

2010 ONLINE RATE CARD

KICKOFF

.com





WHAT IS *kickoff.com* ?

- A breaking news soccer website focusing on the South African market who puts fact before fiction.
- A brand extension on the highly-regarded KICK OFF magazine.

CONTENT

- Comprehensive soccer website.
- Breaking news from all premier soccer events, including Italian, Dutch, English, German and Spanish leagues.
- Discussion forums, opinion polls, videos, quizzes, downloads and features.
- All the updated fixtures, results, tables and scorers' lists.
- Live scoring and commentary during all PSL games.

TEAM KICK OFF

- Community-driven social networking site.
- 3 500 members ... and growing!
- Forums, blogs, videos, photos, news, groups and events.

2010 WORLD CUP SITE

- Dedicated micro-site for 2010 Fifa World Cup
- Profiles of all 32 teams
- Profiles of all the players
- Updated fixtures, results, tables and scorers' lists.
- Galleries, videos, competitions, downloads
- Live scoring and commentary for every single match

USER DEMOGRAPHICS

- 90% Male
- 95% Black readers
- 92% Speak African languages as mother tongue
- 66% Aged 16-35
- 50% Earn R5 000 – R14 000 per month

TRAFFIC AND REACH

- Average of 300 000 unique users per month
- Average of 4.2-million page impressions per month, 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.



ADVERTISING OPPORTUNITIES

FULL SPONSORSHIP OF A SECTION OF THE SITE

R50 400 (excl VAT) per month

- Homepage exposure, fully branded section, website advertorial and optional offering of an online competition or survey.

NEWSLETTER INSERTS

R25 000 (excl VAT) per month

- Banner or content box comprising image and 75 words of text.

MOBILE OPPORTUNITIES

- 60 000+ Unique Users every month, generating almost 700 000 Page Impressions.
- Breaking news, live scoring, stats, videos, competitions and polls.
- Sponsorship of banner slots available at R15 000 (CPM – R220).



CPM RATES

Leaderboard	728 x 90 pixels	R350 (excl VAT)
Skyscraper	160 x 600 pixels	R280 (excl VAT)
Double banner	468 x 120 pixels	R280 (excl VAT)
Island ad	300 x 250 pixels	R300 (excl VAT)

CONTACT

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