

JOZILIFE

We've nicknamed our city Joburg, iGoli and even Gangster's Paradise, but to most of us she's affectionately known as Jozi, so what better name to describe our lifestyle and entertainment guide than **JOZI LIFE** – it's a 'taste' of Joburg life.

Our target audience is LSM 8–10 in the 35+ age group; from diverse backgrounds; young professionals, business executives & entrepreneurs who enjoy entertaining and being entertained, are well travelled, and like being 'in the know'.

What is **JOZI LIFE** going to bring you every day? Firstly, we want to be extraordinary - a continual source of exciting news on what's happening in and around our city. We will explore the people, their passions & places of interest; fashion, food & film, music, art & theatre, books, décor & travel.

Further, we want to be an inviting platform to both readers & advertisers alike who will see our website as their first stop, their entrée, to all things Jozi. **JOZI LIFE** will also be expanding to include neighbouring locations, such as Midrand, Centurion & Pretoria.

Advertising rates (monthly fee):

Format	*Cost	Size
Leaderboard banner (Landscape)	R 7 500.00	940 x 90 pixels
Half page (portrait)	R 5 000.00	245 x 600 pixels
Quarter page (portrait)	R 3 500.00	245 x 250 pixels
Ownership of bottom animated products banner	R 7 500.00	
Flash ads:	+10% on desired size	
Video ads:	+20% on desired size	
Facebook page:	+25% to any advertising rate to have your ad uploaded to our Facebook Timeline.	

* 6/12 month contract rates are discounted and include free monthly editorials

* 3 month contracts include free monthly editorials

* First time advertisers receive one month free advertising when signing a 3 month contract

For further inquiries, please don't hesitate to make contact.

Mark Wade

Publisher

editor@jozilife.co.za

082 787 9251