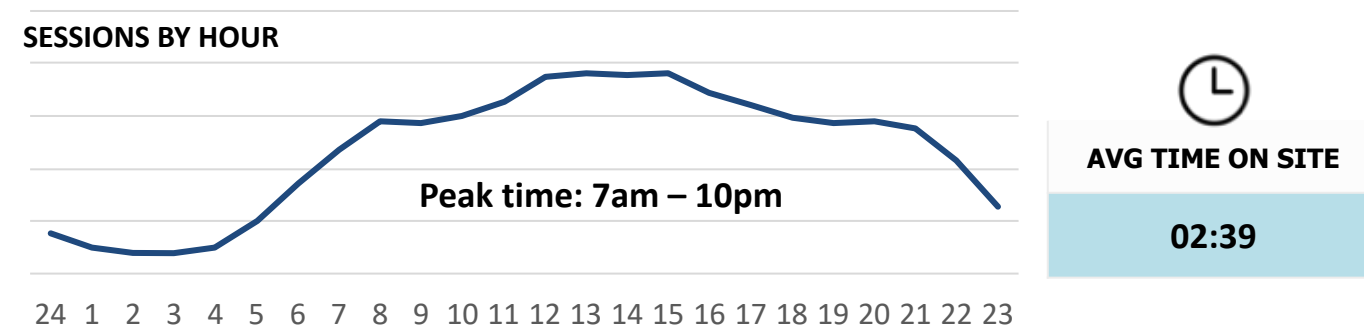
www.dispatchlive.co.za

SA AUDIENCE: 91.7%

UNIQUE BROWSERS					INDEX
160,328	MALE	FEMALE			EASTERN CAPE: 42.8% 582
PAGEVIEWS	49.1%	50.9%			GAUTENG: 21.5% 57
721,417					WESTERN CAPE: 13.4% 105
					KWAZULU-NATAL: 10.1% 59
					LIMPOPO: 3.1% 36

	15-19	20-24	25-34	35-44	45-49	50-54	55-64	65+
	4.6%	17%	30.9%	23.2%	8.7%	4.4%	7.4%	3.9%

33%	67%	126,269	38,631	MOST-READS ECTIONS
				News
				Classified
				Sports



Source: Effective Measure, Google Analytics



OUR NETWORK

The Home Channel on DStv has its own website where it publishes content relating to decor, design, gardening, home improvements, property, food and more, tying in with its television shows and mixing the best of local and international content.



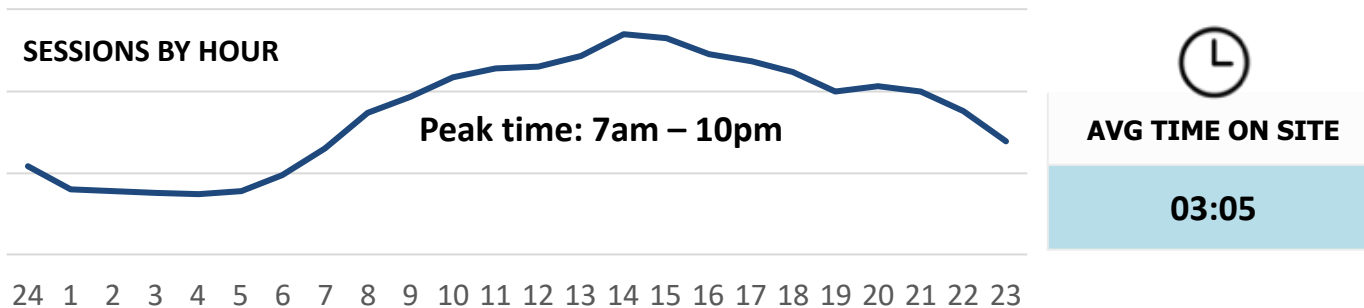
www.thehomechannel.co.za

SA AUDIENCE: 53.1%

UNIQUE BROWSERS			GAUTENG:	43.1%	INDEX	109
11,244	MALE	FEMALE	WESTERN CAPE:	19.6%		188
PAGEVIEWS	25.6%	74.5%	KWAZULU-NATAL:	16.9%		87
53,120			EASTERN CAPE:	6.3%		80
			NORTH WEST:	5.6%		74

	15-19	20-24	25-34	35-44	45-49	50-54	55-64	65+
	2.1%	8.7%	16.1%	19.9%	7.6%	10.7%	17.6%	17.3%

47.3%	53.7%	7,560	2,095	MOST-READS ECTIONS
				Food
				Showa
				craft



Source: Effective Measure, Google Analytics



OUR NETWORK

SA Home Owner is a popular reference guide to ideas, inspiration, information and innovation in home, design and decor.

It offers insights into beautiful properties, updates readers on local and international trends, and shares practical supplier information.



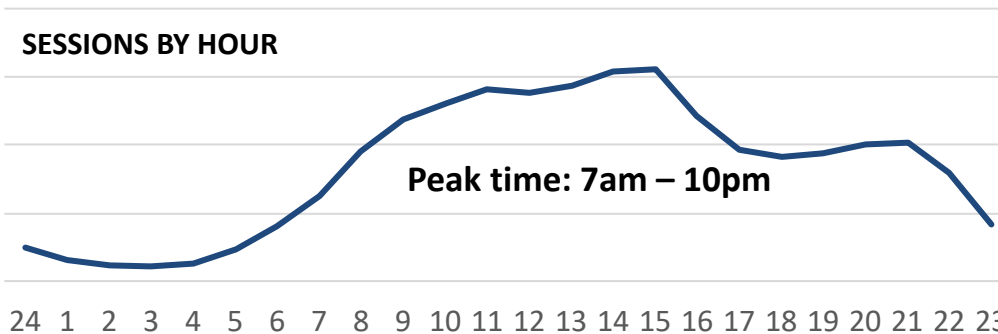
www.sahomeowner.co.za

SA AUDIENCE: 71.7%

UNIQUE BROWSERS					INDEX
16,437	MALE	FEMALE	GAUTENG:	48.9%	111
PAGEVIEWS	37.3%	62.7%	WESTERN CAPE:	14.3%	115
57,380			KWAZULU-NATAL:	13.8%	75
			EASTERN CAPE:	4.8%	114
			LIMPOPO:	6%	88

	15-19	20-24	25-34	35-44	45-49	50-54	55-64	65+
	4.1%	10.1%	25.2%	26.7%	13.8%	6.3%	9%	4.7%

56.3%	43.7%	198,642	6,894	MOST-READS ECTIONS
				Lifestyle
				Interior
				Exterior



AVG TIME ON SITE

02:35

Source: Effective Measure, Google Analytics

tiso blackstar group.



OUR NETWORK


Wanted Online, the stylish website of the award-winning monthly Wanted magazine distributed to Business Day readers, publishes fresh daily content aimed at South Africa's niche luxury market. Cars, watches, jewellery, travel, gadgets, society, style and more – Wanted Online has it covered.

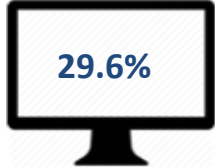



BusinessDay
wanted

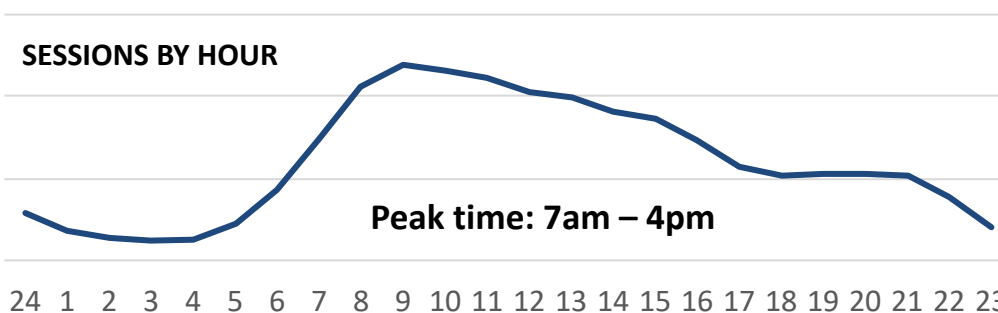
www.wantedonline.co.za


SA AUDIENCE: 87.5%

UNIQUE BROWSERS		GAUTENG: 41.8%		INDEX
14,662				
PAGEVIEWS	MALE	FEMALE	KWAZULU-NATAL: 18.7%	
25,477	40%	69%	WESTERN CAPE: 18.2%	110
			LIMPOPO: 4.3%	108
			EASTERN CAPE: 2.6%	139
				50
				76

	15-19	20-24	25-34	35-44	45-49	50-54	55-64	65+
	2%	12.4%	19.1%	18.6%	11.2%	7%	16.3%	13.5%

 29.6%	 70.4%	 112,054	 480	MOST-READS ECTIONS Society Style Travel
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 **AVG TIME ON SITE**

00:54

Source: Effective Measure, Google Analytics

tiso blackstar group.



OUR NETWORK


IgnitionLIVE publishes the best and latest motoring content from across Tiso Blackstar: news, interviews, photo galleries, reviews of the latest models and much more, supplemented by fresh video content from our Ignition TV channel.

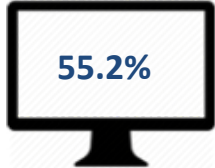



IGNITION LIVE

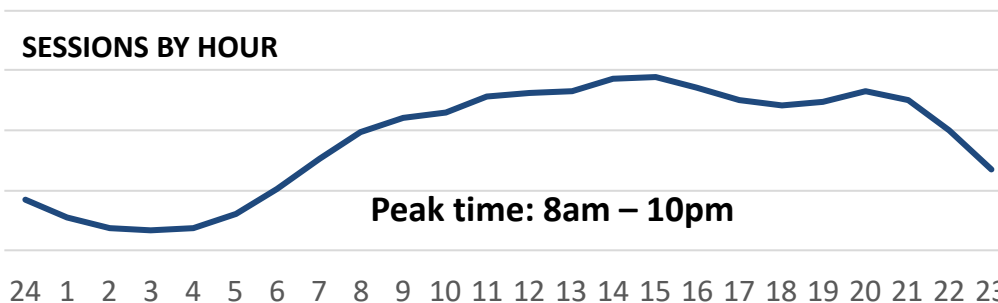
www.ignitionlive.co.za

SA AUDIENCE: 75.7%

UNIQUE BROWSERS			GAUTENG:  38.9%		INDEX
11,826	MALE	FEMALE	MPUMALANGA:	16.2%	104
PAGEVIEWS	80.9%	19.1%	WESTERN CAPE:	10.1%	238
30,081			KWAZULU-NATAL:	9.2%	80
			LIMPOPO:	6.8%	55
					69

	15-19	20-24	25-34	35-44	45-49	50-54	55-64	65+
	7.5%	14.8%	30.3%	22.5%	8.9%	3.6%	7.7%	4.8%

 55.2%	 44.8%	 19,779	 6,085	MOST-READS ECTIONS
				Events
				Features
				News





AVG TIME ON SITE

01:42

Source: Effective Measure, Google Analytics

tiso blackstar group.

OUR NETWORK

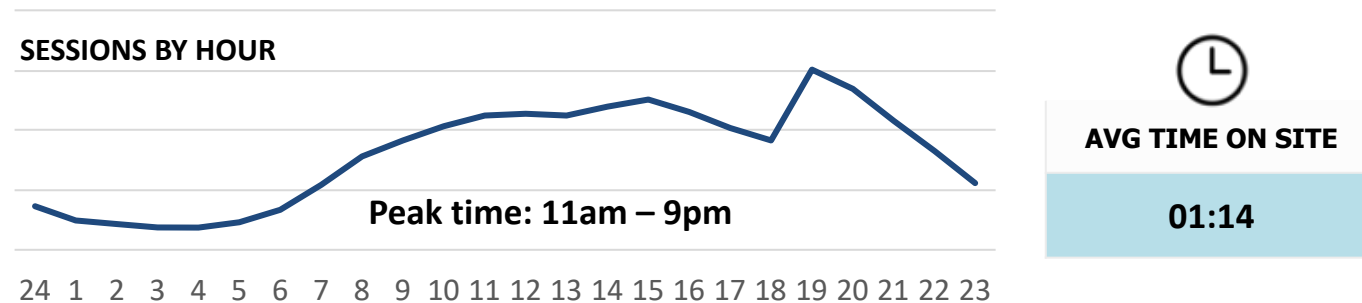
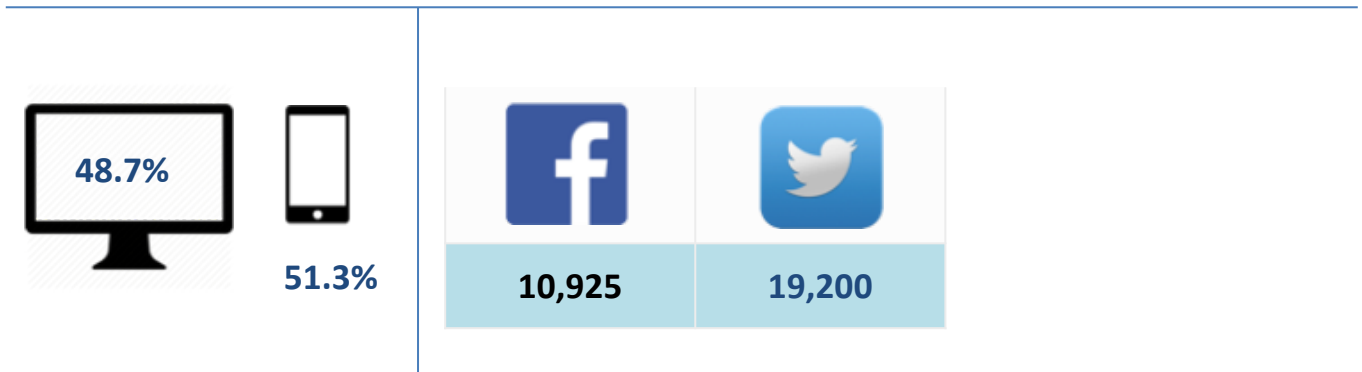
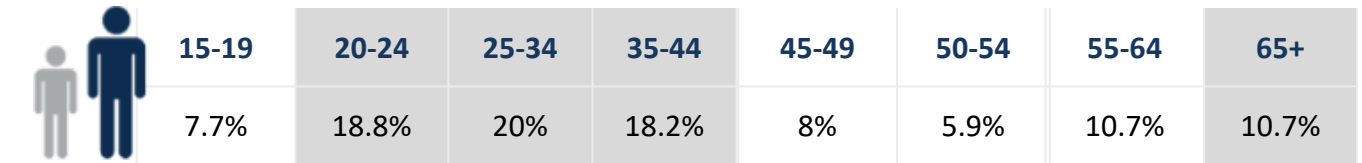
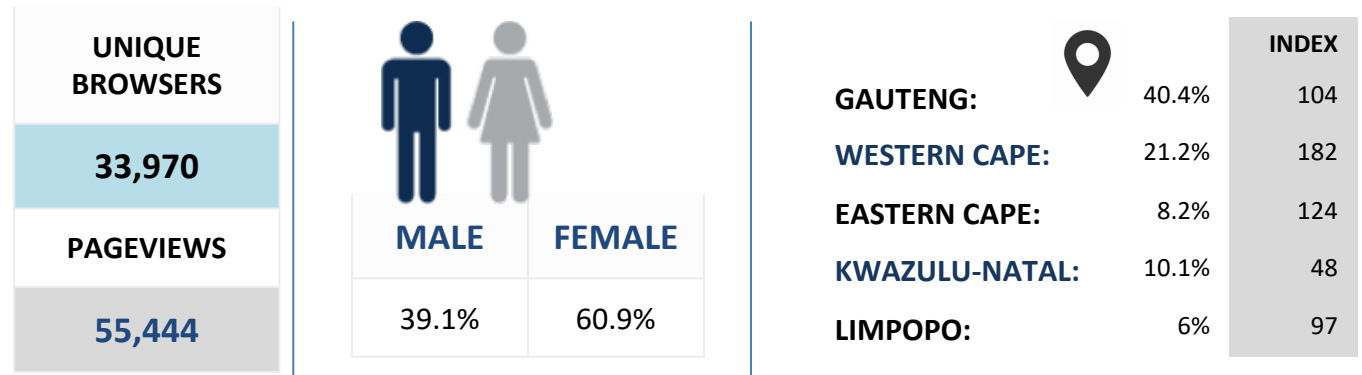
BooksLIVE is South Africa's premier source for news and commentary on local books, writing and publishing.

Catering to a loyal readership hungry for the latest book reviews and first looks at hot titles, it covers everything from book launches to literary controversies, and hosts a community of South Africa's top authors.



www.bookslive.co.za

SA AUDIENCE: 67.3%

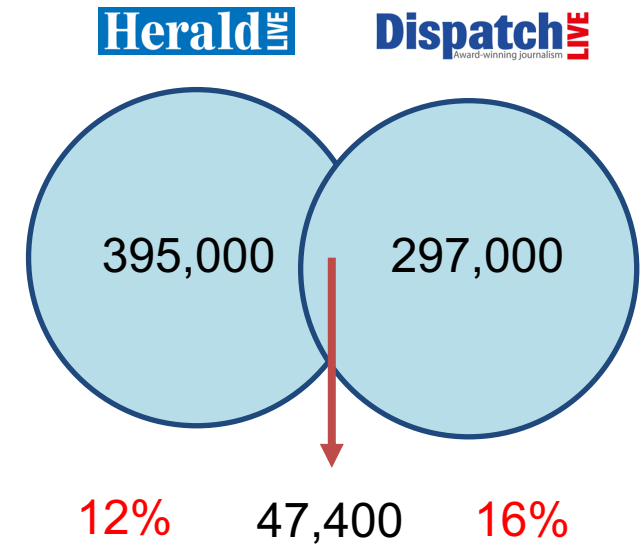
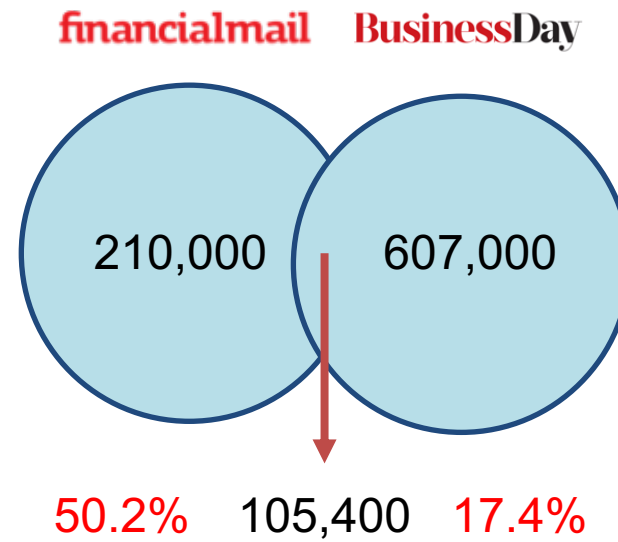
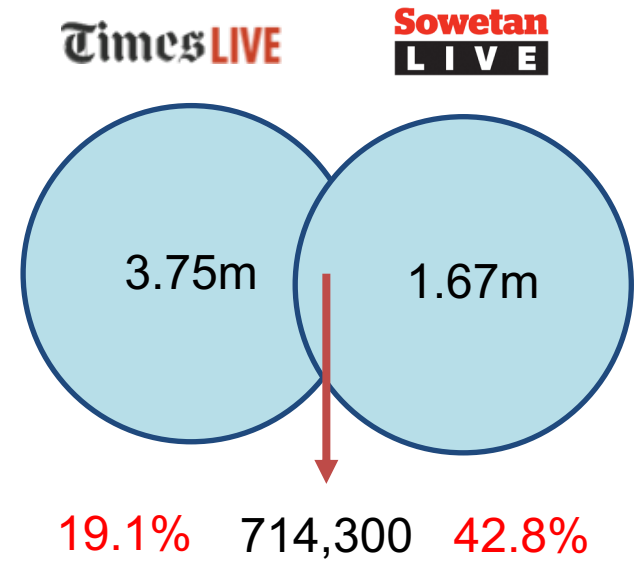
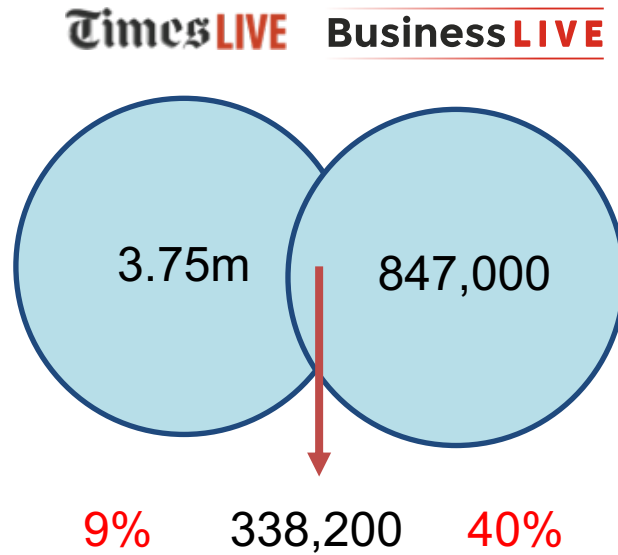


Source: Effective Measure, Google Analytics

tiso blackstar group.

OUR NETWORK

Audience overlap



Source: Effective Measure, May 2017

OUR NETWORK Mobile Apps

BusinessDay

Free app for iOS and Android, upgraded in late 2016 for design, speed and user-friendliness. Carries all free content from Business Day's website; include section with content reserved for BusinessLIVE Premium subscribers.



August 2017

4,350 active devices per day
350,691 sessions for the month
1,912 new devices joined

OTHER APPS



Free on iOS, Android; has all recent articles published on the SowetanLIVE website.

financialmail

PDF reader app to get e-edition of magazine; free to download but for subscribers only.

Sunday Times

For subscribers only; carries all content from website.

AD SPACES

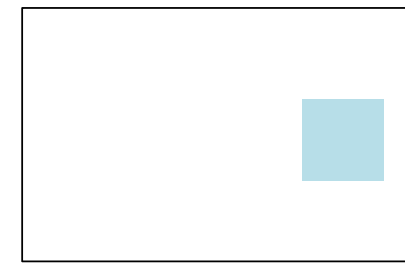


AD SPACES

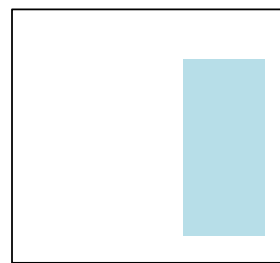
Standard banner ADS



AD BOX
300x250



HALF PAGE AD
300x600

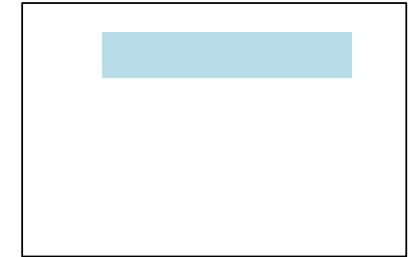


AD SPACES

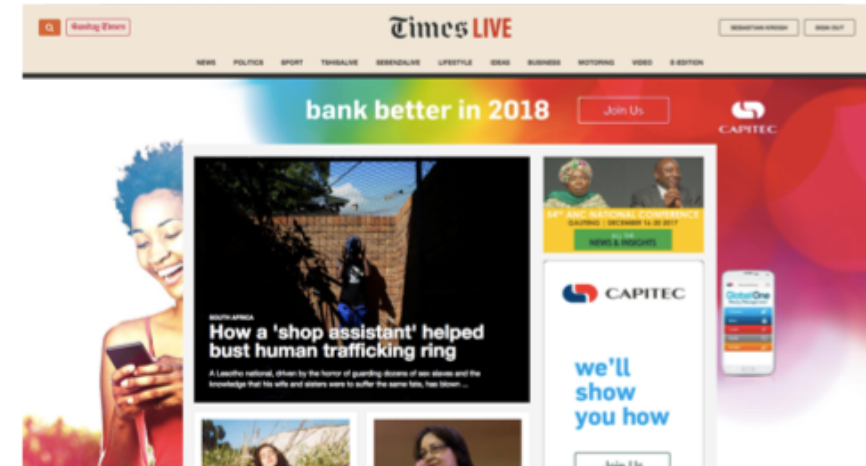
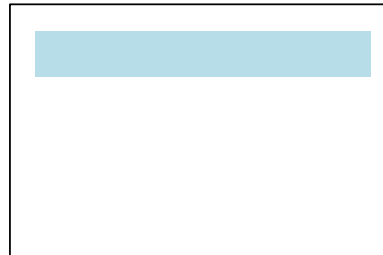
Standard banner ADS



LEADERBOARD
728x90



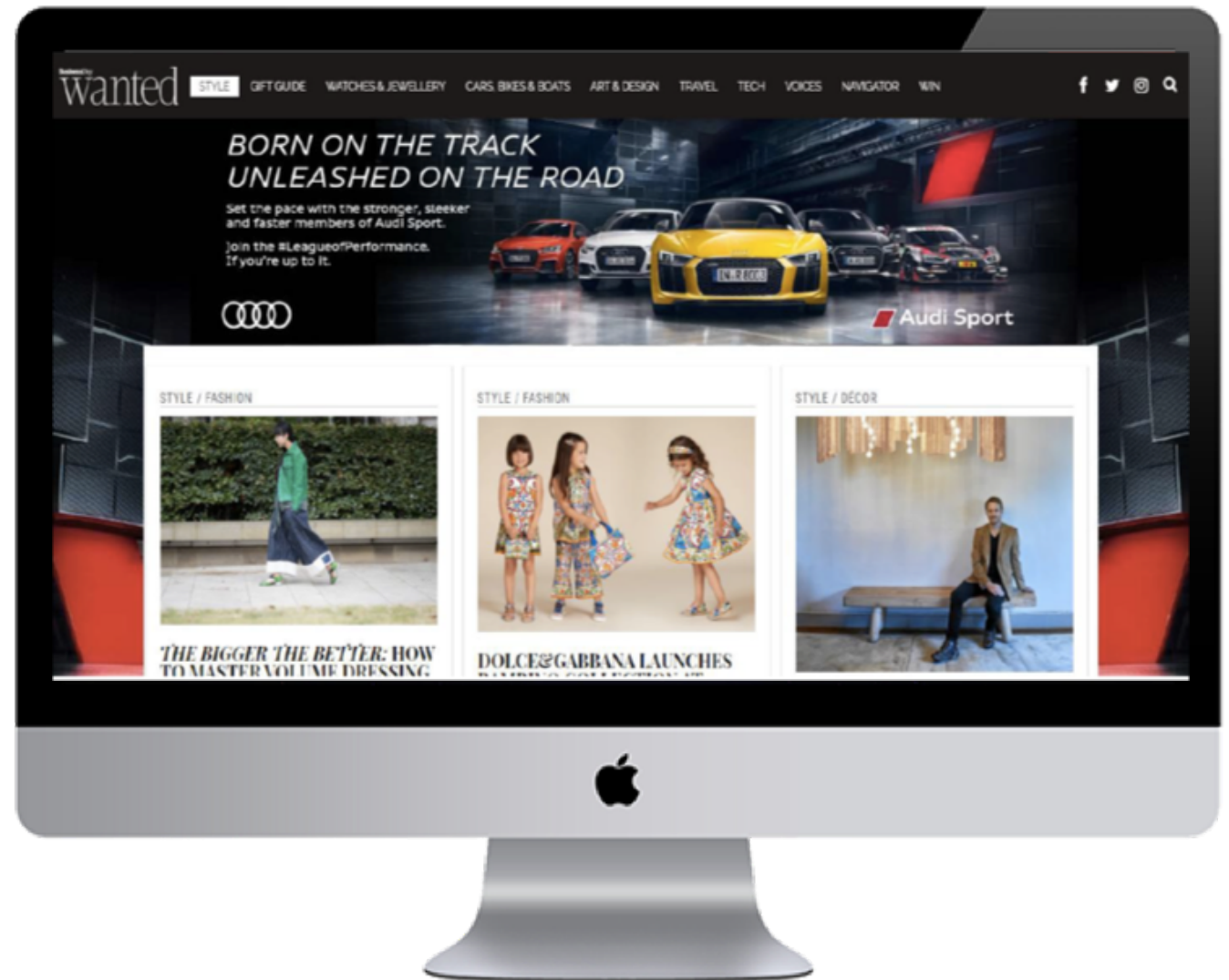
BILLBOARD
1000x90



AD SPACES

Standard banner ADS

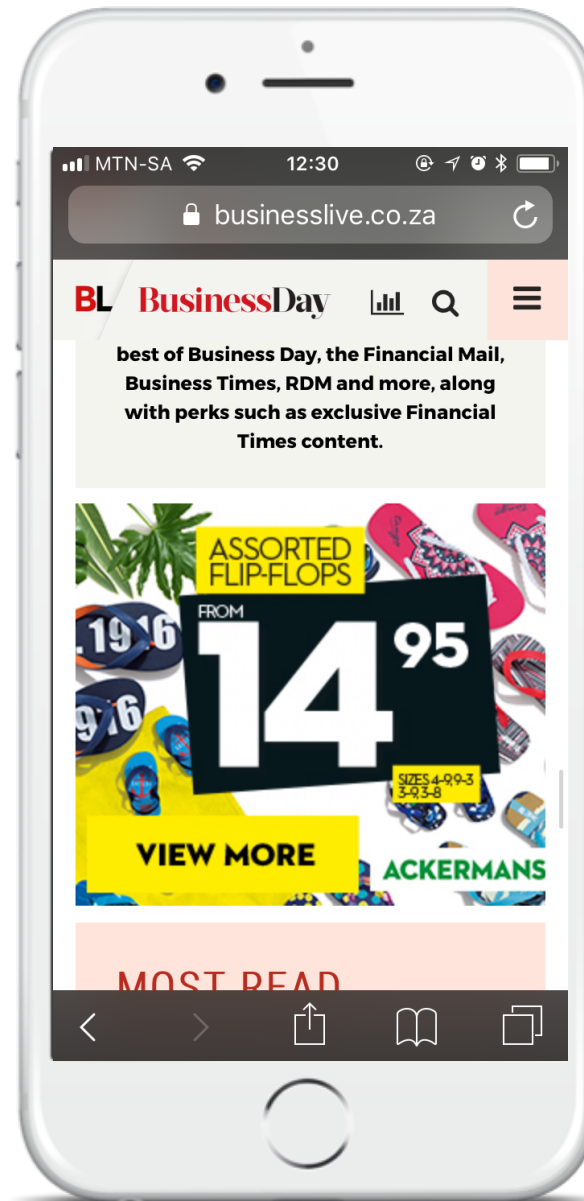
HOME PAGE TAKEOVER



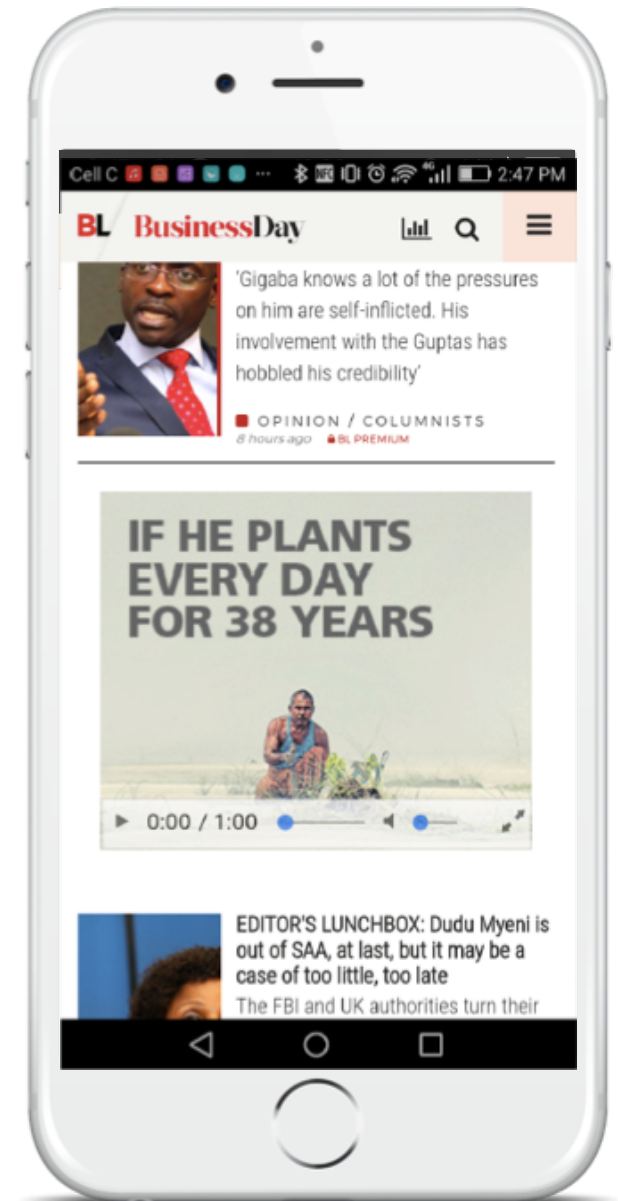
AD SPACES

Mobile advertising

300 x 250



320 x 50



AD SPACES

Programmatic advertising

WHAT WE OFFER

Private marketplace deals are attractive because they bridge the best aspects of traditional direct sales and programmatic. Key benefits of programmatic advertising include an automated workflow that adds tremendous efficiencies to a sales process; the ability to target specific audiences in real time; and the evaluation, targeting and customisation of ad creative for each impression.

- Tiso Blackstar Group offers you a private marketplace to bid on our inventory.
- Target your advertising in a more granular way by buying audiences rather than sites.
- Plug directly into our inventory source in a safe and secure environment.
- Gain access to our premium inventory before it is made available for open auctions.

AD

SPACES

Native advertising

WHAT IS NATIVE ADVERTISING?

Paid-for articles, infographics, videos and more presented similarly to regular editorial content, in the style of the hosting website. It provides value to readers by *entertaining, informing or educating* while raising awareness of a brand message or campaign.

TYPES OF NATIVE CONTENT

Sponsored (paid-for/branded)

Provided by the brand or created by Tiso Blackstar Group – custom-written in an editorially engaging way for maximum appeal to our readers.

Advertorial

Content presented by the brand to push a particular product or aspect of the brand itself (but such content often fails to attract readers' attention).

AD

SPACES

Native advertising

WHY DOES NATIVE ADVERTISING WORK?

Brands and advertisers love native content, mainly because clickthrough rates tend to be higher than for display advertising – and, if done right, it can lead to high reader engagement.

[Sharethrough and IPG](#) report that consumers engage with native content 53% more frequently than with traditional display ads. About 32% of survey respondents say they would share a native content with someone they know.

Why is this? According to [Shareaholic](#), 70% of people want to learn about products through content rather than through traditional advertising. Furthermore, people view native content [53% more often than banner ads](#). Add rich media to the mix, and conversion rates can increase by up to 60%.

AD SPACES

Native advertising

STRATEGY

Over a month, publish series of articles using cool ShowMax content to attract readers and teach them about internet TV.

Embed ShowMax marketing messages or calls to action in those articles.

Promote articles via paid Facebook campaign targeted at audience interested in TV and movies.

CAMPAIGN EXAMPLE: Showmax on SowetanLIVE

The streaming internet TV service wanted to reach a young, aspirational class of readers starting to earn disposable income and interested in entertainment-related topics.



EXAMPLE: "Why your parents watched Roots on TV – and why you should too"

ShowMax got a high number of sign-ups and leads, and renewed the campaign.

With embedded calls to action...



The 2016 version of this classic miniseries is launching on [ShowMax](#) on December 8. Go to [www.showmax.com](#) to sign up for a 14-day free trial and start watching Roots.



And social support...

Reach: 474,365
Impressions: 1,291,954
Clicks: 19,785



AD SPACES

Native advertising

STRATEGY

Over a year, publish a weekly series of informative articles written by Investec experts on matters relating to investment, retirement and other financial services.

Promote articles via Facebook & Twitter on BusinessLIVE and Business Day; share on Investec's own social media channels; link previous content as related articles.

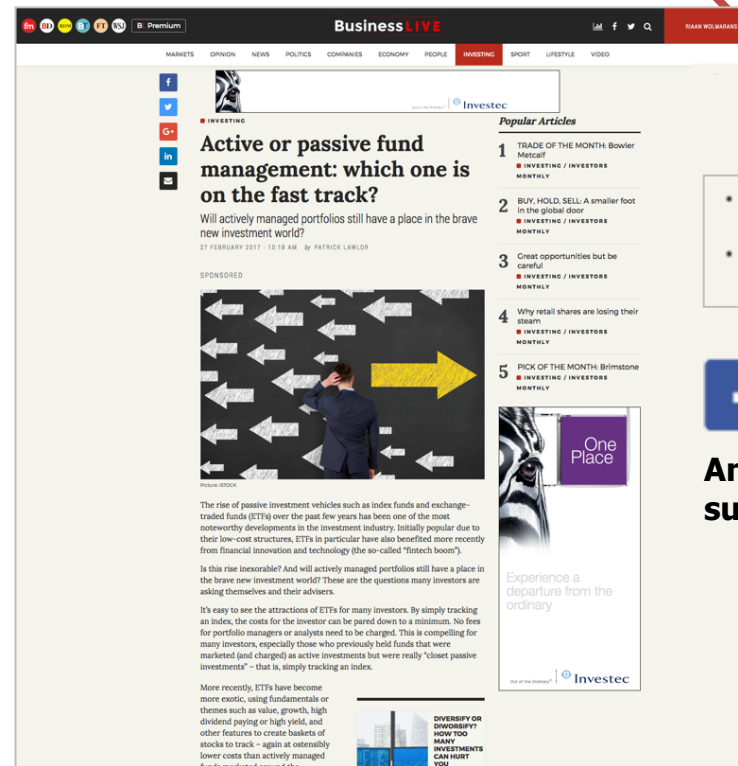
CAMPAIGN EXAMPLE: Investec on BusinessLIVE

Investec wanted to connect with wealthy readers interested in investment and related financial topics, which fit the niche audience profile for BusinessLIVE.



EXAMPLE: "Active or passive fund management: which is on the fast track?"

Investec has had 1000s of pageviews, associated with premium publisher; readers are educated on investment.



With embedded calls to action...

- For more on Investec Wealth & Investment's wealth management offering, [click here](#).
- For more on Investec Wealth & Investment's portfolio management offering, [click here](#).



And social support...



AD SPACES

Native advertising

STRATEGY

Publish the series of five videos weekly on Facebook (right after Olympics) with paid promotion per post via the TimesLIVE Facebook page (with more than 1-million fans already).

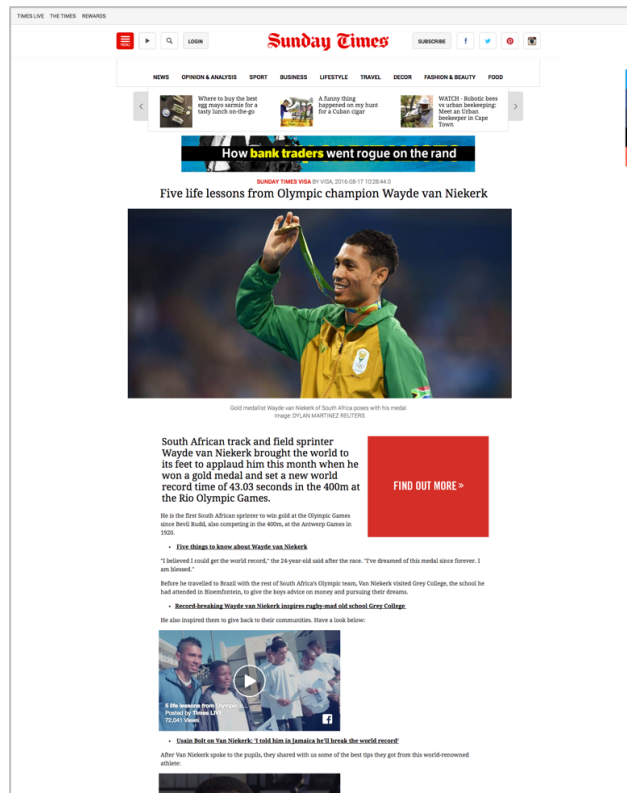
Collect the videos and explanatory copy in an article published on the Sunday Times website and updated weekly with the latest video content.

CAMPAIGN EXAMPLE: Visa on TimesLIVE/Sunday Times

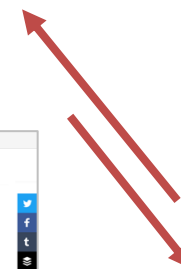
Visa filmed Olympic star Wayde van Niekerk talking to clever kids at his alma mater about motivation, credit cards and money, and made a series of cute short videos.



“Five life lessons from Olympic champion Wayde van Niekerk”



Times Media delivered more than 100,000 video views for the Visa campaign.



Video posts



AD SPACES

Native advertising

STRATEGY

Publish the series of 10 videos over 10 weeks as video articles on YouTube and TimesLIVE, followed by native video publication on Facebook later in the week, with a targeted promotional campaign on Facebook to deliver the videos to a wider audience.

All videos on YouTube, TimesLIVE and Facebook carried the 1Life logo and a 1Life call to action.

CAMPAIGN EXAMPLE: 1Life on TimesLIVE

The insurer wanted to showcase its approach of “Changing lives”. TimesLIVE produced a series of 10 high-quality video features about ordinary South Africans changing others’ lives through their jobs.



Example: video featured a doctor in the trauma unit of a Mitchells Plain hospital



Tiso Blackstar delivered more than 900,000 video views for the 1Life campaign.





THANK YOU

**tiso blackstar
group.**