

DO IT NOW

ADVENTURE | SPORT | LIFESTYLE PORTAL

ADVERTISING OPTIONS & RATES

AUGUST 2011



01



02



03



THIS IS US

DO IT NOW is an Adventure-Sport-Lifestyle portal that gives consumers better access to vast amounts of valuable, related information. We pride ourselves on delivering quality communication mediums acknowledged not only for their creativity and excellence, but also because they truly serve their community, keep members informed, entertained and connected.

When you advertise with DO IT NOW, it means you are serious about increasing your sales. Through our website, magazine and events, you have an opportunity to promote your products and services to an extended but high quality audience, as we are not only focused on one discipline or market. So you benefit from reaching an even broader spectrum of potential clients, at no additional cost!

DO IT NOW's media channels are as follows:

WEBSITE, MAGAZINE & EVENTS

Reader Profile:

>> **Ages:** 62% 25-44 YRS, 22% 45-60 YRS

>> **Income:** 45% R11000-R35000, 38% R36000 and above

>> **Gender:** 74% Male, 26% Female

• All prices are excluding VAT and may change without prior notice

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> **01 Website Advertising Options & Rates**

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> **Advertise Today!**

Contact Morne Laubuschagne at sales@doitnow.co.za

Cell: **083 675 8441** | Office: **+27 11 462 1261**

Website: **www.doitnow.co.za**



WEBSITE

OPTIONS & RATES

01



DO IT NOW Website

Our interactive website appeals to; extreme adventurers to the average Joe, male and female, young and old. It features the latest news and an up-to-date events calendar, as well as a wide variety of adventure, sport and lifestyle categories with magazine articles, quality photos and action-packed videos. Loads of great competitions keep our visitors coming back time after time. Advertisers can either choose to target a specific audience by focusing on a specific category or reach a larger audience by keeping to the general pages.



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Available soon:

- >> Interactive Digital Advertising
- >> Videos
- >> Animated content
- >> Website links / Product Links

Options

Price

Links

Website Banner

From R2 795 per month

Banner sample

Website Listing

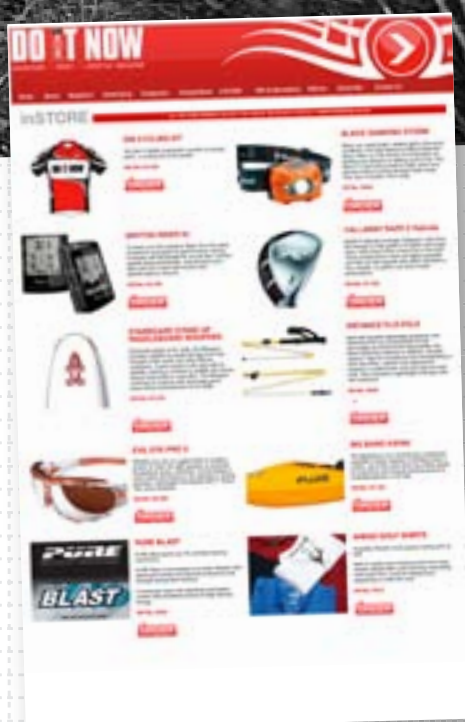
R1 795 per year

Listing sample

DINfo Newsletter (Weekly)

R500 per newsletter

Newsletter sample



MAGAZINE

OPTIONS & RATES



02

DO IT NOW Magazine

The magazine has built a reputation based on its high quality look and feel and captivating articles, which never ceases to impress. The many different categories featured are what makes this magazine stand out from the rest, thus putting it in a class of its own. Published in a printed and digital format bi-monthly, every issue incorporates the latest information on anything and everything to do with adventure, sport and lifestyle. We are currently focusing on making our digital publications more interactive, to create even more exposure to any prospective clients.

The print & digital publication is distributed to a wide variety of outdoor, sports and lifestyle enthusiasts, and our subscription numbers are growing daily.



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Options

Price

Links

Quarter Page (QP)	R 2 000	Quarter page sample
Half Page (HP)	R 3 500	Half page sample
Full Page (FP)	R 6 500	Full page sample
Double Page Spread (DPS)	R 13 000	DPS spread sample
Inside Front Cover	R 8 000	Inside front cover sample
Inside Back Cover	R 9 500	Inside back cover sample
Special placement (FP)	R 9 000	Special placement sample
Back Page (FP)	R10 000	Back page sample
Special placement (DPS)	R18 000	Special DPS placement

Double Page Spread (DPS) R 13 000

Full Page (FP) R 6 500

EVENTS

OPTIONS & RATES

03



DO IT NOW Events

Never one to miss an opportunity or the action, the DO IT NOW team can be found at many of the country's biggest or iconic adventure, sport and lifestyle events. Whether sponsoring, supporting DIN Ambassadors or just there to cover the event, we make sure we share all the thrills and spills with our web and magazine supporters. This is a great opportunity for Advertisers to get your brand noticed across a large variety of events all over the country.

Behind the DO IT NOW brand is a group of dynamic, talented and experienced management, individuals and contributors, who dream big and dare to go even bigger! We are passionate about what we do and share a commitment to excellence, thereby ensuring that DO IT NOW consistently delivers quality products and a superior service that our partners and clients can count on.



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Options

Description

Links

Newsletter banners	bi-monthly emails	Newsletter banner sample
Press release banners	monthly emails	Press release banner sample
DINFo Box weekly banners	pre and post publicity of the many events DO IT NOW gets involved in	DINFo Box banner sample
Social media mentions	Facebook and Twitter	Facebook sample Twitter sample
Branding	we take your brand to events (Gazebo's, Teardrop banners)	Branding samples
Vehicle Branding	Branding on DO IT NOW vehicles (minimum 12 months)	Vehicle Branding sample

YOUR TURN NOW!

If you have something in mind that is not listed above, then please contact us as we would love to explore this further with you and possibly create a tailor-made product to suit your needs.

Our partners also reap the benefits of DO IT NOW team's ongoing involvement or representation at sporting, outdoor living and adventure multi-day events and expos. It's experiential marketing at its best! All the details about where you'll find us are available on our website.

We're going places and we invite you to join us by becoming an marketing partner. Your success is our success, so by giving DO IT NOW your business you can rest assured that we will do everything possible to help stimulate growth for your brand, products, services or community relationships.

DON'T HESITATE, DON'T PROCRASTINATE! DO IT NOW!

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ADVERTISE RIGHT NOW!



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