

PROPERTY PROFESSIONAL

THE VOICE OF ESTATE AGENTS

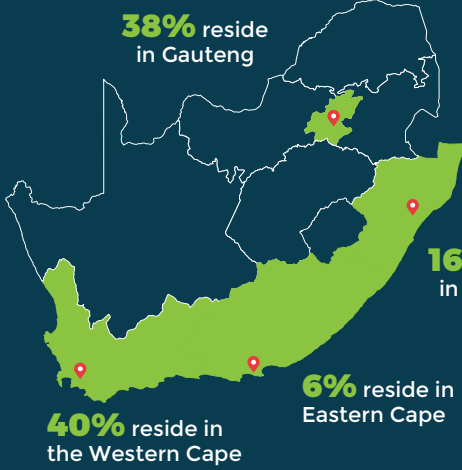
37 167
FANS

Our Fans are
52%
Women



48%
Men

38% reside in Gauteng



16% reside in KwaZulu Natal

6% reside in Eastern Cape

40% reside in the Western Cape

The majority of our fans are between the ages of **25** and **40**

Who work as

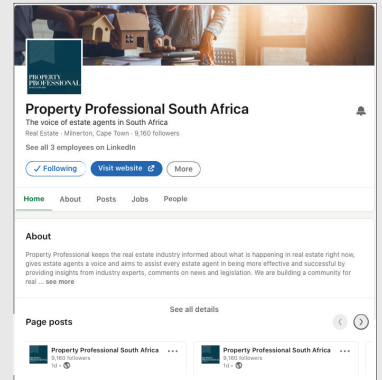
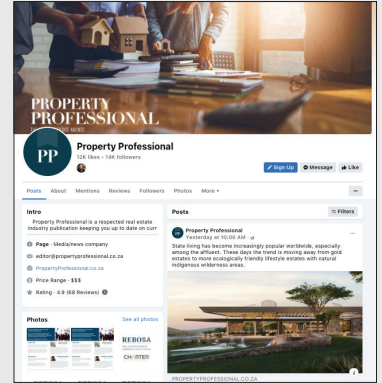
- 45%** Real estate agents and franchise owners
- 15%** Lawyers / Conveyancers
- 15%** Developers
- 25%** Service providers to the property industry

WEBSITE

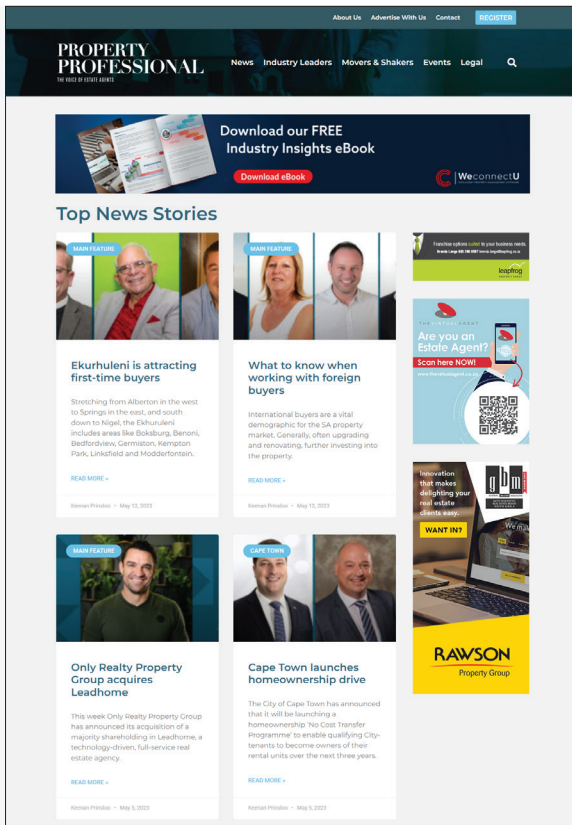
- On average over 11 700 visitors per month
- On average over 19 000 monthly page views
- 8% Newsletter click through rate
- High Frequency Repeat Visits
- Engaged Professional Audiences: CEO's; Principals; Directors; Agents and
- Developers within industry

CONTENT

- Industry-related News
- Exclusive Industry Insight
- Expert Commentary
- Marketing Advice
- Up-to-date news on residential and commercial property trends
- Speakers' Corner - Subscribe to our weekly questions and answers update from industry. Ask your question and let the industry experts answer.



NEWSLETTER AND WEBSITE



PROPERTY MARKET: PROPERTY PROFESSIONAL network:

- Weekly Newsletter recipients
- Resource Website
- Social Media

OPPORTUNITIES:

- Sponsored Content
- banner advertising on newsletter and website

INDUSTRY MARKETING:

- Franchising
- Recruitment
- Announcements
- Brand Content

SERVICE / SUPPLIER MARKET: PROPERTY PROFESSIONAL network:

- Weekly Newsletter
- Resource Website
- Social Media

OPPORTUNITIES:

- Sponsored Content
- Banner advertising

MARKETING TO THIS INDUSTRY (agents, branch managers, franchisees and executives within real estate industry in RSA)

- Your products | services
- Product | service content

PROPERTY PROFESSIONAL

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ADVERTISING OPPORTUNITIES

About Us Advertise With Us Contact REGISTER

PROPERTY PROFESSIONAL THE VOICE OF ESTATE AGENTS

News Industry Leaders Movers & Shakers Events Legal Q



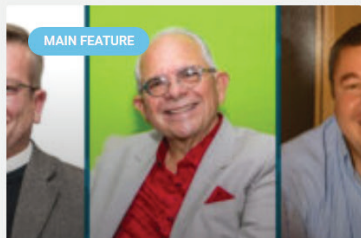
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WeconnectU

1 | HOMEPAGE LEADERBOARD

Top News Stories



Ekurhuleni is attracting first-time buyers

Stretching from Alberton in the west to Springs in the east, and south down to Nigel, the Ekurhuleni includes areas like Boksburg, Benoni, Bedfordview, Germiston, Kempton Park, Linksfield and Modderfontein.

[READ MORE »](#)

Keenan Prinsloo • May 12, 2023

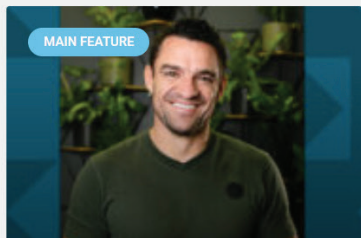


What to know when working with foreign buyers

International buyers are a vital demographic for the SA property market. Generally, often upgrading and renovating, further investing into the property.

[READ MORE »](#)

Keenan Prinsloo • May 12, 2023

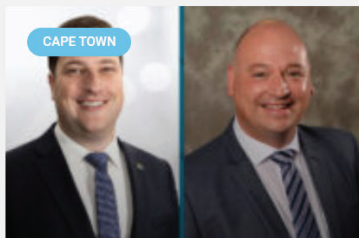


Only Realty Property Group acquires Leadhome

This week Only Realty Property Group has announced its acquisition of a majority shareholding in Leadhome, a technology-driven, full-service real estate agency.

[READ MORE »](#)

Keenan Prinsloo • May 5, 2023



Cape Town launches homeownership drive

The City of Cape Town has announced that it will be launching a homeownership 'No Cost Transfer Programme' to enable qualifying City-tenants to become owners of their rental units over the next three years.

[READ MORE »](#)

Keenan Prinsloo • May 5, 2023

Franchise options suited to your business needs.
Brenda Lang 082 266 0977 brenda.lang@capflog.co.za

2 | SMALL LEADERBOARD

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RAWSON Property Group

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INDUSTRY ADVERTISING OPPORTUNITIES

NEWSLETTER ADVERTISING

Branded Feature - R20 000 | Profile Feature - R22 000

- Feature content article hosted on website homepage for one week.
- Promoted in newsletter and distributed to database (once)
- Share article to Facebook and LinkedIn
- Thereafter content is housed in the relevant category on website (lifetime)
- Banner that clicks through to URL or contact details of choice
- Your logo, maximum 900 words, three high-res images, one banner to spec 600px X 120px, link to your website or contact details.

NEWSLETTER BANNERS

Banner 1 - R15 000 | Banner 2 - R10 000 | Banner 3 - R9 000

- Spec 600px X 120px and a link to your website or contact details. This can include a video

WEBSITE ADVERTISING

Branded feature	R20 000
Profile Feature	R22 000
Events Tab	R20 000
Events Banner	R15 000
1 Leaderboard	R15 000
2 Small Leaderboard	R10 000
3 Box Portrait	R9 000
4 Box Portrait	R8 000

* All rates exclude VAT and agency commission

* Discounted prices available based on frequency of placement

What you get and specs

Branded Feature | Profile Feature | Events Tab

- Feature content article hosted on website homepage for one week.
- Share article to Facebook and LinkedIn
- Thereafter content is housed in the relevant category on Property Professional (lifetime)
- Banner that clicks through to URL or contact details of choice
- Your logo, maximum 900 words, three high-res images, one banner to spec 600px X 120px and a link to your website or contact details. This can include a video

All Banners

- 1 | Leaderboard (1200px x 200px)
- 2 | Small leader board (300px x 125px)
- 3 | Box portrait (300px x 375px)
- 4 | Box portrait (300px x 600px)
- Link to your website or contact details. This can include a video