

So what is www.svg.co.za

www.svg.co.za is a lifestyle and expression platform for the teenage girl that is anything but ordinary. It's free-thinking, empowering and positive. www.svg.co.za targets the 14 to 19-year-old girl by delivering aspirational content in a unique and authentic way.

Content

We heart Blokes. This will have a regular feature and Quiz about boys. Along with things like: Eye Candy of the week, tips about dating, what to wear on your first date and so forth. These stories constantly change as so do boys :)

Fashion. Gotta get it (must have items in your wardrobe, cool accessories or products), fashion tips, (little secrets every girl needs to know), celebrity rate or slate (rate or slate celebs - are they cool, sell outs, irritating, inspirational? etc.). Wardrobe Crimes (Roy is our "policeman" - he's on our site and a male barbie). It's his job to sentence those celebs who stepped out of the house looking like that! Any other cool things that pop up that we think that girls just need to know will also go up during the week.

Health and Beauty. Didn't get the memo? (How to do a specific hairstyle, find out how to use self tan without looking orange, beauty tips and advice about beauty that you weren't quite sure how to do (celebs with their crazy beauty rituals!). Any other awesome products, beauty tips and wise words from our fashion guru fall under this category.

Insider Issues. 13 things (the topic will change regularly), changes from 13 things you've got to try at least once to 13 things they didn't teach you at school.

There's a monthly Quiz. This is basically a little spot all about life, issues and getting real.

Groupies. The latest in films. Weekly gig guide. Band profiles. Cool songs to get on your ipod. Gaming. Festival Fun. Weather man.

Final Say. Is a spot for girls to say what they want to and they can submit their own poems.

Extras. Monthly competitions. Picture gallery.

Chat Forum. This is a space where Saltwater GIRLS get to interact with each other. They can discuss everything from life and school, to sharing their advice about boys and fashion tips.

Traffic & Reach*

- Average of 2732 Unique Users per month
- Average of 18 463 Page Impressions

**As a member of the Online Publishers Association we make use of Nielsen NetRatings for website and traffic statistics, which is standardized & industry accepted*

User Demographics

- Age 14-19
- 99% female
- Higher LSM



CONTACT

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Advertising Opportunities

CPM Rates*

TYPE	SIZE	COST
Leader Board	552x60	R 200
Promo Box	120x160	R 150

* Please note that the above quoted prices exclude VAT and agency commission

SWG Sponsorship Packages:

Full Sponsorship

Package Homepage exposure, fully branded section, website advertorial & optional offering of an online competition. Rate: R 4 725

Section Sponsorship Package

Homepage exposure, fully branded section, optional offering of an online competition. Rate: R 3 000

Competitions

Homepage Exposure & Further Branding in the win section (includes online entry mechanism and database generation). Rate: R3 000

Newsletter Inserts

Banner or content box comprising image and 75 words of text. Rate: R1 200 per month.



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