



**VRYE**  
WEEKBLAD

# INTRODUCTION & OVERVIEW

*In partnership with*  
**ARENA**  
HOLDINGS

## JZ EN DIE RÉGTE ROUGE ROGUES



NUUS & POLITIEK

### Zuma was ons Putin, ons Mugabe, ons Mobutu

Die onthullings voor die Zondo-kommissie wys die strafsake teen die hoofakteurs moet nou begin, skryf Max du Preez.



Max du Preez  
10 min om te lees



LEWENSTYL & KOS

### Gee ons in die kwarantyn nog wyn

Lees die eerste aflewering van #Wynskool, 'n nuwe reeks vir mense wat wil saampraat wanneer hulle saamkuier.

16 min om te lees



LEWENSTYL & KOS

### Klaar met vleis | 5 resepte vir planteters

Au dié jou voorneme is om dié jaar meer plante te eet, en vleis dalk heeltemal uit te wyl, is hier aansporing.  
6 min om te lees

## About Vrye Weekblad

**Vrye Weekblad** is a progressive digital publication with its roots in a groundbreaking print weekly that challenged the South African political order in the late 80s and early 90s, and provided a platform for the cultural disruption of that period. It re-emerged in April 2019 as an online weekly under the editorship of Max du Preez and Anneliese Burgess, in partnership with Arena Holdings.

A new digital edition is published **every Friday** at **[www.vryeweekblad.com](http://www.vryeweekblad.com)** and on our app, and newsletters are e-mailed to subscribers and registered users daily.

STEL DIE PERKE

## Sosiale media, die nuttige monster

MAX DU PREEZ weeg die plusse en minusse van sosiale media op en maak voorstelle oor hoe ons dit beter moet hanteer sodat dit nie ons demokrasie en rasionele bestaan ondermyn nie.

22 JANUARIE 2021  
MENINGS &  
DEBAT  
9 MIN OM TE LEES



Max du Preez  
Mede-redakteur

DEEL



ANGELA TUCK

SOSIALE media is 'n bietjie soos alkohol. As jy dit reg en verstandig gebruik, kan dit jou lewensgehalte verbeter. As jy roekeloos omgaan of 'n verslawende persoonlikheid het, kan dit jou

### Verwante Artikels

Op soek na 'n DA wat nie DA is nie  
Max du Preez  
12 min om te lees

Trump über alles, sê 'n klomp in SA ook  
Max du Preez  
12 min om te lees

Ace se trein tref die ANC  
Max du Preez  
6 min om te lees

'Ons drink almal selfde fontein se water'  
Max du Preez  
11 min om te lees



LEWENSTYL & KOS

### DOPBEDONNERD: Die droëbek-uitgawe

Welkom by 'n zero-alkohol-uitgawe van #Dopbedonnerd. 56 kom ons deur die droogte.



Annelize Visser  
17 min om te lees



MENSE & KULTUUR

### Die soengroet is dood, hoera

Covid-19 het voorligging die soengroet laat sneuël. Die drukke is ook gekanselleer, skreef Annelize Visser.



Annelize Visser  
5 min om te lees



## Editorial strategy

**Vrye Weekblad** offers its readers thoughtful political and news analysis, science-based coverage of public health issues and the environment, astute economic insights, outstanding profiles, and highly original features and essays that range from history to examining all aspects of modern living.

We break the silence around taboo topics in fields such as ageing and sexual health, and break down the issues that impact our readers' lives. We also offer specialist coverage of books, music, food, fashion and other lifestyle categories, and welcome new voices and fearless opinions.

## M is vir menopouse

Dit is net die vroulike geslag van homo sapiens en sekere walvisse wat ophou menstrueer en dan nog jare leef, skryf ADRI KOTZÉ. En net soos die walvisse praat ons nie oor dié tydperk in 'n vrou se lewe nie. En dit beteken bangmaakstories en swak wetenskap beperk ons keuses.

11 SEPTEMBER  
2020  
GESONDHEID &  
OMGEWING  
19 MIN OM TE  
LEES



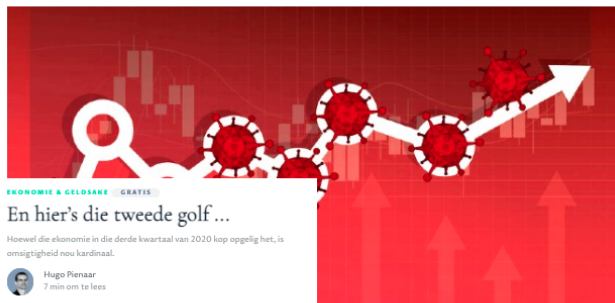
Adri Kotzé  
Joernalis

DEEL



123RF/LOULIA BOLCHAKOVA

TOT taamliek onlangs  
agter die hand. 'n Bie



### En hier's die tweede golf ...

Hoewel die ekonomie in die derde kwartaal van 2020 kop opgelig het, is onsekerheid nou kardinaal.



Hugo Pienaar  
7 min om te lees

## Editorial team

Max du Preez – founder and editor

Anneliese Burgess – co-editor

Annelize Visser – lifestyle editor

Hanlie Gouws – production editor

## Regular contributors

Piet Croucamp

Elsabé Britz

Adri Kotzé

Anastasia de Vries

Deborah Steinmair

Willem Kempen

Heindrich Wyngaard

Marita van der Vyver

Erika Gibson

Arrie Rossouw

Ismail Lagardien

Hugo Pienaar

Michèle Meyer



## On your phone

The **Vrye Weekblad app** is available for iOS, Android and Huawei devices. It updates automatically with the latest edition every Friday and offers convenient offline reading as well as archive access to all past editions.

# NOTISIES UIT DIE REDAKSIE



BULLETINS GRATIS

## Die natuur haat stofsuiers

Nuusbulletin: 28 Januarie 2021



Willem Kempfen  
5 min om te lees

BULLETINS GRATIS

## Dagdrome uit die ou wêreld

Anneliese Burgess  
3 min om te lees



BULLETINS GRATIS

## As die verbeelding misluk

Nuusbulletin: 27 Januarie 2021



Annelize Visser  
3 min om te lees

BULLETINS GRATIS

## Dis tyd vir post-bevryding-denke, kamerade

Max du Preez  
10 min om te lees



BULLETINS GRATIS

## Saterdag se stories | Ses binne 60 minute

Anneliese Burgess  
3 min om te lees



## In your inbox

**Vrye Weekblad email newsletters** are sent daily to subscribers and registered readers, and achieve record-setting open rates of more than 35%.

Subscribers and registered readers can opt in to receive daily newsletters with additional features and analysis, or the weekly newsletter on Fridays that showcases highlights from the latest edition.

## THE NUMBERS SO FAR

**April 5 2019**  
First digital edition



**June 7 2019**  
Launch of paywall

**R25 per edition**  
**(R20 for pensioners)**  
*Selected articles free*

## JAN–DEC 2020

**66,640 unique browsers in SA** on average per month,  
and an overall total of **607,443 unique browsers** in 2020.

Email  
newsletters

Daily (Mon–Thurs): **10,863 active contacts**  
Promotions: **7,527 active contacts**  
Weekly (Fri): **16,856 active contacts**

Social  
media

Facebook: **25,744**  
Twitter: **3,211**  
Instagram: **801**

*Source: Narratiive, Everlytic by end January 2021*



## DEMOGRAPHIC HIGHLIGHTS (PAST MONTH)

### GENDER

41.8% male  
58.1% female

### AGE

49.8% aged 35–59  
32.4% aged 60+

### LOCATION

38.3% Gauteng  
37.5% Western Cape

### LANGUAGE

65.1% Afrikaans  
30.2% English  
1.3% Zulu

### PERSONAL INCOME

46.3% of our readers  
earn more than  
R30,000 per month

### WORK

47.2% of our readers work full-time  
46.3% work in middle and senior management  
21.2% are self-employed

### EDUCATION

64.9% of our readers  
have at least one  
university degree

*Source: Narrative, Google Analytics – January 2021*





## OPPORTUNITIES

There are many ways for your brand to get involved in Vrye Weekblad. Please refer to the enclosed document for opportunities to partner with our brand, or contact **[annelizevisser@vryeweekblad.com](mailto:annelizevisser@vryeweekblad.com)**.

### Display ads

Always available

### Website sponsorship

Ideal for one brand

### Email sponsorship

Loyal audience

### Native content

Targeted audience  
for text  
articles or  
multimedia  
(video & audio)

### Events

Webinars

### Subscriptions

Sponsorship

### Podcasts

Sponsorship



## NUUTSTE UITGAWE



UITGAWE

### Vrydag 16 Julie 2021

Klik op 'LEES UITGAWE' om alle artikels in die nuutste uitgawe te sien of vind hoogtepunte hier onder

29 artikels



MENINGS & DEBAT

### Ons wag op die kaptein

Max du Preez  
8 min om te lees

WETenskap & TEGnologie GRATIS

### Ivermektien: Kwakke én supersterre is dissipels

Adri Kotzé  
13 min om te lees

MENINGS & DEBAT

### Die logika van die chaos

Piet Croucamp  
9 min om te lees



MENINGS & DEBAT

### Waarheen is SA rugby op pad?

Professionele rugby gaan die groot wedywering tussen Suid-Afrika en Nieu-Seeland opbreek.



Peter Bruce  
1 min om te lees

# VRYE WEEKBLAD

## EXCLUSIVE 1 WEEK SPONSORSHIP PACKAGE

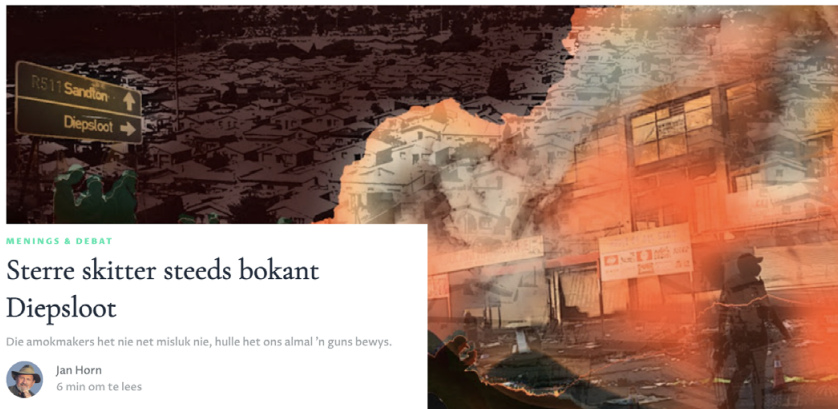
### VRYE WEEKBLAD WEBSITE & NEWSLETTERS

*Vrye Weekblad* is a progressive digital publication with its roots in a ground breaking print weekly that challenged the South African political order in the late 80s and early 90s, and provided a platform for the cultural disruption of that period. It re-emerged in April 2019 as an online weekly under the editorship of Max du Preez and Anneliese Burgess, in partnership with Arena Holdings.

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*Vrye Weekblad* offers brands and businesses a channel to a highly engaged audience of older, affluent and highly educated Afrikaans speakers, including business leaders, academics and professionals, as well as students and proud young Afrikaners. Our subscribers embrace opportunities to engage in vigorous debate and share their views on our platform in preference to the mass media outlets available elsewhere in Afrikaans.

Below is an outline of opportunities currently available to advertisers and sponsors. Please refer to the enclosed presentation for more information about our editorial team and our content strategy as well as audience growth and engagement.



### PREMIUM PACKAGE for 1 Week

Homepage banner (exclusive)

*Ad unit 1000 x 90 pixels*

Article banner (on all current and past articles, exclusive)

*Ad unit 1000 x 90 pixels*

Newsletter banner (5 newsletters per week: Mon-Thurs daily mailer + Friday weekly mailer)

*Ad unit: 300 x 250 pixels*

**R25,000.00** excluding vat

### Optional extra or standalone

Sponsored article with social media & newsletter amplication

*Supplied by client or written to client brief by editorial writer and featured in the weekly edition*

**R25,000**

For more information or to discuss custom solutions for your brand, please contact Neil Bales