

## WHAT IS kickoff.com?

- A breaking news soccer website focusing on the South African market
- A brand extension of the highly regarded Kick Off magazine

## CONTENT

- Comprehensive soccer website
- Breaking news from all Premier Soccer events, including all League
- Player Profiles
- SoccerBabes
- Comprehensive keyword search
- TV schedules, fixtures and results
- Mobile services such as results and cell phone wallpaper downloads
- Discussion forum

## TRAFFIC & REACH

- Average of 82 000 Unique Users per month
- Average of 1,7 million page impressions per month, often 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.

## USER DEMOGRAPHICS

- 90% Male
- 95% Black readers
- 92% speak an African language as mother tongue
- 66% aged 16-35
- 50% earn R5000-R14 000 per month

The screenshot shows the Kickoff.com website interface. At the top, there's a navigation bar with 'KICKOFF.COM' and a soccer ball logo. Below that, there are sections for 'MATCH CENTRE' with results for the Premier League, 'IN THE MAGAZINE' featuring 'AFRICA CUP OF NATIONS FANTASY LEAGUE', and a 'LIVE News' section. The page is filled with various news articles, player profiles, and sports-related content.

## ADVERTISING OPPORTUNITIES

**FULL SPONSORSHIP OF A SECTION OF THE SITE R45 000 (excl Vat) per month**  
 Homepage exposure, fully branded section, website advertorial & optional offering of an online competition or survey

### CPM Rates

Leaderboard (728x90)	R300 (excl Vat)
Medium Rectangle (300x250)	R280 (excl Vat)
Skyscraper (120x600)	R250 (excl Vat)
Banner (468x60)	R200 (excl Vat)
Double Banner (468x120)	R220 (excl Vat)
Promo Box (120x120)	R180 (excl Vat)
Island Ad (220x220)	R250 (excl Vat)
Mini Skyscraper (120x240)	R220 (excl Vat)

touchline online



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