

PLATFORM

MUSIC AND
SUBCULTURE

pltfm.co.za

RATE CARD

Who We Are

Platform Magazine is a credible, localised space for high quality, insightful and engaged critique and coverage of new and deep-rooted musical subcultures of Southern Africa.

We are a geographically and subculturally diverse network of storytellers sharing authentic, deep insights into the subcultures and scenes of the Southern African region.

Our Audience

Website:

Uniques: 3614+/month

Pageviews: 6340+/month

Socials:

Facebook: 6826+ likes

Twitter: 1173+ followers

Instagram: 763+ followers

Newsletter: 170+ subscribers

83%
18-34
year-olds

64%
mobile
32%
desktop

On pltfm.co.za

Access Our Audience

Sponsored Posts

Placement: R800

Creation: From R2/word

(excl. social media/newsletter placements)

Display Ads

Sidebar (250 x 250): R1000 (2 weeks)

Leader board (728 x 90): R1500 (2 weeks)

(site-wide. 2 week lead time - neg.)

For your channels

Content Creation & Management

Development + Planning:

from R300/hour (Contact for a quote)

Branded Channels:

Journalistic: from R2/word

Copy writing: from R1/word

Multimedia: Contact for a quote

Third Party Channels:

Journalistic: from R3/word

Copy writing: from R1.5/word

Multimedia: Contact for a quote

Online Content Syndication:

from R1500/story (Contact for a quote)

Packages

(custom packages available)

Platinum

R4000/post

Single sponsored post

Display ad (leaderboard)

2 x social shares each on

Facebook, Twitter and Instagram

Inclusion in new fortnightly newsletter

GOLD

R2900/post

Single sponsored post

2 x social shares each on

Facebook, Twitter and Instagram

Inclusion in new fortnightly newsletter

SILVER

R2300/post

Single post

1 x social share each on

Facebook, Twitter and Instagram

Inclusion in new fortnightly newsletter

BRONZE

R2000/post

Single post

1 x social share each on

Facebook, Twitter and Instagram

*Social-boosting and tailored multi-article
package deals also available.*

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Rates are negotiable &
correct at Oct 2017 & subject to change.
Current clients include: M&G, Superbalist, Red Bull