

DIGITAL

NETWORK



DIGITAL SOLUTIONS

Digitals has made it easier for you to achieve marketing goals and objectives.
ARENA Holdings through its network will help you connect with audiences through;

Reach

10 000 000

monthly unique browsers in SA



Engagement

50 000 000 pageviews p/m

3 000 000 video views p/m

40 000 podcast listens p/m



Conversion

Average 0,37% CTR



**Source: Narrative November 2019*

OUR DIGITAL NETWORK

Connect with audiences consuming ARENA Holdings content on their device of choice, waiting for your brand to connect and engage, while using our digital suite of services for end-to-end solutions across:



Native



Programmatic



Premium
Display



Video

FIND YOUR AUDIENCE

Our audiences consume large volumes of content on multiple devices. ARENA Holdings has all audiences types covered. The ones below are the most active across our platforms.



Business Executive

Leaders in their respective fields, these individuals engage business-related content that is useful and informative that can be used to empower their business.

35 – 65 years old

1,400,000 monthly unique users

19,000,000 monthly page views

Publications:

BusinessLIVE **BusinessDay**

financialmail **Sowetan**

TimesLIVE **HeraldLIVE**

DispatchLIVE **Times SELECT**



Entrepreneur

Risk takers and career mavericks, this group of individuals has a strong desire to obtain knowledge that will scale their endeavors to optimum heights, garnering success and financial independence.

25 – 44 years old

716,000 monthly unique users

6,800,000 monthly page views

Publications: SebenzaLive,

Sowetan **Sowetan** **BusinessLIVE**

financialmail **BusinessDay**

Sunday Times



Progressive Woman

A group of motivated women determined to make their mark in society. They challenge the status quo, and engage a broad spectrum of content. They are equally invested in their communities and families, as they are in their careers and professions.

25 - 44 years old

434,000

9,300,000 monthly page views

Publications:

Sowetan **Sunday Times** **BusinessLIVE**

TimesLIVE **BusinessDay** **FinancialTimes**



Sports

Fuelled by their passion for sport and love for their sporting heroes, these enthusiasts actively engage in the industry. They routinely monitor scores, trades and other sport-related news, often engaging in conversations on online social environments.

18 – 44 years old

400,000 monthly unique users

2,000,000 monthly active users

Publications:

Sowetan **TimesLIVE** **HeraldLIVE**

BusinessLIVE **DispatchLIVE**

FIND YOUR AUDIENCE

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Parents / Family

A group of nurturers and providers that have a strong desire to learn, engaging a broad spectrum of lifestyle and news content to help improve themselves, and the family unit. Pet and animal lovers.
25 – 54 years old
630,000 monthly unique users
1,900,000 monthly active users
Publications:

Sowetan
SUNDAY

TimesLIVE

Sunday Times

BusinessLIVE

Herald LIVE

DispatchLIVE



Millennial's

A dynamic group of astute, confident and young adults that make up 50% of the digital-user space. Drivers for the future of the economy, they engage in social, political and economical conversations and are empowering movements of change / empowering movements to make change. 25 – 34 years old
716,811 monthly unique users
25,000,000 monthly active users
Publications

TimesLIVE

TSHISA
LIVE

Sunday Times

Sowetan
SUNDAY

Herald LIVE

Herald LIVE

DispatchLIVE

BusinessLIVE



Motor Heads

A passionate group of motoring, and motorsport enthusiasts that engage with relevant content online. Ranging from cars to bikes to boats – anything with an engine – gets them revved up.
25 – 64 years old
220,000 monthly unique users
2,400,000 monthly active users
Publications: Wanted Online,

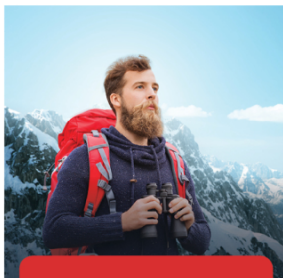
Wanted

Sowetan
SUNDAY

TimesLIVE

DispatchLIVE

BusinessLIVE



Adventure & Travel Junkies

A group of individuals with a deep sense of wanderlust, always on the look out for a new adventure. They get profound enjoyment from exploring and discovering new things and being exposed to different experiences, both locally and abroad.
25 – 65 years old
105,000 monthly unique users
300,000 monthly active users
Publications: Wanted Online,

Wanted

BusinessLIVE

TimesLIVE

NETWORK STATISTICS

Audiences in South Africa span many cultures, languages and income brackets. At ARENA Holdings, we engage them all through our content.

Household Income



Monthly Personal Income ZAR (ZA)	Unique Browsers
R 70000+	6%
R 50000-69999	4%
R 30000-49999	9%
R 20000-29999	10%
R 12000-19999	14%
R 6000-11999	14%
R 3000-5999	13%
R 1-2999	11%
No income / don't work	19%

**Source: Narrative November 2019*

NETWORK STATISTICS

Territory Breakdown



All across South Africa we have you covered




Region / Province	Unique Browsers
Gauteng	80%
Western Cape	17%
KwaZulu-Natal	15%
Eastern Cape	12%
Limpopo	7%




**Source: Narrative November 2019*

NETWORK STATISTICS



Our audiences enjoy our content across all formats and device types

	Total Pageviews	50 000 000 pageviews per month
	51% Male	49% Female
	Multimedia	3 000 000 video views per month 40,000 podcast listens per month

Device Type	Unique Browsers
	83%
	13%
	3%

**Source: Narrative November 2019*

ARENA

PUBLICATIONS

PAGEVIEWS

At ARENA Holdings, we are experts at creating content that reaches a wide audience and connects with people across South Africa in multiple formats. Place your brand on our network to reach this valuable audience.

TimesLIVE 31 577 902	Sunday Times 3 333 32	Times SELECT 880 086	TSHISA LIVE 6 051 037	TimesLIVE Motoring 434 571	BusinessLIVE 5 276 711	BusinessDay 3 948 453	financialmail 504 726
Business Times 134 605	Sowetan LIVE 18 729 334	DispatchLIVE 1 805 803	Herald LIVE 3 006 612	wanted 56 076	thehomechannel <small>(20th Channel 176)</small> 38 031	HOME OWNER <small>AND COAST HOME</small> 47 168	VRYE WEEKLID 214 231



Figures show average pageviews per month, from Narrative Sept–Nov 2019

THE CONTENT CATEGORIES MOST CONSUMED BY ARENA AUDIENCES



Interest	Unique Browsers	
Sports	6 300 036	13%
Events and Attractions	5 688 756	12%
News and Politics	4 857 466	10%
Family and Relationships	3 888 554	8%
Music and Audio	3 585 113	7%
Automotive	2 689 276	6%
Business and Finance	2 690 001	6%
Personal Finance	3 039 009	6%
Television	2 965 369	6%
Style & Fashion	2 358 180	5%
Travel	2 565 852	5%
Education	2 065 830	4%
Shopping	1 894 467	4%
Medical Health	1 758 726	4%
Technology & Computing	1 768 864	4%

THANK YOU

