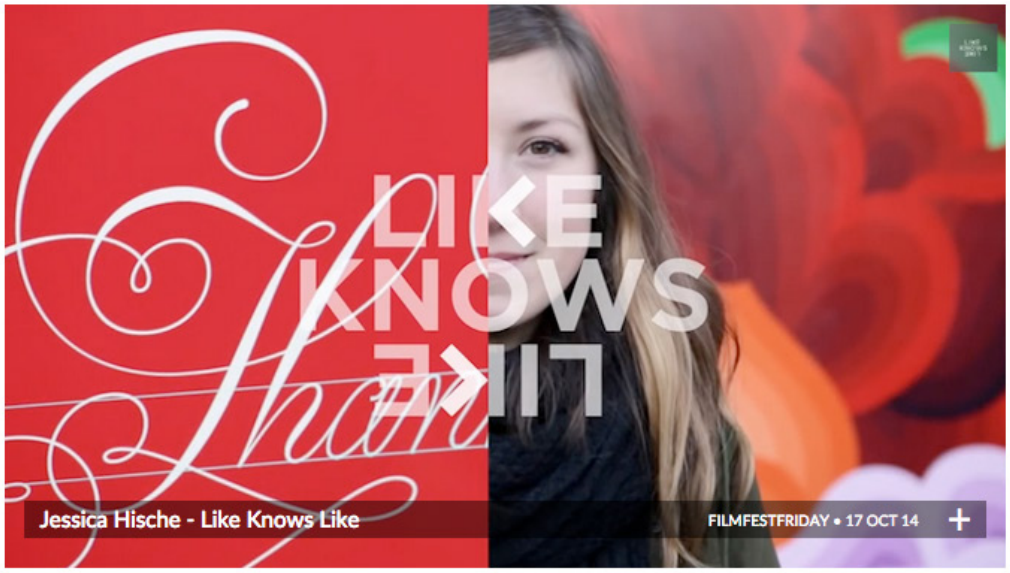
designindaba.com

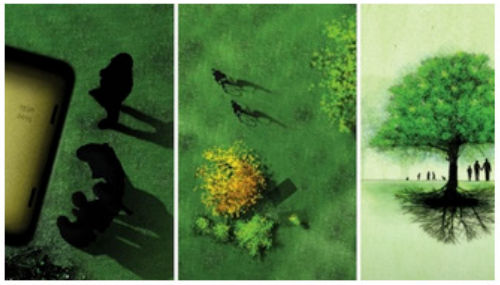
A global online publication that talks to the design, advertising and creative industries.

DO YOU CREATE **NEW**
DESIGNS FROM OLD THINGS?

DESIGN INDABA

a better world through creativity





13 Ideas to stop global warming

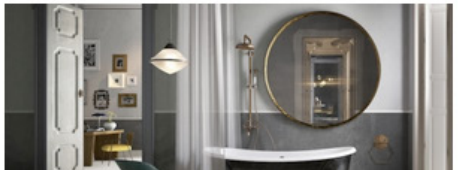
DESIGN NEWS • 20 OCT 14

Lab Vases by Wiid Design and Ceramic Matters

PRODUCT SPOTLIGHT • 20 OCT 14

Sign up to our newsletter

TOP FEATURES



DESIGN INDABA FACTS

700 000
annual visits

542 000
unique users

1.8 million
pageviews

400 000
video views

22 000
newsletter subscribers

95 000
social media followers

Founded in 1995, Design Indaba is a global creative platform that curates and produces premium multimedia content about design, creativity and innovation

Our primary hub: **designindaba.com**

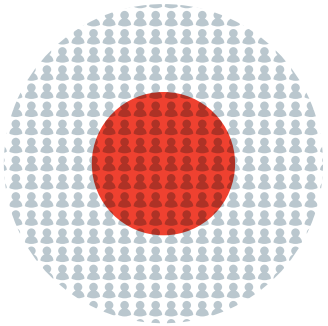
**stats correct at Jan 2015*

TARGET AUDIENCE

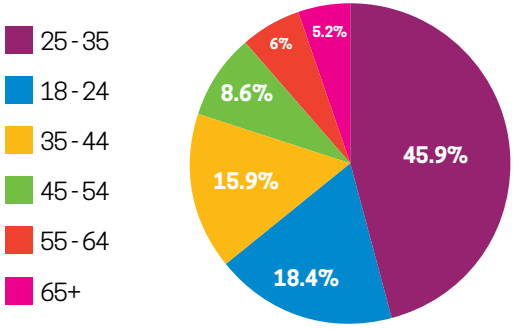
We speak to global creative citizens that span age groups, professions and nationalities

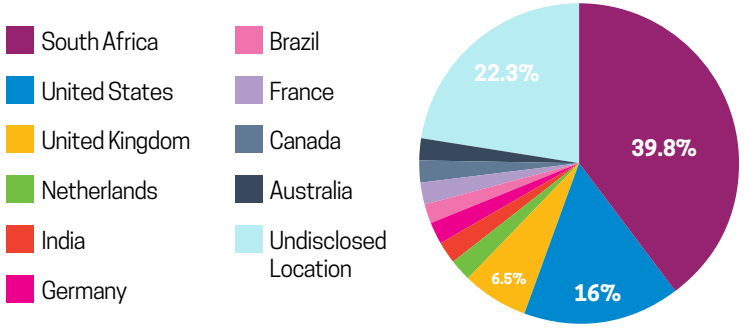
Primary Target Audience
South Africa

Secondary Target Audience
Global



Our website age demographic





TARGET AUDIENCE

Influential, high-income earners in LSMs 7–10 with a penchant for creativity

DESIGN STUDENTS

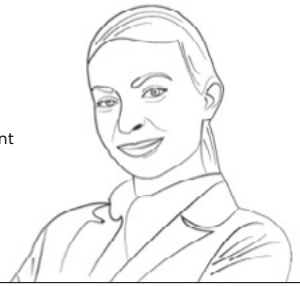
- 18–24
- Live at home/in digs
- Study at tertiary institutions
- Have part-time jobs
- Passionate & inspired
- Interested in pop culture
- Trend savvy/conscious
- Active on social media
- Active social lives
- Widely connected to other Millennials

INDUSTRY EXPERTS

- 35+
- Home owners
- Travel for work & leisure
- Thought-leaders in creative fields
- Established career
- Well respected & influential
- Industry trend-setters
- Business owners, self-employed, senior management or CEOs
- High disposable income
- Premium spenders

YOUNG PROFESSIONALS

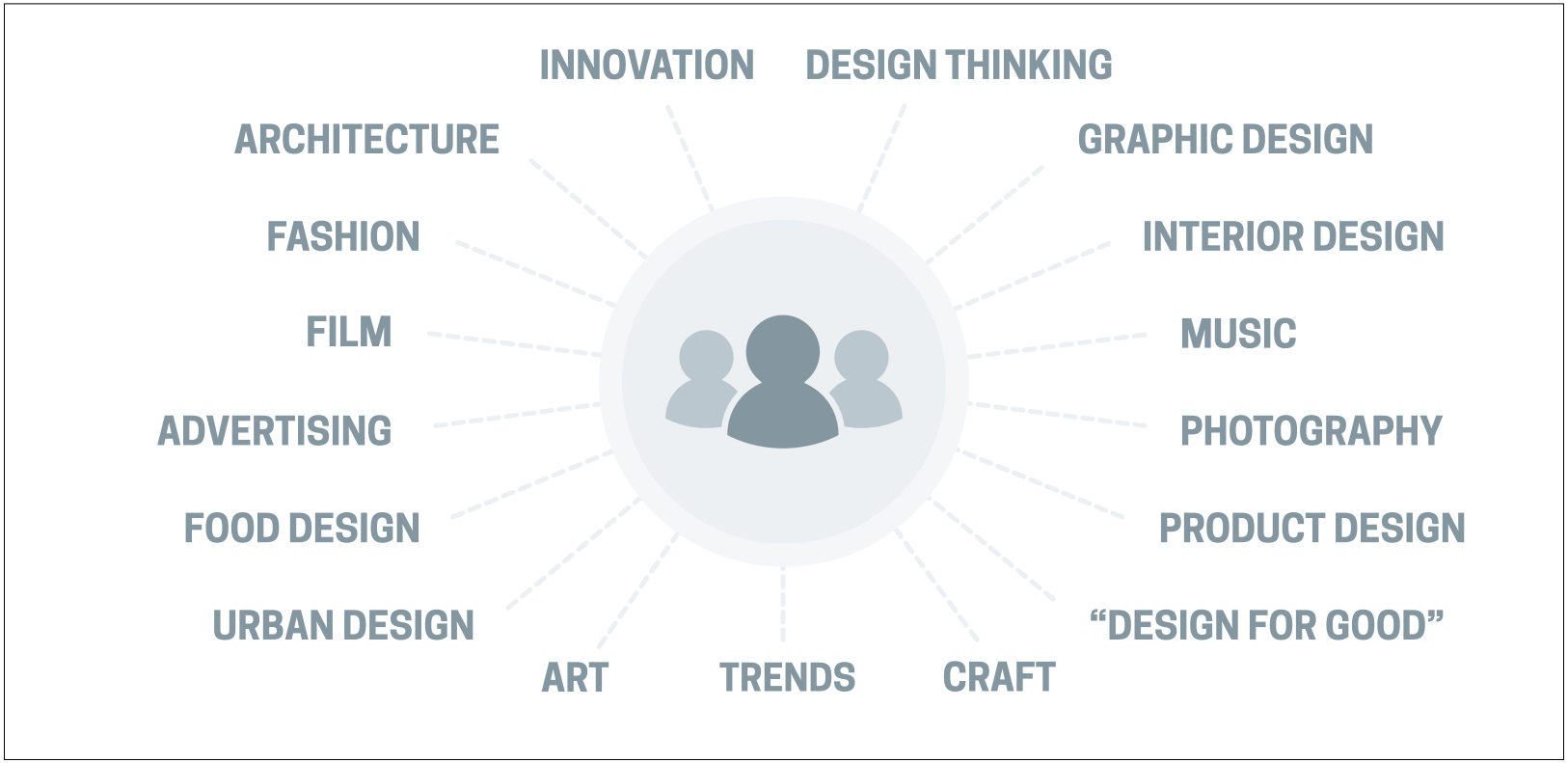
- 25–35
- Renting / 1st home owners
- Have tertiary education
- Increasing responsibility
- Aspirational
- Career-focussed & driven
- Influential on social media & engage with industry content
- Bloggers
- Active networkers
- Brand loyal
- Support local industry
- Appreciate design



CREATIVE ENTHUSIASTS

- Diverse age group – 16–65+
- Other fields of expertise
- Inspired by creative fields, individuals and brands
- Use design as an escape / creative outlet
- Creative hobbyists
- Trend followers
- Brand loyal
- Invest in design

AUDIENCE INTERESTS



OUR VISION

To inspire, educate and activate

- We believe that a better world is possible through creativity, innovation and design
- Our mission is to grow this ideology by sharing inspiration and information on how others are achieving this goal
- In doing so we hope to activate others into creating measurable change in their communities, using design and creativity as tools

OUR CONTENT STRATEGY

African innovation meets global design principles

- We feature a 60/40 split of African and global creativity through the lens of the work and opinions of industry experts and emerging talent
- 20 new articles, videos and photo galleries each week
- All original, highly curated, top-quality content
- We have an activist orientation, not just a journalistic focus
- We want to use our platform as a driver of change and to harness design and innovation to serve people
- Our content is sourced from the leading thinkers, analysts and doers in the creative firmament

POINT OF DIFFERENCE

Our Conference Talks are a key differentiator from other design publications – these videos feature world leaders across the creative sectors. **Average dwell time: 19 minutes**

Michael Bierut: five lessons on graphic design

DESIGN INDABA CONFERENCE 2010 • DURATION: 00:35:53

Laduma Ngxokolo on his Xhosa fashion line

DESIGN INDABA CONFERENCE 2011 • DURATION: 00:07:41

Juliana Rotich on a new tech ecosystem for Africa

DESIGN INDABA CONFERENCE 2014 • DURATION: 00:28:48

RECENT GROWTH

In just 2 months of launching our new content strategy we saw impressive growth:

- 43% increase in visits/sessions
- 39% increase in unique visits
- 26% increase in page views

And after launching our new site design (31 August), we have seen a further:

- 18% increase in page views
- 21% increase in pages per session
- 33% decrease in bounce rate
- 10% increase in average visit duration

ANNUAL GROWTH

Every year designindaba.com experiences a massive traffic influx around the Design Indaba Festival

Traditionally our traffic doubles over this period

In 2014, February and March each reached between **80 000** and **120 000** monthly visits

Based on this, February and March 2015 should see between **100 000** and **150 000** visits – but likely more

With our new content strategy we aim to sustain this traffic after the event by converting event visitors to all-year-round readers

OUR CHANNELS

In order to engage our diverse, widespread audience we share our content with them on the platforms they are already using

OFFICIAL MEDIA PARTNERS

AXIS · BIZCOMMUNITY MEDIAPAR+NER · CASA VOGUE · COMPUTER ARTS · COOL HUNTING · core77 · designboom · dezeen

dwell · ICON · IdN · It's Nice That · Mail&Guardian · novum WORLD OF GRAPHIC DESIGN · PLUS EIGHTY ONE · 567 CAPETALK

BRAND PARTNERSHIPS

Design Indaba offers a wide range of custom digital branding opportunities

CONTENT SPONSORSHIP

Use original content to drive brand interest and loyalty. We'll produce a bespoke series of articles, videos or photo galleries that aligns with your brand values and audience interests. Or underwrite an existing series such as Product Spotlight, Track of the Week or Filmfestfriday (full list on request).

Branded series presented as "Brought to you by..."

NATIVE ADVERTISING

Use Designindaba.com to share your brand's stories.

Supply us with an article or video and we will customise and publish it on our platform and use our newsletter and social media channels to promote and share it with our extensive network.

Need help with copy? Our content specialists can help

TRADITIONAL ADVERTISING

While content outperforms advertising in terms of engagement, relevant content programmed strategically with your advertising makes your advertising work harder for you.

We offer: a home page takeover, standard ad units and pre- or post-roll video ads

BESPOKE PACKAGES

Benefit from the best of all worlds and partner with us on a unique sponsorship package that includes elements from some or all of our branding opportunities

For example: combine a sponsored content series with an article about your brand and promote it with banner advertising and social media

WHY SPONSOR CONTENT?

Content marketing is the new advertising for brands driven by storytelling who engage in dialogue with customers or clients

- Demonstrate relevance as industry leaders beyond self-promotion
- Benefit from the “halo effect” through brand alignment
- Use thematic alignment to associate your brand with core industry values
- Avoid the hassle and expense of in-house content production
- Reap the benefits of a trusted platform
- Access an existing audience already invested in your brand values
- Grow the trust of potential customers
- Don’t trick people into following your brand but do so through adding value
- Branded content has a far higher engagement rate than online advertising
- Tried and tested internationally: The New York Times and Mashable report that time spent on branded content is longer than editorial content
- This is not advertising: it is high-quality journalism owned by brands

ADVERTISING OPPORTUNITIES

Choose from our range of traditional online advertising options

HOME PAGE TAKEOVER Have 100% share of voice on our home page and own our leaderboard site-wide. All visitors to our site will see your ad. **Sizes: 728 x 90 and 300 x 250** **Rate: R80 000 per month**	**LEADERBOARD** Run a leaderboard ad on rotation in our website's masthead for maximum visibility across the site. **Size: 728 x 90** **Rate: R450 CPM**	**PREMIUM RECTANGLE / MPU** Prime ad block above the fold on rotation throughout our site (or below the fold at a lower rate). **Size: 300 x 250 and 250 x 250 (tablet)** **Rate: R450/250 CPM**
SKYSCRAPER Run your ads on rotation alongside articles and info pages to reach users while they engage with content. **Size: 160 x 600** **Rate: R250 CPM**	**VIDEO PRE/POST-ROLL** Top or tail all Design Indaba Conference Talks on our site (100% SOV) with your TVCs or video ads. **Size: HD mp4/mov** **Rate: R100 000 per month**	**NEWSLETTER** Reach 20 000+ opt-in subscribers (large SA base) every week with a sponsor leaderboard or ad banner. **Size: 566 x 70** **Rate: R10 000/5 000 per week**

SPONSORSHIP RATECARD

CONTENT SPONSORSHIP

Sponsor an existing series on designindaba.com

- Weekly – R12 500
  Includes branded series + newsletter sponsorship
- Monthly – R25 000
  Branded series + 4 newsletter banners + web banner
- Annual – R200 000
  Branded series + newsletter features + web banner

NATIVE ADVERTISING

Pay for an article about your brand

- Advertorial (article + images or video) – R9 500
  Includes 5 social media posts + 1 newsletter feature
- Articles: Max 1000 words to be written by Design Indaba editorial team or the advertiser
- Images: To be supplied by advertiser in jpg, png or tiff format (min size 880 x 495 px at 72 dpi)
- Video: To be supplied by advertiser in HD mov or mp4 format

CUSTOM CONTENT SPONSORSHIP

Sponsor an original series that aligns with your brand values, produced and hosted by designindaba.com

- Once-off video – R50 000
- 5-part video series – R180 000
- 10-part video series – R350 000
- 10-part article series – R50 000
- Package: 10 articles + 1 brand video – R80 000

BESPOKE PACKAGES

Work with Design Indaba to create a unique sponsorship package that includes elements from some or all of our branding opportunities

Price on request, dependent on package

CONTACT: advertising@designindaba.com **/ +27 21 465 9966 for more information or to request a booking form**