

INTRODUCING



RETAIL BRIEF AFRICA

A news app for all FMCG/DIY retail professionals





TIRED OF WAITING FOR OUT OF DATE MONTHLY NEWS FROM ANTIQUATED TRADE MAGAZINES?

GET THE RETAIL BRIEF AFRICA APP ON YOU PHONE NOW. RETAIL BRIEF AFRICA CATERS TO ALL FMCG AND DIY RETAILERS AND SUPPLIERS, FROM BUYERS AND EXECs AT HEAD OFFICE LEVEL TO STORE OWNERS, MANAGERS AND FLOOR STAFF AT A STORE LEVEL, INCLUDING MARKETING AND BRAND MANAGERS ON THE SUPPLIER SIDE.

IF YOU HAVE A PHONE THAT CAN DOWNLOAD AN APP, AND YOU CARE ABOUT WHAT'S GOING ON IN YOUR INDUSTRY, THEN RETAIL BRIEF AFRICA IS FOR YOU!

THE RETAIL BRIEF AFRICA APP DELIVERS SEGMENTED NEWS ON A DAILY BASIS. APP USERS CAN ACCESS PRODUCT ACTIVATION INFORMATION BY CLICKING ON BANNER ADS, SO USERS ARE ONLY A CLICK AWAY FROM INFORMATION PERTAINING SPECIFICALLY TO THEM.

TRADITIONAL BANNER EXPOSURE AND ARTICLE SPONSORSHIP ENABLE BRANDS TO GET IN FRONT OF THEIR RETAIL CUSTOMERS ON A DAILY BASIS, AND ENABLE A CHOICE OF WHICH TYPE OF RETAILER THEY TARGET.



1) SUPERMARKET/ CASH & CARRY

2) CONVENIENCE

3) INDEPENDENT

4) LIQUOR

5) DIY HARDWARE

(PHARMACY, FURNITURE AND ELECTRONICS

COMING SOON)



RETAILER RELATIONSHIPS

03

LONG TERMS RELATIONSHIPS AND COLLABORATION WITH THE FOLLOWING RETAILERS AND ASSOCIATIONS ENSURE RELEVANT CONTENT, MAXIMUM MEMBER DOWNLOADS, ONGOING TOP OF MIND AWARENESS AND CREDIBILITY IN THE MARKETPLACE

MASSCASH

SPAR

SHOPRITE CHECKERS

WOOLWORTHS

FUEL RETAILERS ASS.

MICA

DIY DEPOT E

ST AFRICA

ESSENTIAL HARDWARE

JACKS PAINT

CONSUMER GOODS COUNCIL

COMING SOON: EACH GROUP WILL HAVE ITS OWN AREA FOR ITS OWN MEMBER CONTENT



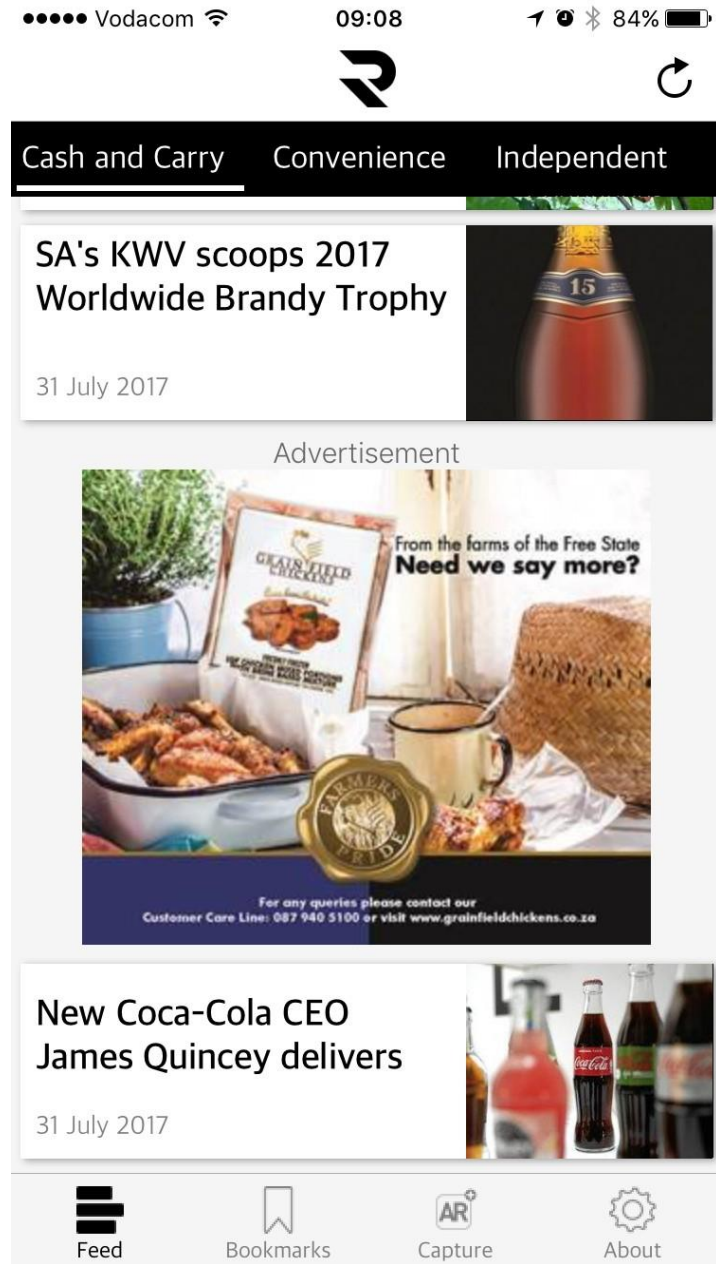
- 1) Download the app for free from either store
- 2) Complete a basic registration
- 3) Browse retail sectors, and articles within
- 4) Read latest retail news as it happens





BANNER ADS

- 1 - BANNER ADS ARE SOLD ON A TIER'D STRUCTURE, ON A FIRST COME FIRST SERVE MONTHLY BASIS
- 2 - TIERS HAVE 8 BANNER SLOTS AVAILABLE AND APPEAR EVERY 4 ARTICLES TO AVOID CLUTTER
- 3 - TIER 1 BANNERS ALWAYS APPEAR IN POSITIONS 1-8
- 4 - TIER 2 BANNERS IN POSITIONS 9-16
- 5 - THERE ARE ONLY 16 BANNER SLOTS PER RETAIL AREA TO ENSURE EXPOSURE FOR ALL BANNERS, ON MOST AVERAGE VISITS TO THE APP
- 6 - BANNERS CAN LINK TO ONE PLACE. EITHER TO THE BRAND/COMPANY WEBSITE, OR TO A PRODUCT SUPPORT AREA IN THE APP



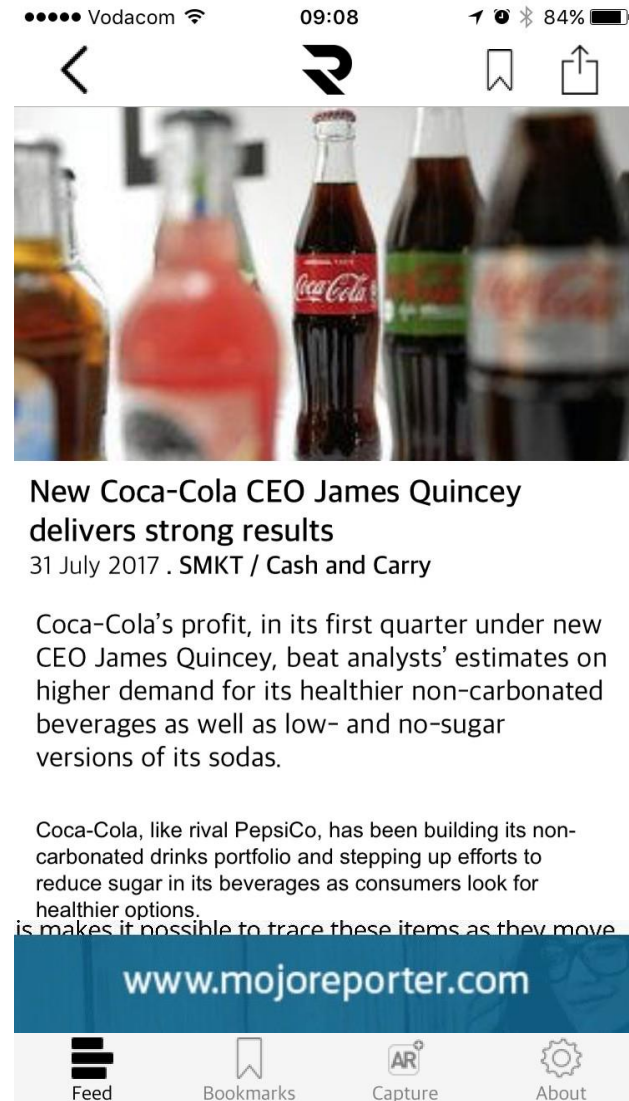


ARTICLE SPONSORSHIP

THIS CAN ONLY BE DONE ON AN AD HOC BASIS AS WE DO NOT KNOW WHAT WILL COME ACROSS OUR EDITORIAL DESK FROM MONTH TO MONTH.

ALTERNATIVELY, COMPANIES AND BRANDS MAY CHOOSE TO PROVIDE THE CONTENT TO BE SPONSORED.

ONLY ONE COMPANY OR BRAND MAY SPONSOR AN ARTICLE, AND THE FEE IS ONCE OFF



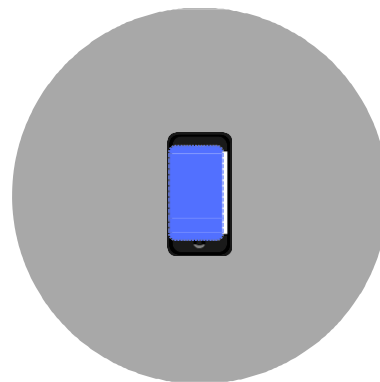


NEWSFEED BANNER



TIER 1: R5000 PM / AREA *
TIER 2: R4000 PM / AREA

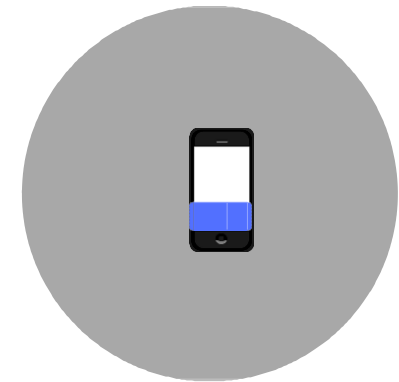
PRODUCT SUPPORT



PRICED ACCORDING TO
NUMBER OF THERAPEUTIC
AREAS BOOKED:

AVERAGE IS R2000 PM /
AREA

ARTICLE SPONSORSHIP



PRICED ACCORDING TO
NUMBER OF THERAPEUTIC
AREAS BOOKED:

AVERAGE IS R3000 PER
AREA, ONCE OFF FEE.

* PRICE DEPENDS ON
VOLUME OF MONTHS BOOKED

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