the village

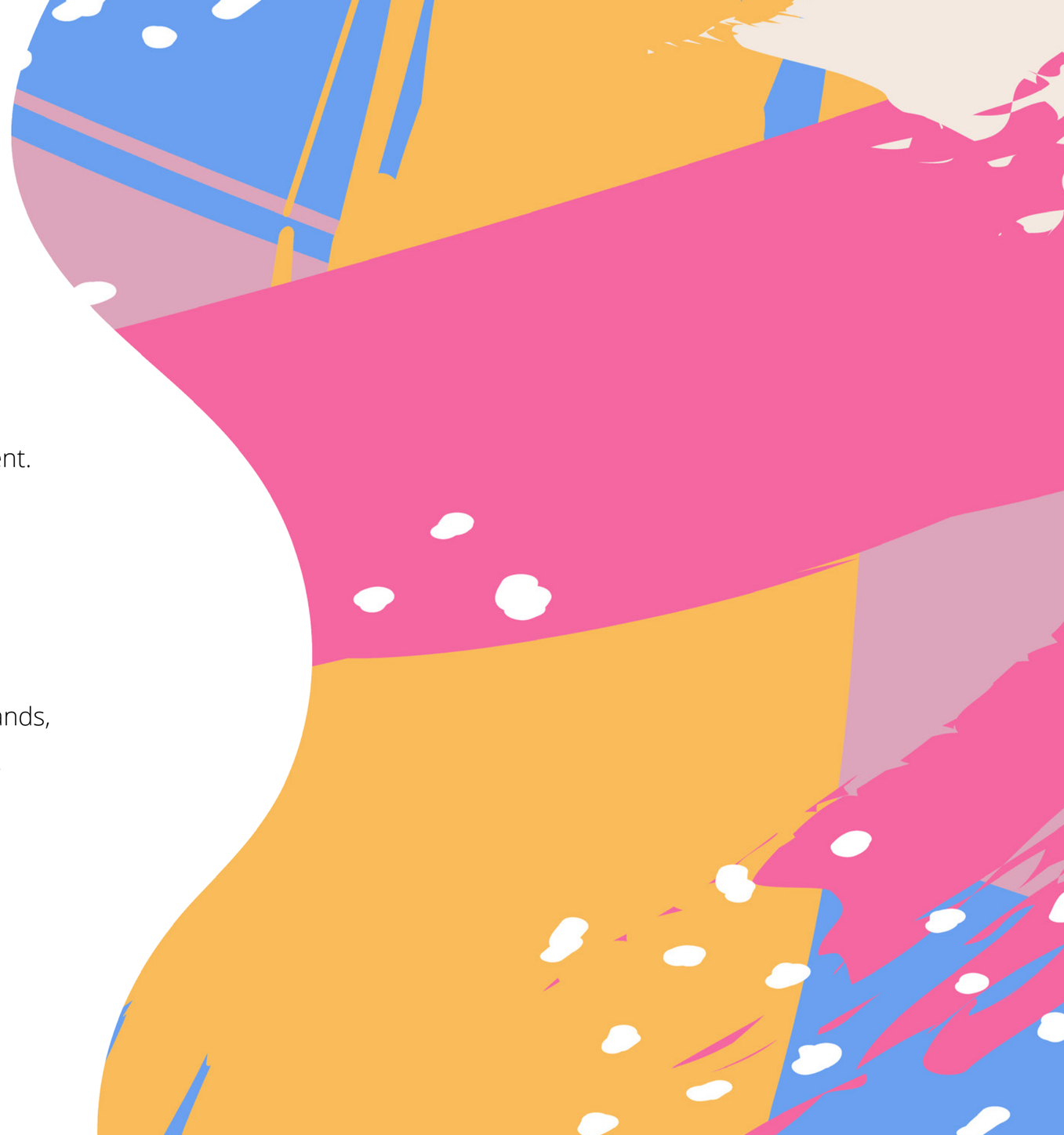
ONLINE COMMUNITY

They say it takes a village ...

... and when it comes to raising teenagers, there was never a truer statement.

The Village offers a UNIQUELY safe, harmonious space in social media. This modern media form speaks directly to the highly engaged 46 200 South African parents of tweens, teens and young adults.

The content is relatable, and expertly curated by multi-award-winning, highly regarded editor and ex-content director of women's and lifestyle brands, Vanessa Raphaely, so that it remains a trusted and respected environment where members demonstrate deep respect for the content shared.



Got a problem? Ask the village!

The audience is targeted, with only around 700 members accepted for every 1000 applications.
This community of economically active parents generate 200 000+ reactions every 28 days.
There are 2000+ approved posts by members every 28 days.

The Village has become a direct line of communication to the decision-makers of families.
The recommendations and reviews of services, products and brands are genuinely trusted,
with high voltage chatter and sharing around such content.

Let’s partner up ...

The Village, and its brand extensions, such as FOMO, the digi mag extension, offers a flexible, nimble response and customised advertising and sponsorship opportunities, engagements and endorsements, as well as traditional advertising opportunities.

With carefully monitored guidelines in place, villagers are held and fully supported through the years of hormones and harrowing teen antics.

The Village offers its partners key insight into a highly desirable market, enabling authentic connection with this community, unlike any other media platform.



Our Statistics

Take a look at our thriving social connections...



5 050

Followers on Instagram



46 200

Members (**36 000** Active At Any Time)

43 000

Comments / 28 Days

2 000

Posts / 28 Days

136 000

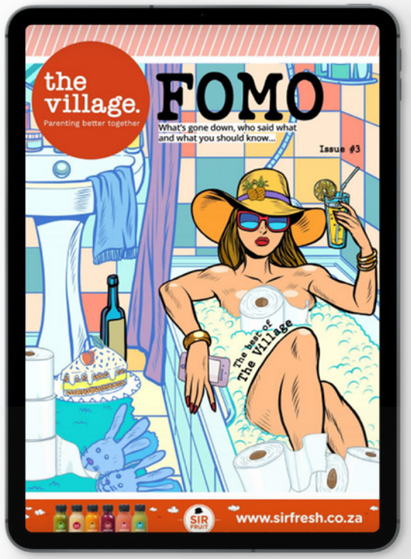
Reactions

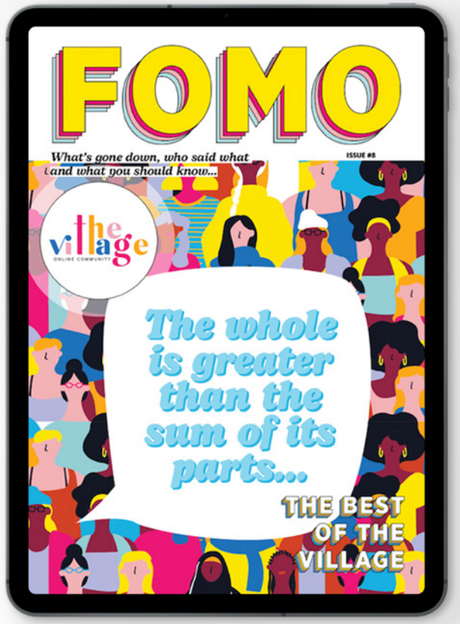


26 500

Subscribers on Mailchimp

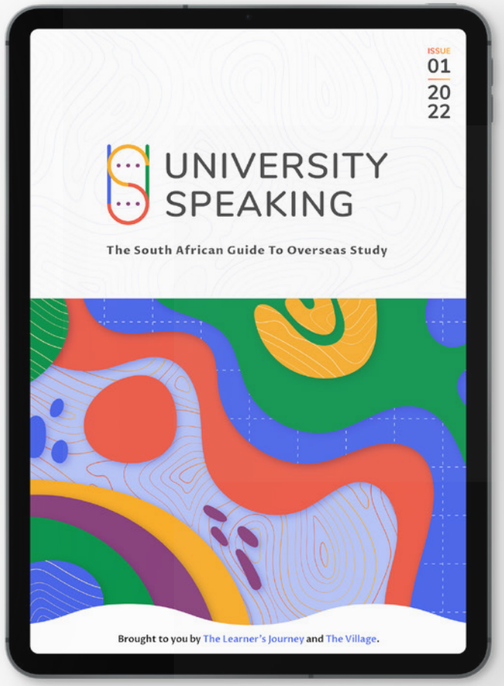
Our Publications







Written and produced in-house, take a look at some of our curated magazines online!



We also publish externally ...





We've partnered with ...

Instant Pot

CORICRAFT

1st for women

EDUCATION IN IRELAND
WORLD-CLASS STANDARDS
WARMEST OF WELCOMES

SACAP
The South African College of Applied Psychology

LE CREUSET

VALENTURE INSTITUTE

ENVIRON

OLDMUTUAL

UCT ONLINE HIGH SCHOOL

NOMU

Written about us ...

South Africa's Happiest Facebook Parenting Group

NEWS 24

Raising teens in the Modern Village

NEWS 24

The Village Everyone Wants to Join

SA PEOPLE

Yes, your little Angel Would do That

TIMES LIVE

Our Rates

Sponsorship of The Village Package 1

Banner (changes every day for a week)	**R10k**
Pinned Post	**R4k**
Pack of 2 flyers	**R1.5k**
Post in FOMO	**R3.5k**

Sponsorship of The Village Package 2

Banner (static for a week)	**R8.5k**
Pinned post	**R4k**
Pack of 2 flyers	**R1.5k**
Post in FOMO	**R3.5k**

Competition Package

1 “Win” post	**R6.5k**
2 support posts	
1 announcement of winner post	

Endorsements

Image of Vanessa with your product and personal write up	**R10k**

Flyers, Partner Posts & Pinned Posts

Flyer

ATL Post added by Vanessa, 2 lines of copy including urls / dates / call to action	**R1k**
Pack of 2 flyers	**R1.5k**

Partner Post

ATL image with more than 2 lines of copy attached	**R3.5k**

Pinned Post

ATL image supplied with more than 2 lines of copy, pinned to top of page, nursing seen by anyone opening Village page	**R4k**

Survey The Village

Get your teams the data they need to make informed decisions	**R15k**

FOMO

Single page Ad	**R4k**
Double page spread	**R5k**
Sponsorship of FOMO cover	**R4.5k**
WIN in Fomo	**R3.5k**

Customized Single Message Client Mailer

Only available on discretion and for wins (Average open rate of 45%)	**R7.5k**

Instagram

Vanessa to wear item or be photographed with item	**R5k**
WIN Post / boosted	**R5k**
Instagram Video	**R3K**
Instagram Video / Boosted	**4K**
Post	**R2.5k**

Q and A (Includes 2 announcement posts)

Write-in, hosted by The Village	**R15k**
FOMO add on option: Q and A edited and run in FOMO as a page of editorial content	**R3.5k**

Membership Analytics

The Village houses highly engaged members, with top contributors posting or commenting up to 270 times in a 28-day cycle.

46 000+ Total Community Members

36 000+ Active Community Members

Gender

91% Female

9% Male

Age Range	Women	Percentage Women
18-24	267	0.6%
25-34	2180	5.1%
35-44	1046	25.6%
45-54	18551	43%
55-64	5514	12.8%
65+	1675	3.9%

Age Range	Men	Percentage Men
18-24	44	0.1%
25-34	242	0.6%
35-44	827	1.9%
45-54	1786	4.1%
55-64	732	1.7%
65+	169	0.4%

The Village Footprint

Top towns and cities	Members
Cape Town, South Africa	24,573
Johannesburg, South Africa	2,071
Sandton, South Africa	1,894
Durban, South Africa	1,052
Randburg, South Africa	970
Port Elizabeth, South Africa	654
Roodepoort, South Africa	629
Pretoria, South Africa	592
Stellenbosch, South Africa	414
Centurion, South Africa	374

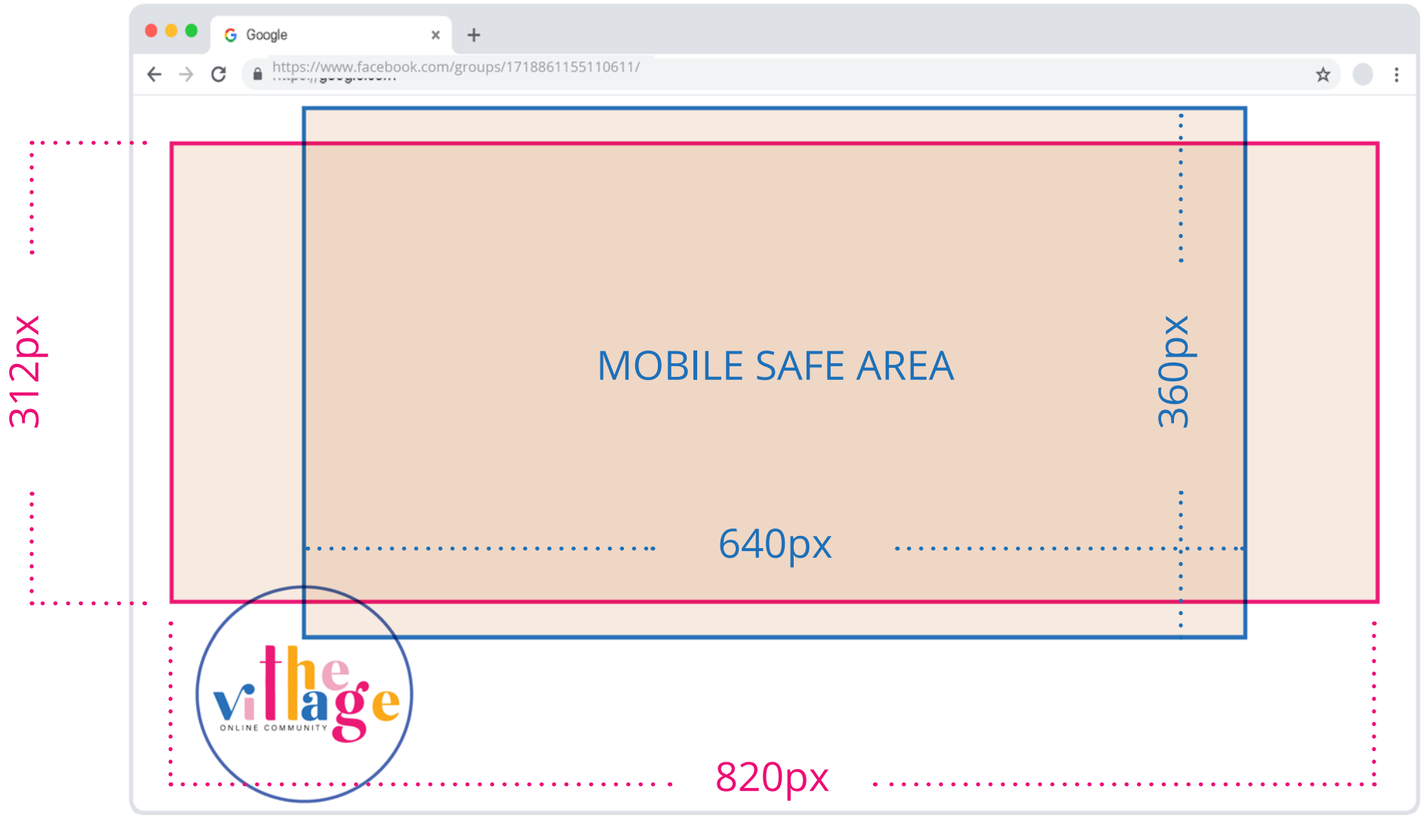
Top countries	Members
South Africa	40, 467
United Kingdom	1,717
Australia	717
United States	588
New Zealand	319

The Village has a strong national footprint, with a growing, global presence.

Advertising Specs: Facebook

DESKTOP
MOBILE

Banners



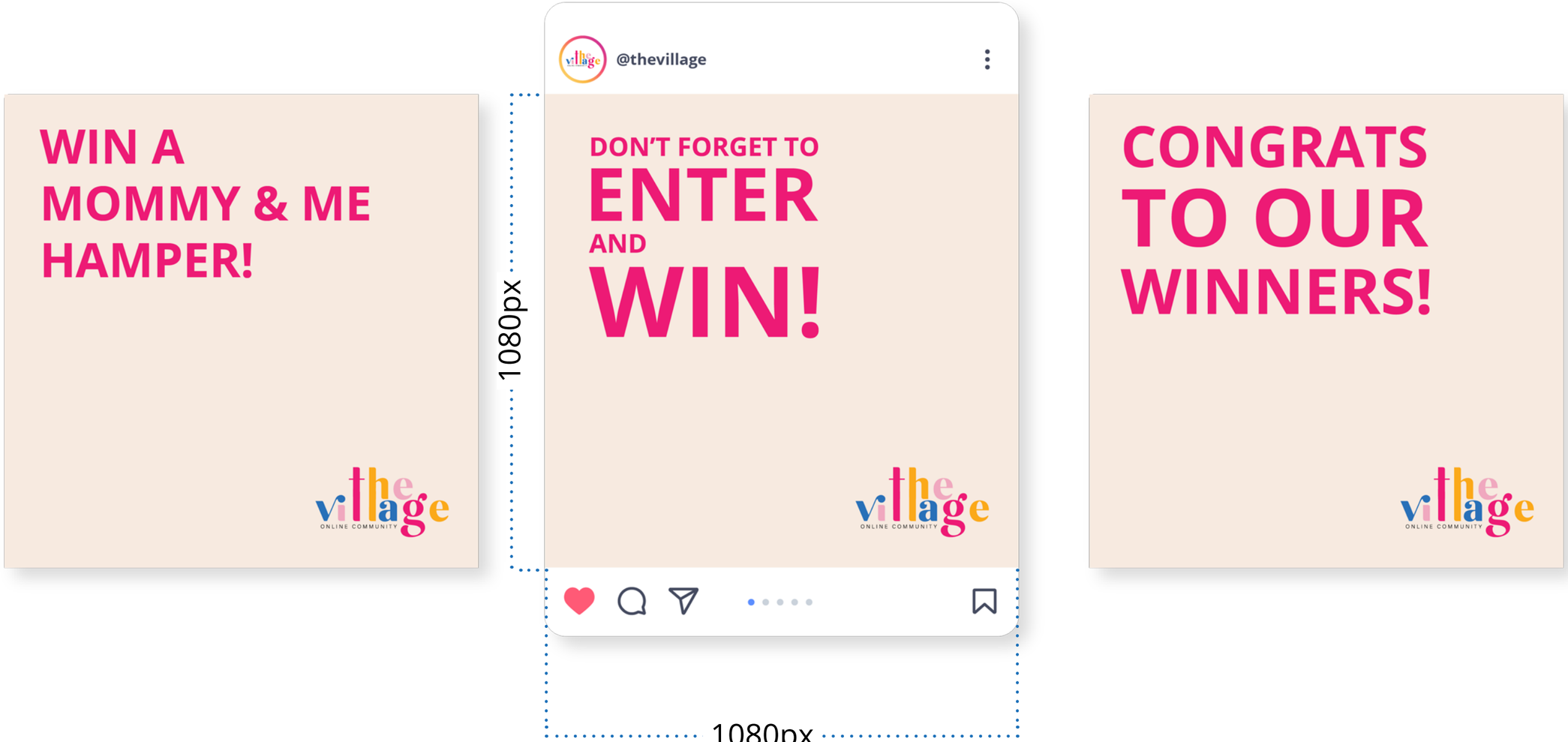
For banners, suplied artwork must be **820px** by **360px**. Ensure essential elements such as logos and copy are within the mobile and desktop safe area (overlap) above.

Posts



horizontal images: 1,200 x 630 pixels
vertical images: 1,080 x 1,350 pixels

Advertising Specs: Instagram

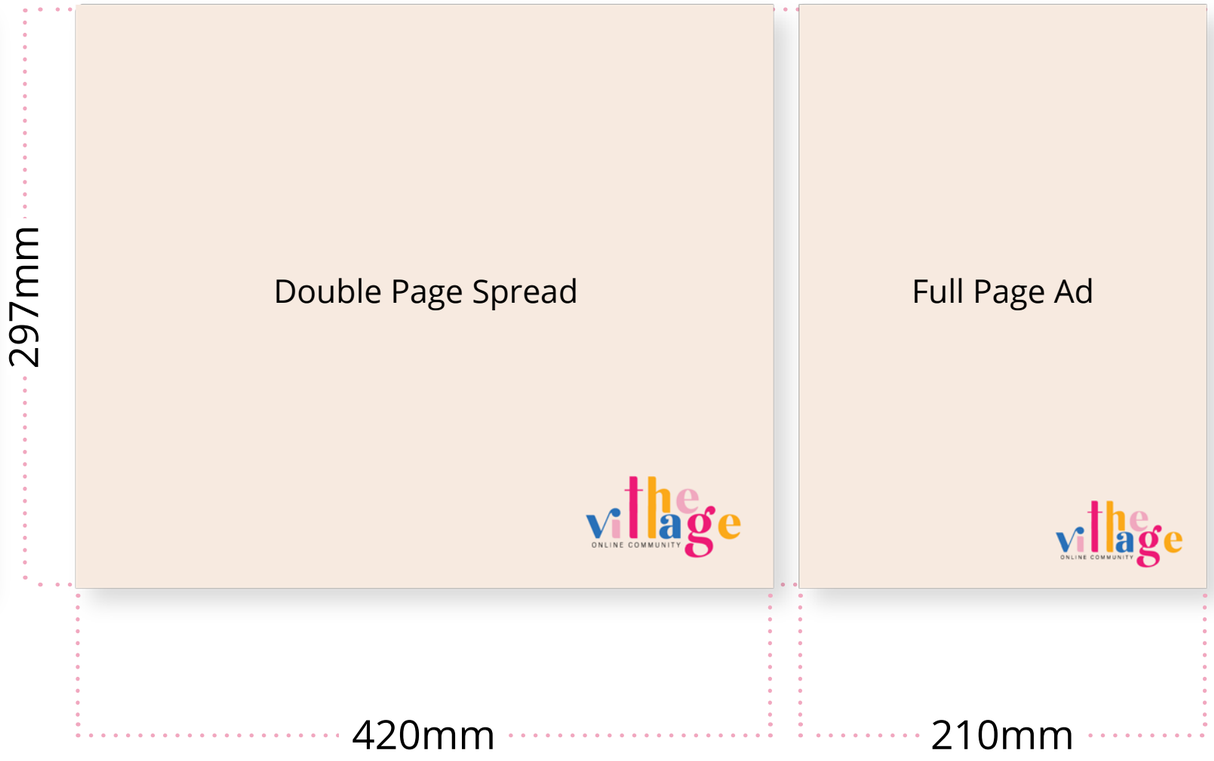


Advertising Specs

Email Specs



Fomo Specs



Flyer Specs



FPFC FOMO measurements as: **210mm** X **297mm** (**595px** X **842 pixels**)

DPS FOMO: **420mm** X **297mm** (**1190px** X **842 pixels**)

Become A Partner Of The Village

Email Vanessa to discuss customized proposals, webinars and events.
Want to talk directly about your brand, only, to our audience of **50 000** plus South African families?
Speak to us about our customized digizines or mailers to our highly engaged audience of **22 000** plus.

Please Contact Kirsty Peters (The Village Sales & Partnership Manager)

kirstypeterssales@gmail.com

Vanessa Raphaely | Media Consultant

083 259 1781 varaphaely@gmail.com @thevillage

