

WHAT IS kickoff.com?

- A breaking news soccer website focusing on the South African market
- A brand extension of the highly regarded Kick Off magazine

CONTENT

- Comprehensive soccer website
- Breaking news from all Premier Soccer events, including all League
- Player Profiles
- SoccerBabes
- Comprehensive keyword search
- TV schedules, fixtures and results
- Mobile services such as results and cell phone wallpaper downloads
- Discussion forum

TRAFFIC & REACH

- Average of 82 000 Unique Users per month
- Average of 1,7 million page impressions per month, often making www.kickoff.com the biggest soccer site in the country
- As a member of the Online Publishers Association we make use of Nielsen NetRatings for website and traffic statistics, which is standardised and industry accepted.

USER DEMOGRAPHICS

- 90% Male
- 95% Black readers
- 92% speak an African language as mother tongue
- 66% aged 16-35
- 50% earn R5000-R14 000 per month

The screenshot shows the KickOff.com website interface. At the top, there's a navigation bar with 'KICKOFF.COM' and a soccer ball logo. Below that, there are sections for 'MATCH CENTRE' with a table of Premier League results, 'TOP STORIES' with headlines like 'SMITH GETS ONE-YEAR DEAL' and 'Everton boss wants shut-down', and 'IN THE MAGAZINE' featuring 'AFRICA CUP OF NATIONS FANTASY LEAGUE'. There are also sections for 'LATEST NEWS', 'PHOTO GALLERIES', and a 'LIVE News' section at the bottom.

ADVERTISING OPPORTUNITIES

FULL SPONSORSHIP OF A SECTION OF THE SITE R45 000 (excl Vat) per month
 Homepage exposure, fully branded section, website advertorial & optional offering of an online competition or survey

CPM Rates

Leaderboard (728x90)	R300 (excl Vat)
Medium Rectangle (300x250)	R280 (excl Vat)
Skyscraper (120x600)	R250 (excl Vat)
Banner (468x60)	R200 (excl Vat)
Double Banner (468x120)	R220 (excl Vat)
Promo Box (120x120)	R180 (excl Vat)
Island Ad (220x220)	R250 (excl Vat)
Mini Skyscraper (120x240)	R220 (excl Vat)

touchline online



CONTACT

Luke Peters
 Online Commercial
 Manager

Tel: (011) 384 1417
 Fax: 086 637 5974
 E-mail: lpeters@touchline.co.za

touchline
 media

5th floor, ABSA centre
 Corner Adderley & Riebeck streets
 Cape Town