

vutivill



The logo for 'vutivill' features the word in a rounded, lowercase font. The letters 'v', 'u', 't', 'i', and 'v' are blue. The final 'ill' is represented by three vertical bars of increasing height, colored orange, yellow, and teal from left to right.

The logo for VUTIVI, featuring the word "vutivill" in a white, lowercase, sans-serif font. The letters "i" and "l" at the end are stylized with vertical bars. The logo is positioned on a solid blue background.

vutivill

**Welcome to
VUTIVI. We are
a digital media
company helping
entrepreneurs
adapt to the
unknown.**

vutivill

We're the bold new face
of the **new economy**...

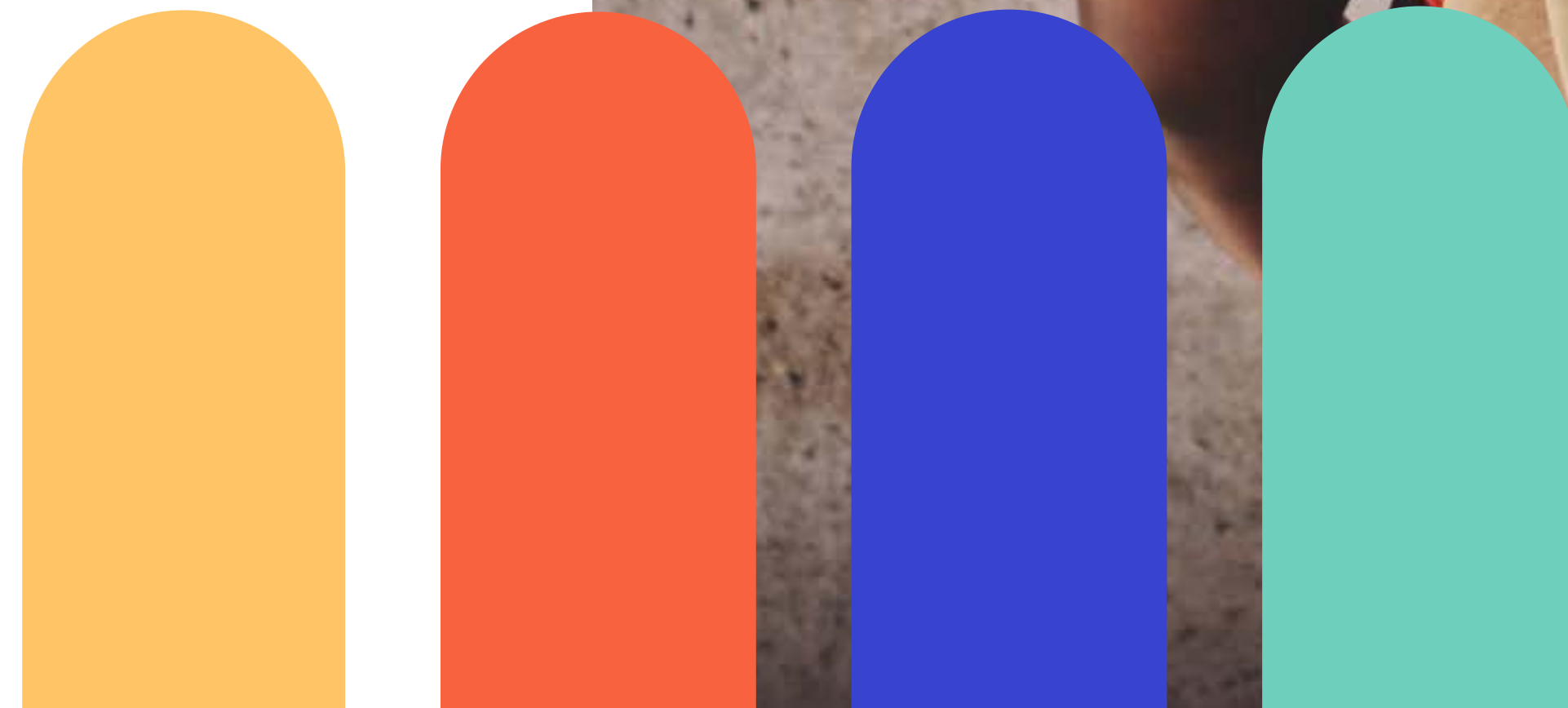


**Our mission is
to make
entrepreneurs
successful.**





**Our mission
is to make
entrepreneurs
innovative.**





**Our mission
is to make
entrepreneurs
sustainable.**

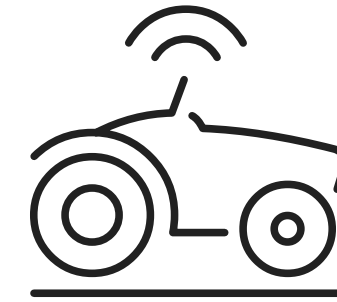




We analyse
the major trends
in South African
business...



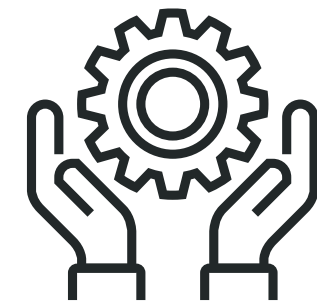
Empowering Entrepreneurs



Agricultural Economy



Future of Finance



Future of Work



Innovation



Tourism



**And turn that
analysis into
comprehensive
coverage.**



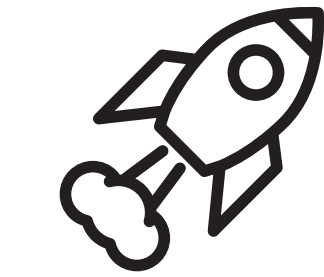
We also convert
this coverage into
SME resource tools.



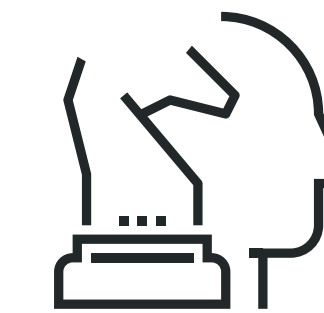
Managing People



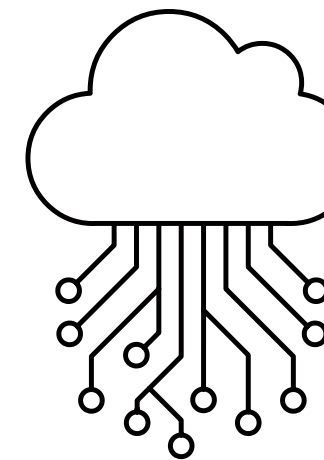
Company Purpose



Productivity + Creativity



Leadership of Tomorrow



Powering Innovation



**To help South Africa's
entrepreneurs take
action that leads to
sustainable scalability.**

vutivill

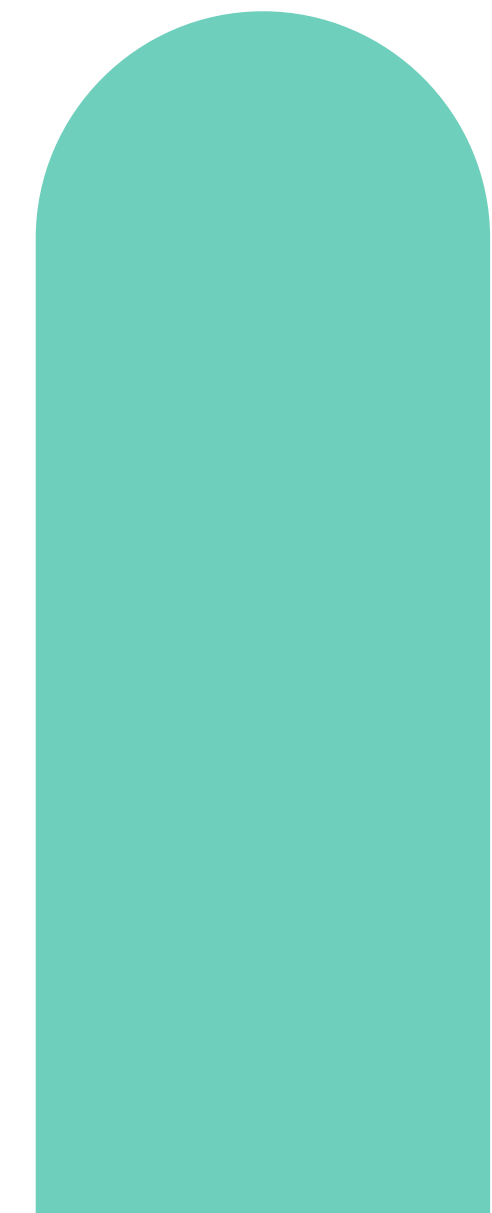
This obsession with making entrepreneurs succeed keeps driving us to partner with brands to craft digital experiences for business owners needing impactful information and educational resources.

vutivill

**This is brand
storytelling that
builds loyalty
through its utility.**



We're attracting purpose-driven leaders to contribute content through interviews, subjects and opinions that balance executives, government and academia.





**We're networked
with South Africa's
top-tier media groups
to leverage our
influence and
promote our
online assets.**

eNCA

**NEWZROOM
AFRIKA**

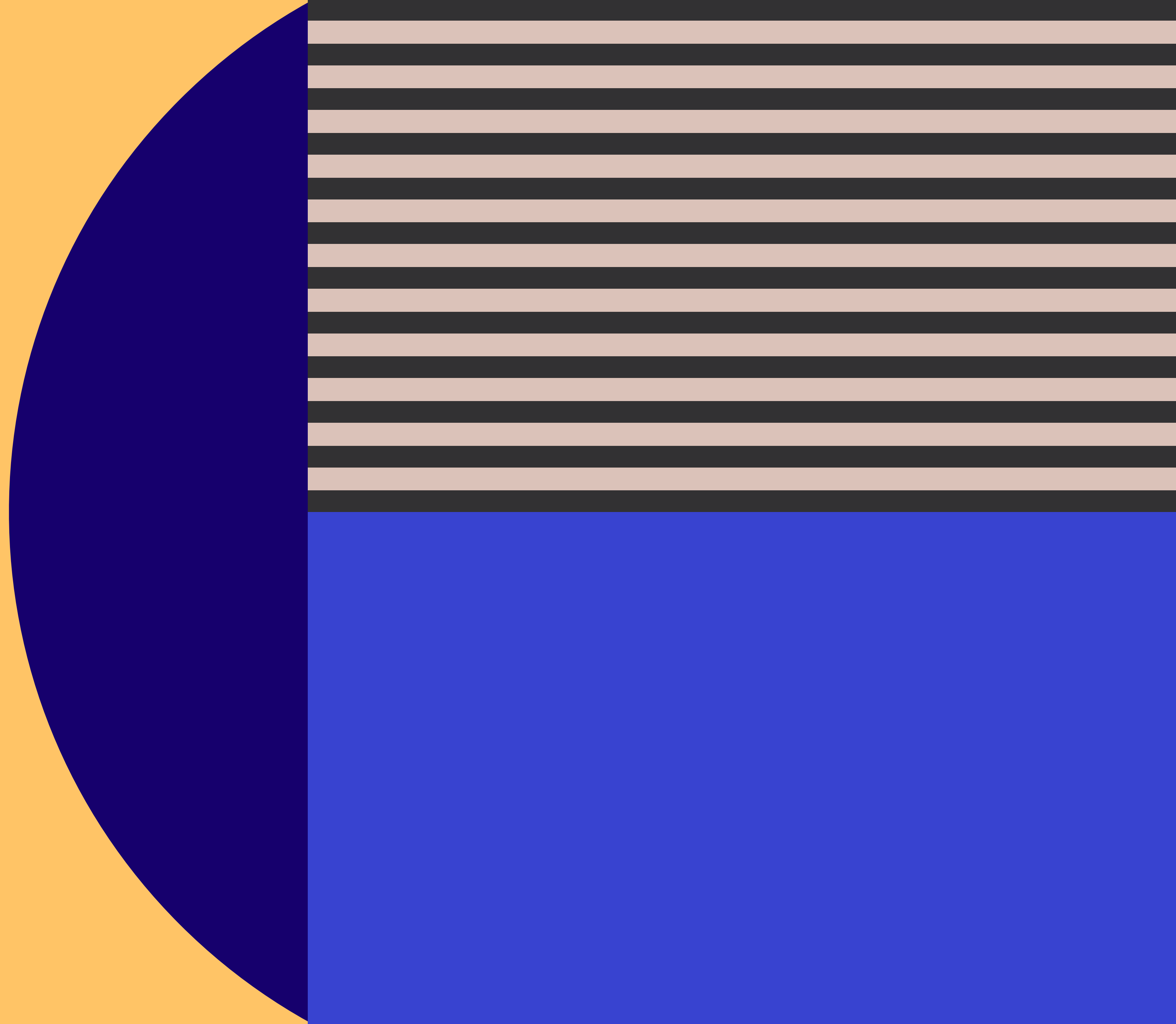
The logo for Newzroom Afrika, consisting of the text "NEWZROOM" stacked above "AFRIKA" in a bold, white, sans-serif font. To the right of the text is a graphic of several concentric, curved white lines that resemble a stylized signal or sound wave.

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It gives us the unique ability to make our partners meet our audience consistently because we offer brands and advertisers a diverse menu of creative solutions, from custom display options to editorial sponsorships, syndicated content and original content.

vutivill

Our Options



Website // Our multimedia platform delivers both news, analysis and resources.

Mobile //

This unique ad space offers a highly visible presence to target digitally native entrepreneurs and small-business owners on the move.

Partnerships //

This is VUTIVI WORKS, the branded content lab of Vutivi. We craft custom media brand stories that harness text, visuals, audio and video.

vutivill

VUTIVI Business attracts a unique digital entrepreneurial and progressive SME audience. They are curious; they stay curious. They travel; they understand and embrace our ever-changing society.



**They are 85% mobile
and digitally native.**





**They want to
be challenged
and think
differently.**





**They are
motivated
and take action.**





**They are
influential
and spend money.**





**And, they engage
with brands...**





**For
Advertisers**

The
Ratecard



Standard advertisement types as booked as Run of Site

Desktop + Mobile

Post-scroll Leaderboard – 970 x 250 – CPM R400

Article Leaderboard – 728 x 90 – CPM R280

Square – 250 x 250 – CPM R257

Rectangle – 336 x 280 – CPM R300

Skyscraper – 300 x 600 – CPM R380



Sponsored Web Links

Amplify your blogs, boost online traffic – /A – CPM R310

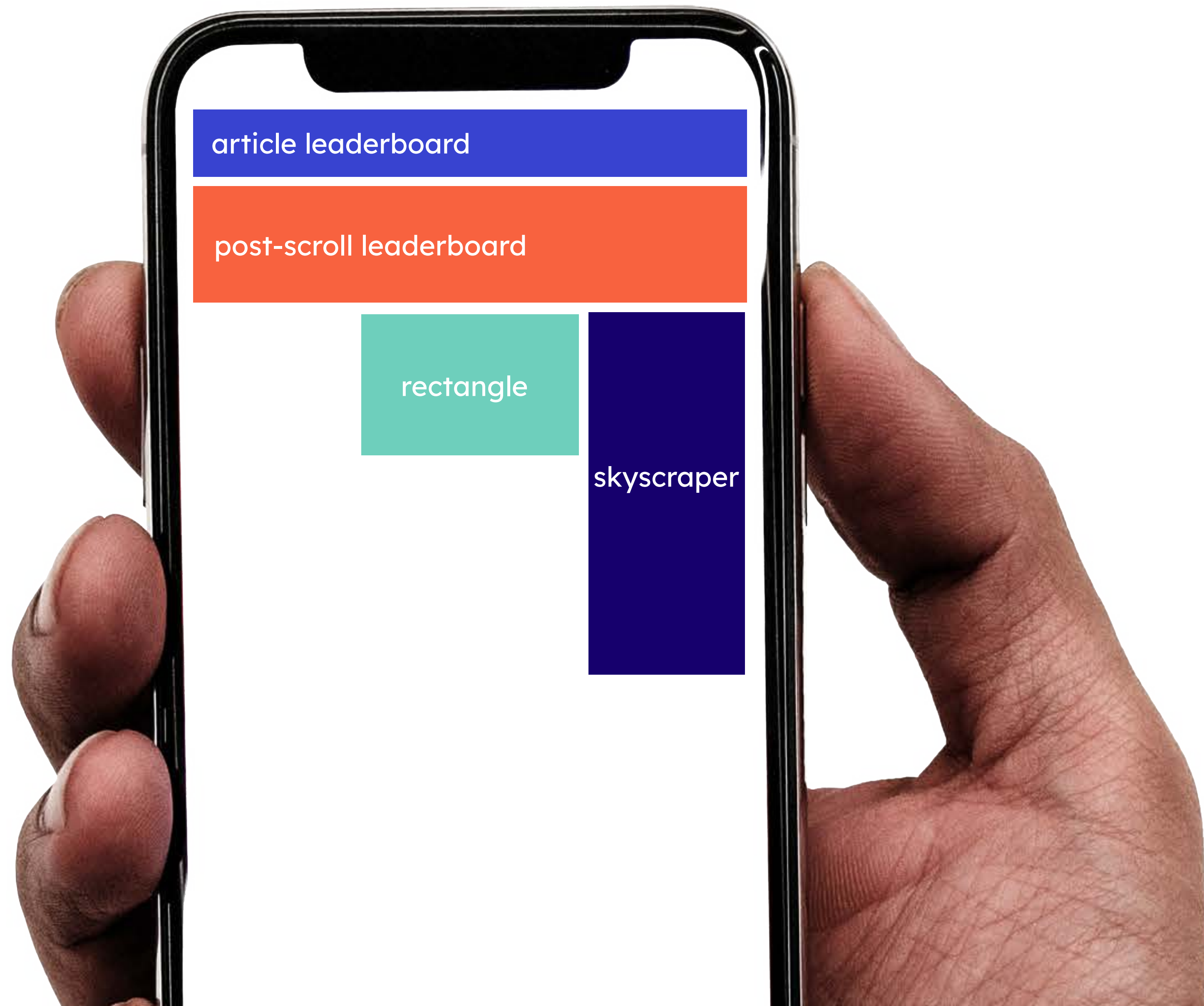
Revenue Science

Behavioural Targeting – N/A – Price on Application

Contextual targeting – N/A – Price on Application

Note

- All rates are CPM (cost per thousand impressions) and exclude VAT.
- An online impression is a single appearance of an ad on a web page. Each time an ad loads onto a user's screen, the ad server counts this as one impression.
- An impression is recorded irrespective of whether the user clicks on the ad.
- Impressions are booked for a time period stipulated by the client. This time period can be for a day, week, month, year or any date range specified.
- The ad server defaults to serving these impressions evenly over the time period unless instructed otherwise by the client in terms of time or day targeting.

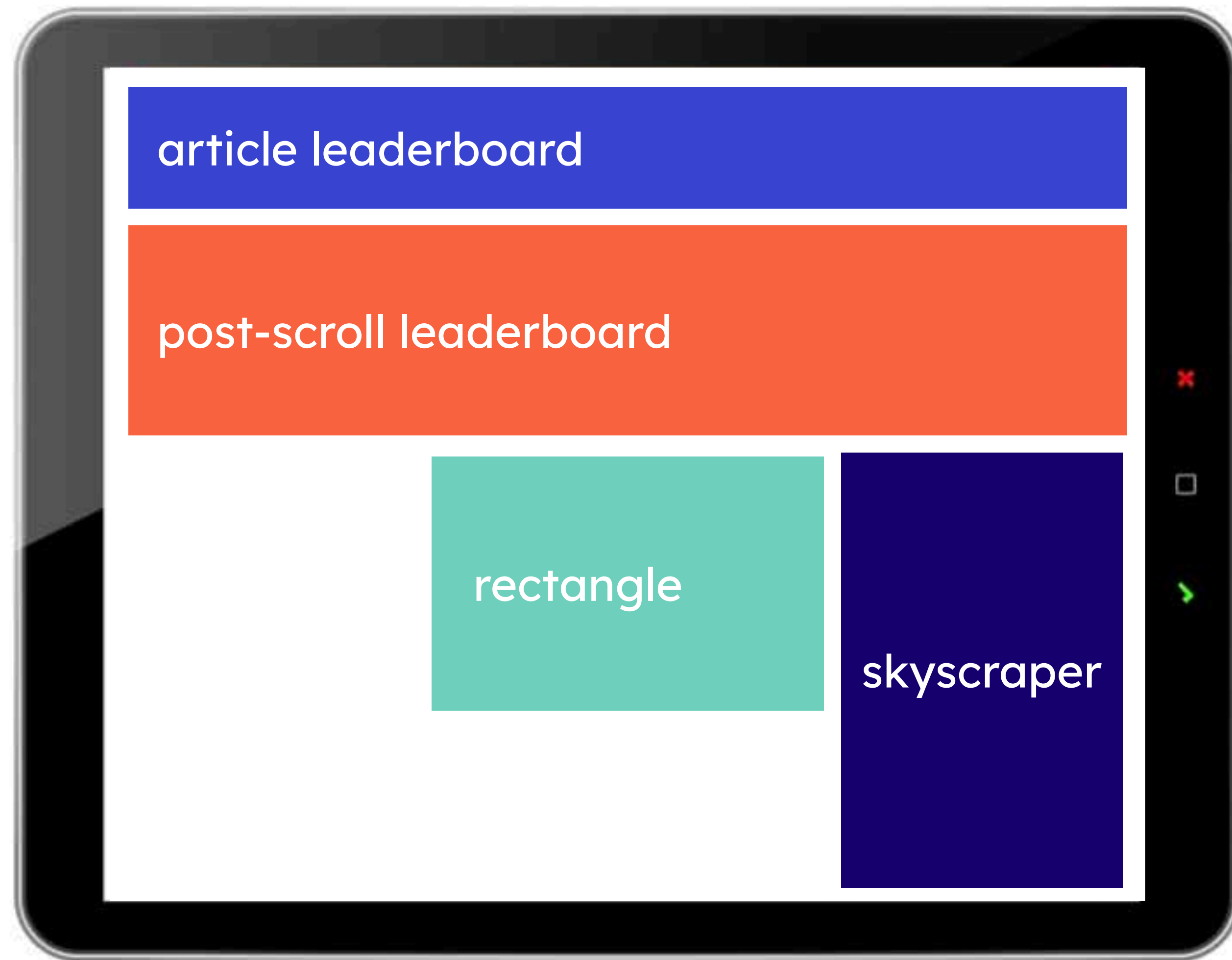


article leaderboard

post-scroll leaderboard

rectangle

skyscraper





article leaderboard

post-scroll leaderboard

rectangle

skyscraper

**For
Partners**

vutivi 
Works

vutivill

VUTIVI Works crafts and delivers branded content from the public sector and private business to entrepreneurs and SMEs in South Africa.

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We supply custom display options to editorial sponsorships, syndicated content and original content that encompass individual articles to bespoke responsive microsites, data visualisation, informative video series and branded podcasts.



Focus First

VUTIVI WORKS' broad range of content products allows us to hyper-target and better define your audience to build better relationships with your brand and meet the needs of your market strategy and positioning.

Social Intel

The VUTIVI WORKS analytics team offers unparalleled insight and analytical data to create bespoke brand content, helping our partners understand audience behaviour and better navigate their needs.

Digital Scale

Our reach and ability to scale means we generate the data you need to shape ideas and craft branded content with meaning within the commercial, retail, political and business space

Better Metrics

We can measure the impact of content on performance metrics and business KPIs to optimise and implement brand-to-audience-specific content and engagement strategies.



**Let's
Get Social**



vutivill

vutivill WORKS also allows social media partner branding to further the brand awareness and push to owned digital ecosystems via social media promotions.



Twitter Cards

Brand awareness and click-throughs

Video – 720 x 720 pixels – CPT R800 (minimum ten tweet bundle)

Landscape – 1280 x 720 – CPT R600 (minimum 20 tweet bundle)

Portrait – 720 x 1280 – CPT R400 (minimum 20 tweet bundle)

Facebook Ads

Brand awareness and click-throughs

Video – 720 x 720 pixels – CPT R1000 (minimum ten post bundle)

Landscape – 1280 x 720 – CPT R800 (minimum 20 post bundle)

Portrait – 720 x 1280 – CPT R600 (minimum 20 post bundle)





Other Opportunities

For other opportunities on desktop and mobile advertising and creative partnerships, please contact the VUTIVI Business sales team.

Display Advertising

+27 82 772 5861 (VUTIVI Ad Sales)

VUTIVI Works

+27 82 772 5861 (Marketing + Partnerships)

Cancellations

Ad cancellation must be given in writing to VUTIVI Business Sales at least 24 hours before rollout. Please send notification of cancellation to the person with whom you originally made your booking at the following address:
sales@vutivibusiness.co.za.

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