

FRESH



20CEANSVIBE ONLINE NEWS AND RADIO - THE ORIGINAL

FOR THE MOST UP TO DATE NEWS, VIEWS, REVIEWS & ENTERTAINMENT
IN SOUTH AFRICA AND INTERNATIONALLY.

2OCEANS VIBE NEWS

THIS IS WORD OF MOUTH

100% private and independent, 2oceansvibe.com has been delivering a careful mix of aggregated and original news for over a decade. That's not going to stop. Neither will the daily conversations you have about our irreverent yet relevant content.

THE NUMBERS

- Founded in 2002
- 'Best blog of the year' every year before converting into a recognised news platform
- 2,7 million unique readers in 2013
- 300% growth on 2011's uniques
- 321,765 unique visitors in December 2013
- 29,500 Twitter followers (1,000+ interactions per week)

2oceansvibe publishes between 15 and 25 articles a day, delivering a careful mix of original and aggregated content. The stuff people really talk about. Business, Tech, Entertainment, Politics. - and just enough of each. With some native advertising in-between.



THE AUDIENCE

Our audience has disposable income and is highly aspirational. They are in tune with popular culture and trends, both locally and internationally. They are influential in their social and business circles and are time-starved and information hungry. As a result, they value convenience and are prepared to pay a premium for quality.



- 60% male
- 20 - 35 years
- LSM 12 - 14
- Opinion leaders 20 - 35
- 70% SA readers (75% CT and 20% JHB)
- 41% access via mobile / tablet (48% Apple)
- 37% returning visitors (1 million uniques in 2013)

Source: Nielsen + in-house survey of 1,000 readers

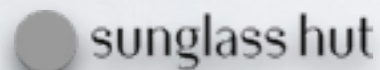
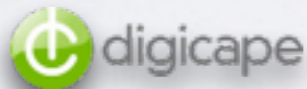
2oceans vibe NEWS



'THE VIBE'

Careful long-term alignment with like-minded brands underpins the aspirational lifestyle motto and ethos that 2oceansvibe and its readers live by:

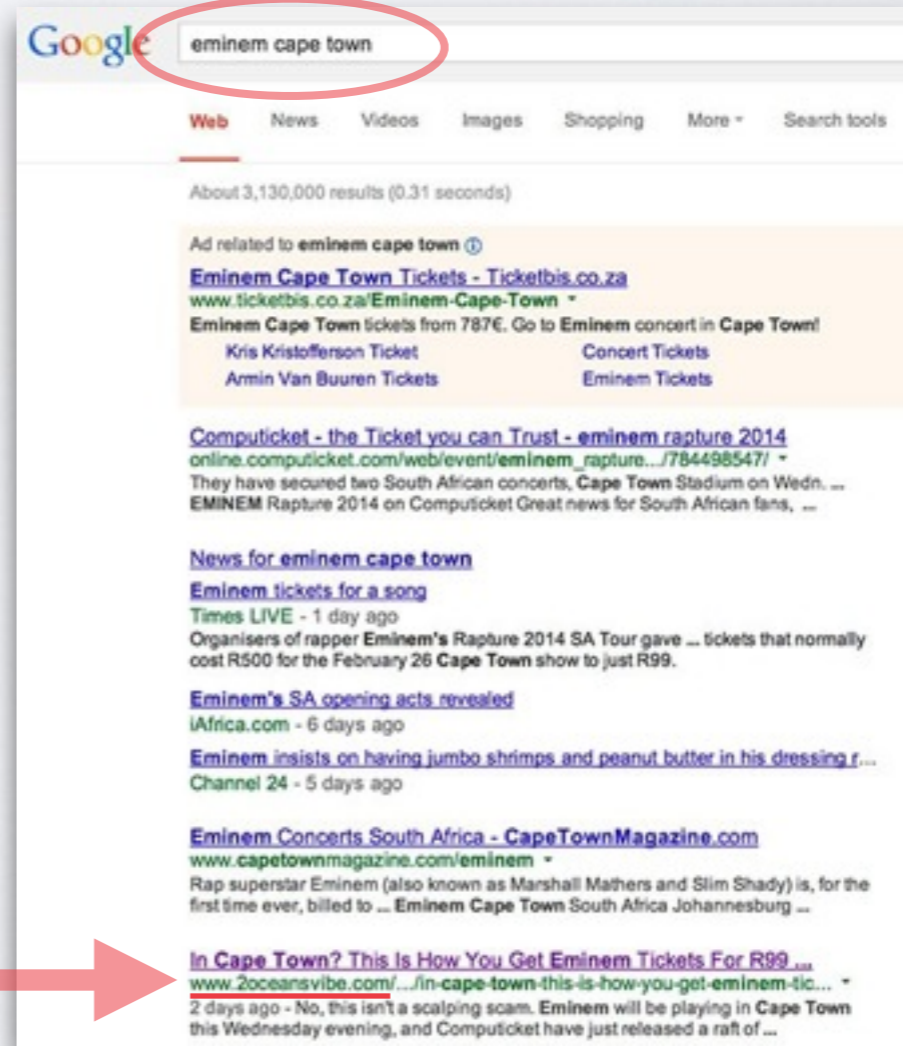
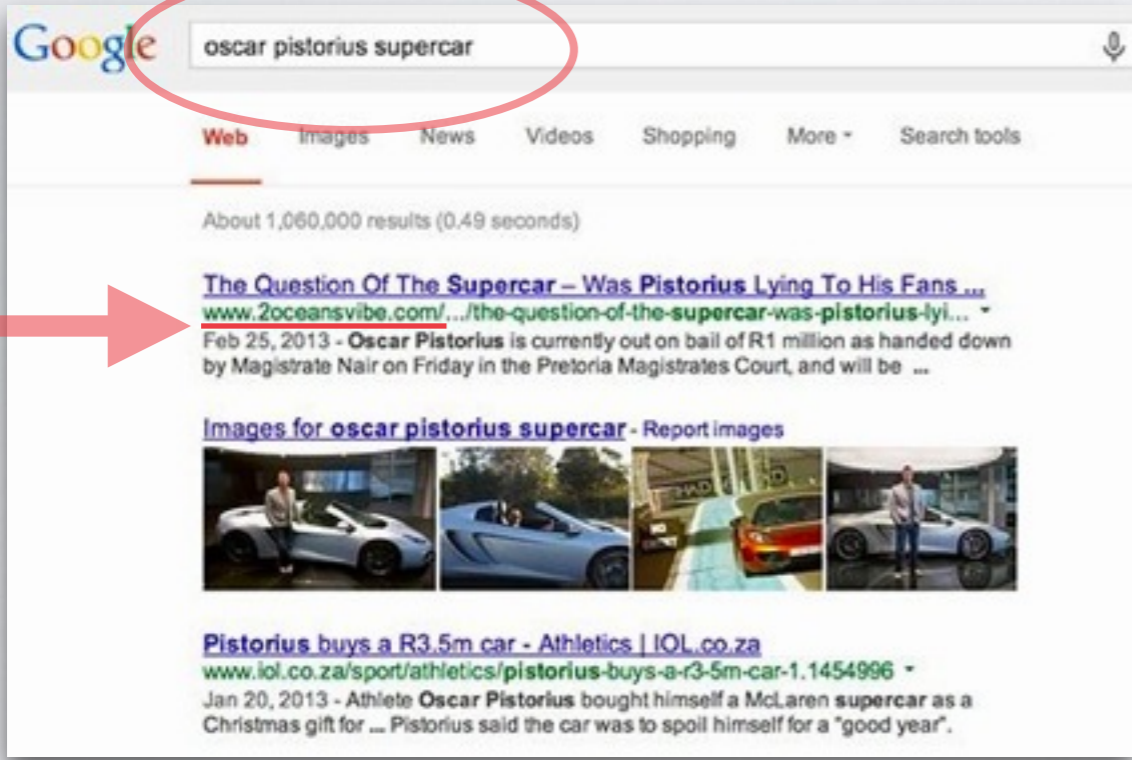
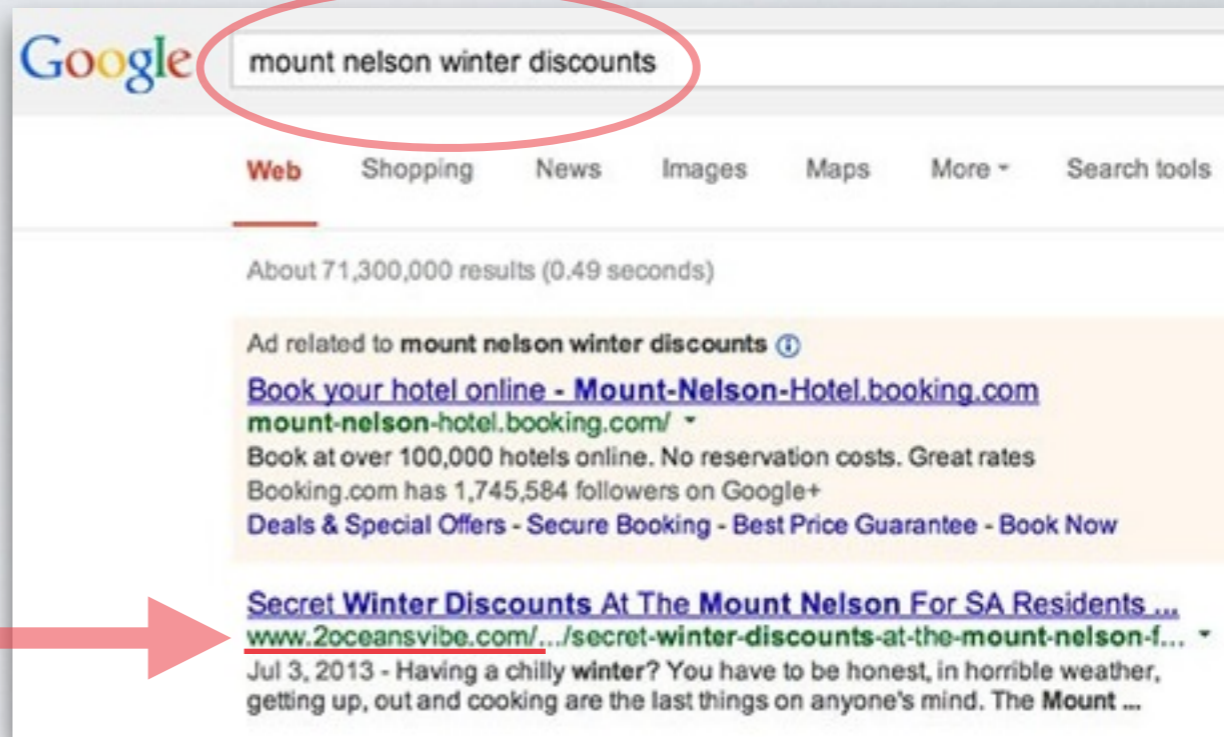
“Work is a sideline - Live the holiday.”



Discounted long-term partnerships are available. Right of approval reserved.



Due to the number of news and blog sites linking to 2oceansvibe and because we have running since 2002, we have built up a high Google Page Ranking. This means that our content has every chance of doing well in Google for topic / brand-specific searches.



What this means is your brand will have a good chance of being seen by people searching for it on Google, irrespective of whether they use 2oceansvibe or not.

2014 NEWS WORK IS A SIDELINE. LIVE THE HOLIDAY.

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EDITOR IN CHIEF SETH ROTHERHAM

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Aeron. The world's most comfortable chair.

Oscar's Judge Is A Black Female Who Gave Cop Life For Domestic Rage Shooting

18 Feb 2014 by Glyn Roth in Crime

iPad Air

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UBER 2014 NEWS SIGN UP HERE FOR R150 OFF YOUR FIRST TRIP! EDITOR IN CHIEF SETH ROTHERHAM

Incredible Story: Whatsapp Founder Goes From Queuing For Food Stamps To \$6.8 Billion Fortune

20 Feb 2014 by Glyn Roth in Business



By now you'll have heard that Facebook has purchased WhatsApp, an app that most consumers use for free, for \$19 billion. The deal was signed at a very sentimental location for co-founder Jan Koum: the former North County Social Services office - the place where he used

Related Posts

Infographic Shows WhatsApp Deal Compared To The Other Big Ones [INFOGRAPHIC]

Google Wanted To Buy More for WhatsApp - So What Happened?

5-STAR LUXURY IN A FLORAL AND MARINE ECO PARADISE

Study Shows That Online Trolls Are Awful Sadistic Psychopaths

19 Feb 2014 by Glyn Roth in Tech/Sci



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THE OFFERING

This Cape Town Dentist Practice Is Like A Scene Out Of Nip / Tuck

18 Feb 2014 by Seth Rotherham in Health, Tech/Sci



McNAMARA/TROY

nip/tuck

And I mean that in a good way! I recently gave up driving long distances to visit my family dentist, and opted rather for someone in Green Point. My goodness, was I surprised! It's amazing how accepting we are of prehistoric stuffy old medical services...

Related Posts

Cool Local Startup Produces Compact Affordable Urban Greenhouses For All

This is Why Outdoor Furniture is So Goddamn Expensive

Road Closure Details: Cape Town CBD Traffic is A Total Cock Up Today

Kirstenbosch Are About To Complete This Radical Tree-top Walkway [GALLERY]

The Rivca Rating Retro 2014 is What You'll Be Doing This Sunday

get your first month storage space for R1

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2014 Partners

SA Model Candice Van Der Merwe In Trouble With SARS Following R168 Million "Arab Gift"

18 Feb 2014 by Glyn Roth in Crime, Money



The tax man has his eyes set firmly on bikini model Candice Van Der Merwe. The SA model claims she received R168 million from an anonymous Arab benefactor, but SARS isn't taking Candice on her word.

Authorities suspect her father, Gary van der Merwe, may be behind the R168 million gift. The Cape Town businessman has been involved in tax fraud litigation for almost a decade. In

Related Posts

Malena Misses R16 Million SARS Debt Deadline

No Money, No Food, Please Help - Julius "Kaema" Malena In Destitute SARS To "Probe" Zuma - Might Not Be Gentle Hawks Ready To Arrest And Charge Julius Malena

Update: SARS Requires South Africans Abroad To Declare Their Income

GROOTBOS THE ULTIMATE HOLIDAY DESTINATION IN SOUTH AFRICA

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In Cape Town? This Is How You Get Eminem Tickets For R99

20 Feb 2014 by silverstreak in Cape Town Tips, Music



No, this isn't a scolding scam. Eminem will be playing in Cape Town this Wednesday evening, and Computicket have just released a raft of tickets for R99 each. You'll be seared, but that's just fine. You buy apps that are more expensive than this.

Tickets will be available for a limited time only. Click HERE.

Fine print says you have to buy a minimum of 10 tickets, but some people have reported getting

Related Posts

These Are The 2014 Brit Award Winners

They've Announced Eminem's SA Tour Support Acts

Here's An Interview With Jimi Hendrix Shot A Week Before His Death [VIDEO]

Jack Parow Knocks Out Steve, Punishes Women In His New Video, Blames The Design Inside Me

EDITORIAL

With our intimate knowledge of this audience, your campaign objectives and material is tailored-fitted into the news flow with punchy click-inducing headlines.

- Native advertising
- Relevant, engaging content
- Communicate key brand messages through well-executed content
- Create audience engagement

R7,500

250 words, with link and logo

In Cape Town? This Is How You Get Eminem Tickets For R99

20 Feb 2014 by silverstreak in Cape Town Tips, Music



No, this isn't a scalping scam. Eminem will be playing in Cape Town this Wednesday evening, and Computicket have just released a raft of tickets for R99 each. You'll be seated, but considering the basically non-existent price tag, that's just fine. You buy apps that are more expensive than this.

Tickets will be available for a limited time only. Click [HERE](#).

Fine print says you have to buy a minimum of 10 tickets, but some people have reported getting

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[Jack Parow Knocks Out Steve, Punishes Hipsters And Has 6 Near-Naked Black Women In His New Video, Bloubek](#)

[The Design Indaba Music Circuit 2014 Is Going To Melt Your Face Off](#)

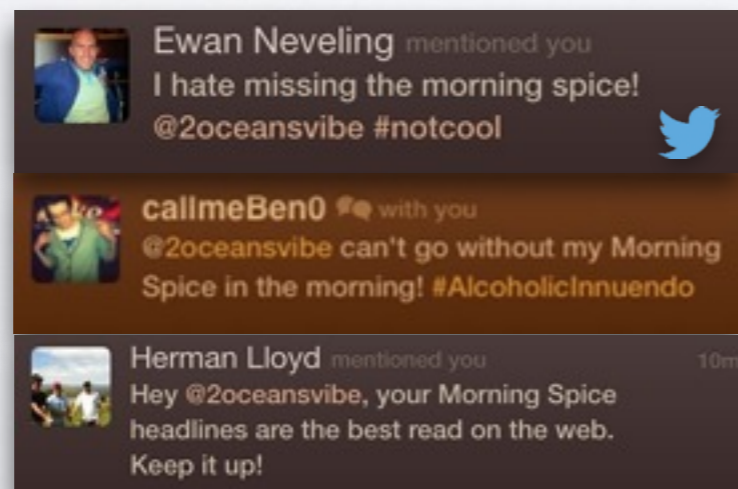
MORNING SPICE

Published by 8am every morning, the Morning Spice provides readers with a daily snapshot of world headlines that matter

- Short excerpts with links
- Most popular category on the site
- Brand messages packed within the readers' daily news headlines
- Encourage clickthrough to online brand-owned platforms

R3,000

30-50 words with link



Friday Morning Spice

21 Feb 2014 by Seth Rotherham in Morning Headlines



Philip Seymour Hoffman's Will Guides Son Away From Hollywood - Philip Seymour Hoffman's last wish for his son was that he grow up in New York, Chicago or San Francisco, according to the late actor's will. [cnn]

Bernie Ecclestone Wins Damages Case After F1 Deal Bribe - A High Court judge has rejected an £85m damages claim against Formula 1 boss Bernie Ecclestone but said he did pay a bribe over a sale of F1 shares. [bbc]

Bernie Ecclestone Backs Vladimir Putin On Gay Rights Issue - Vilified by the international community for his government's attitude on gay rights, Russian president Vladimir Putin has found himself an ally in Formula One supremo Bernie Ecclestone. [cnn]

Scenes From Ukraine's Bloody Revolution - Ukraine's death toll neared 100 on Thursday as snipers and machine-gun-toting soldiers attacked protesters

Related Posts

Thursday Morning Spice

📺 Kiev Is Burning [VIDEO + GALLERY]

Molotov Cocktails And Truncheons: Photos From Both Sides Of Ukraine's Protests [GALLERY]

📺 Good Vs. Evil? - Black Crow Brutally Attacks Pope's Peace Doves [VIDEO]

📺 Ukraine Police Abuse Naked Man In NSFW [VIDEO]

SPONSORED POSTS

Brands can align themselves with already developed content, by attaching a call to action and message at the bottom of the content piece.

- Highly effective as content marketing
- Align brand with high-traffic news stories that share the brand's value.
- Include logo and URL for audience engagement opportunities.

R2,500
Logo and link

The Rand Is Getting Pummelled – Here's Why

28 Aug 2013 by silverstreak in Consequence, Money



The Rand is getting whipped like a red-headed stepchild, right now. Overnight the Rand tumbled to a four year low against the US dollar. Don't even look at the Euro exchange rate. It'll tingle your loins.

Fin24 has a more-or-less explanation for why we're being owned.

Investors have been moving out of

Related Posts

- Neknominations, Charity And Big Business Man Selling R78 Million Mansion For Bitcoin
- Can't Explain Bitcoins To Your Mates? Here's A Helpful [VIDEO]
- Remember That Bitcoin ATM Idea? Here It Is Actually Working [VIDEO]
- This Vault Is Going To Store Over R92 Billion Worth Of Gold [VIDEO]

Then further down..



BANNERS

728 x 90

300 x 250

640 x 300

Attention Designers: Share Your Designs On Twitter And Earn Design Dollars, Prizes
If you're a delegate at this year's Design Indaba and you share your design via Twitter, you'll earn Design Dollars to redeem at the DID store, and the chance to win a professionally rendered schematic drawing, prototype and ...

Awesome Olympic Ski Race Triple-Crash Photo Finish [IMAGES]
The last available spot in the Ski Cross semifinals was decided by a photo finish. What makes it so awesome was that the three contestants vying for the coveted place in the semifinals all crashed over the finishing line....

SEND US A PHOTO OF YOURSELF AND GENTLEMAN JACK IN YOUR LOCAL WATERINGHOLE AND WE MAY SEND YOU A BOTTLE COMPLIMENTS MR. JACK

Idiot Arrested For Posting Footage Of Assaults To Instagram [VIDEOS]

This is half-way down the front page - between posts

20oceansvibe NEWS WORK IS A SIDELINE, LIVE THE HOLIDAY

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EDITOR IN CHIEF SETH ROTHERHAM

Oscar's Judge Is A Black Female Who Gave Cop Life For Domestic Rage Shooting
19 Feb 2014 by Glynn Roth in Crime

iPad Air
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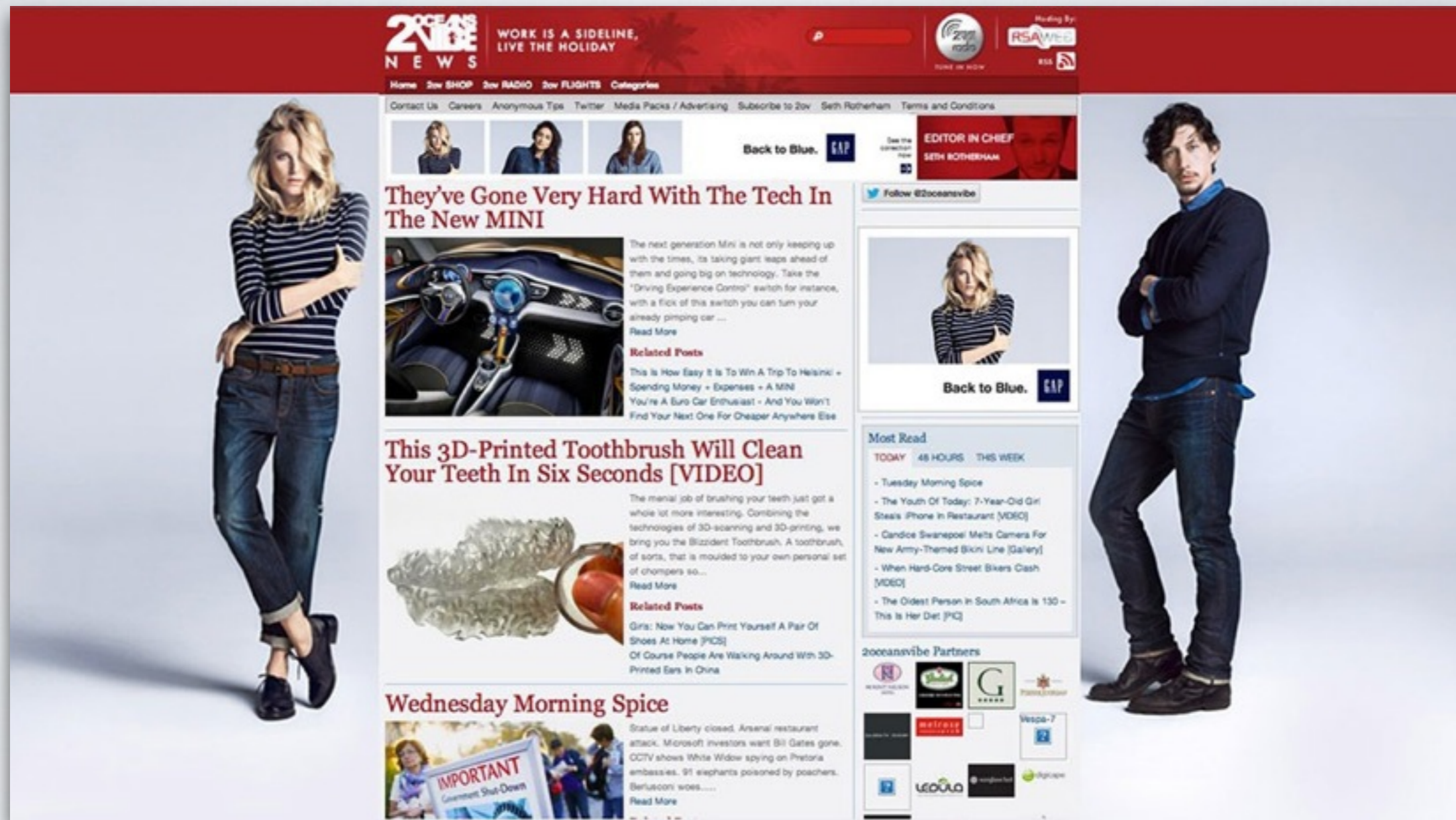
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20oceansvibe Partners

ALL BANNERS R350 CPM

CPM means cost per thousand. So every 1,000 banner impressions, has a cost of R350

HOMEPAGE TAKEOVER



Nothing packs a punch like a Homepage Takeover

Besides owning the background, the HP takeover also includes 728x90 and 300x250 banners set to your brand exclusively.

R10,000 for 24 hours



TWITTER

2oceansvibe.com
@2oceansvibe

Work is a sideline, live the holiday. For 2ov Radio tune in at 2ov.fm and follow @2ovfm. For Seth Rotherham check out @sethrotherham
Cape Town, South Africa · 2oceansvibe.com

TWEETS 24.1K FOLLOWING 2,283 FOLLOWERS 29.4K

Edit profile

- 29,400 followers
- All news posts are tweeted
- 1,000+ interactions per week
- 5 million impressions per week
- 10% of all website traffic

wade pretorius mentioned you
Geez the okes at @2oceansvibe are on fire...losing my day reading the site "cover to cover" #goodform

nick wright mentioned you
Don't know what I would do without @2oceansvibe during exam time

IZ @Z_7 22h
"@2oceansvibe: Google Wanted To Pay More for WhatsApp – So What Happened? 2oceansvibe.com/2014/02/21/goo..." @PST_87

Sandika Kishoorilall retweeted 22h
Woman Fined For Being Raped, Videographer Gets 40 Lashes 2oceansvibe.com/2014/02/21/wom...

V. Mantiziba @veemanty 22h
"@2oceansvibe: Woman Fined For Being Raped, Videographer Gets 40 Lashes 2oceansvibe.com/2014/02/21/wom..." OMG! How is this even possible?

Christina Masureik @christina... 22h
@2oceansvibe shocking!

BetFlash retweeted 22h
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R1,500

Tweet with link



FACEBOOK

facebook Search for people, places and things

FRESH

ZOCEANSVIBE ONLINE NEWS AND RADIO - THE ORIGINAL

Zoceansvibe
★★★★★ (20 ratings)
2,588 likes · 161 talking about this · 3 were here

Update Page Info Liked Following

Media/News/Publishing
Work is a sideline, Live the holiday
<http://www.zoceansvibe.com/>
<https://twitter.com/zoceansvibe>

About Photos Likes 2,588 Twitter Map

Zoceansvibe shared a link.
5 hours ago

Koos Bekker To Be Replaced As Naspers CEO

Koos Bekker To Be Replaced As Naspers CEO | Zoceansvibe.com
www.zoceansvibe.com

One of South Africa's greatest entrepreneurs, Koos Bekker, is stepping down as CEO of Naspers, a company he helped build into the monster it is today. Click for more, as well as our...

Like · Comment · Share 1

Kapstadt International Properties likes this.

Write a comment...

339 people saw this post Boost Post

- 2,588 likes
- Every website post is also posted on Facebook

“As a new startup in South Africa looking to make an impact, we were astounded by 2oceansvibe and the uptake of their audience. We couldn't have grown as fast without them and take great pride in our association”

- Anthony Le Roux

- UBER



Our website had a 220% visitor increase on the day the post was published and a further 80% to 150% increase over the following 5 days after the posting. Having spent money on household magazine advertising and shows at a great expense, I can tell you 2oceansvibe smashes the opposition.



Paul Changuion - Printwild.co.za

Did the campaign live up to our expectations? When storeowners are calling for a product before it has been officially released into the market, you know you have a healthy word of mouth out there!



Dino D'araujo - Jack Daniel's (RGBC)



For further information regarding brand strategies and media offerings, including 2oceansvibe radio, please get in touch.

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Cape Town

Phone 021 4470503 and speak to Henk
henk@2oceansvibemedia.com