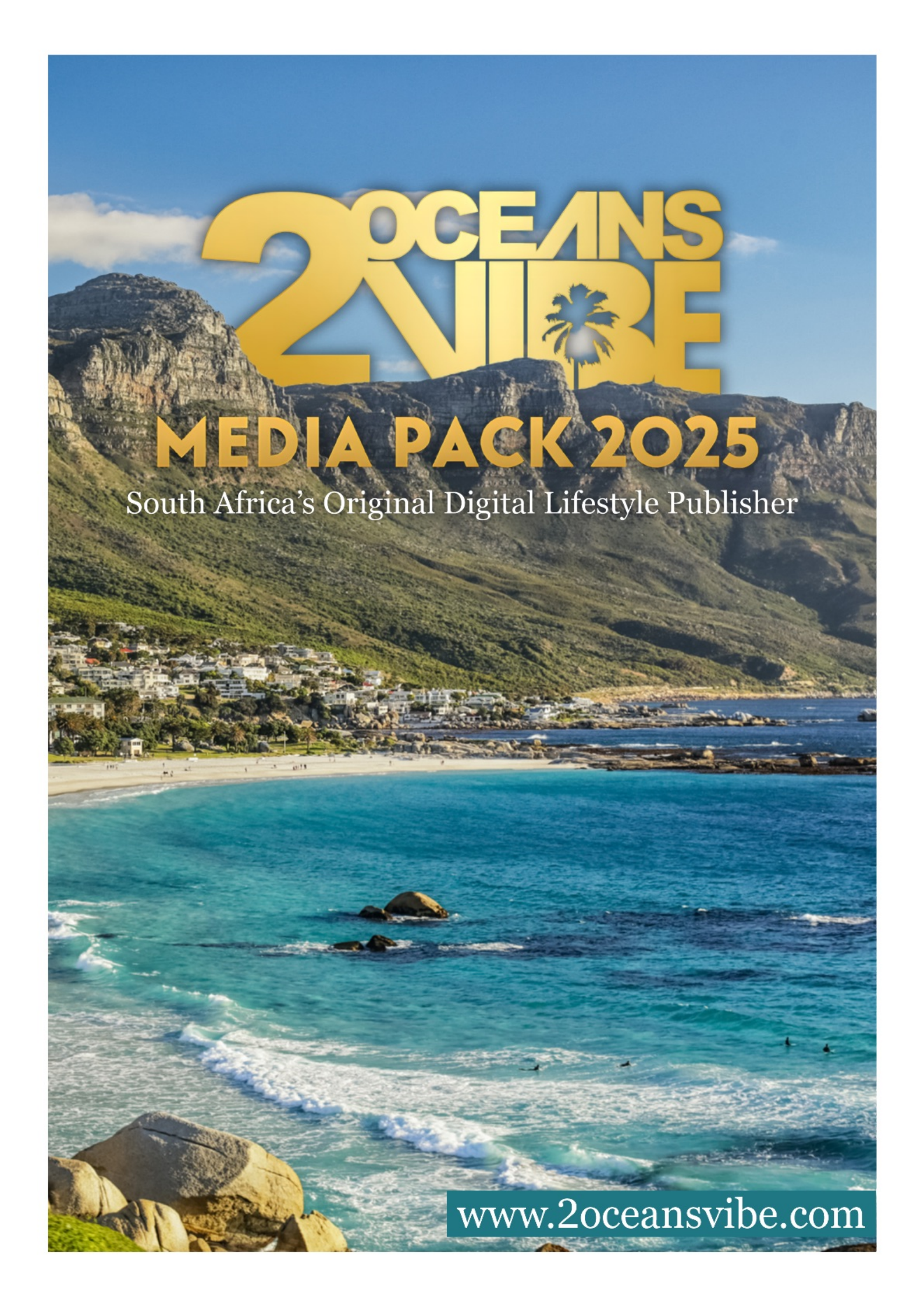




2 OCEANS VIBE

MEDIA PACK 2025

South Africa's Original Digital Lifestyle Publisher

www.2oceansvibe.com



FOR OVER 20 YEARS,

2oceansvibe has been the trusted voice
of South Africa's digital lifestyle.

Independent. Credible. Always ahead.



2OCEANSVIBE IN 2025

by numbers *that matter.*

(12 months to August 2025)

Audited by Google Analytics

2.6 M

annual uniques

6.7 M

annual visits

400 K

average monthly uniques



8.8 M

annual page views



1:59

on site average visit



4.1

actions per visit



DA 60

SEO

Ultra high
Domain Authority

Extended Reach



60K+

Multi-profile Instagram followers, spanning
hospitality, travel, fashion, aviation, production,
news & lifestyle



40K



TRAFFIC SOURCES

Strong brand
recognition + sharing

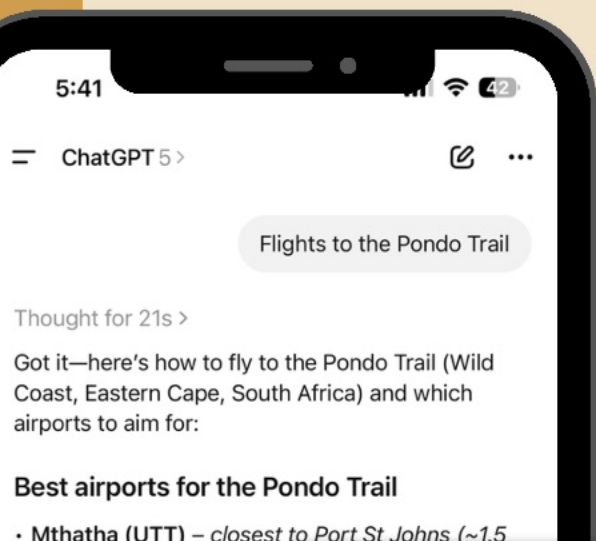
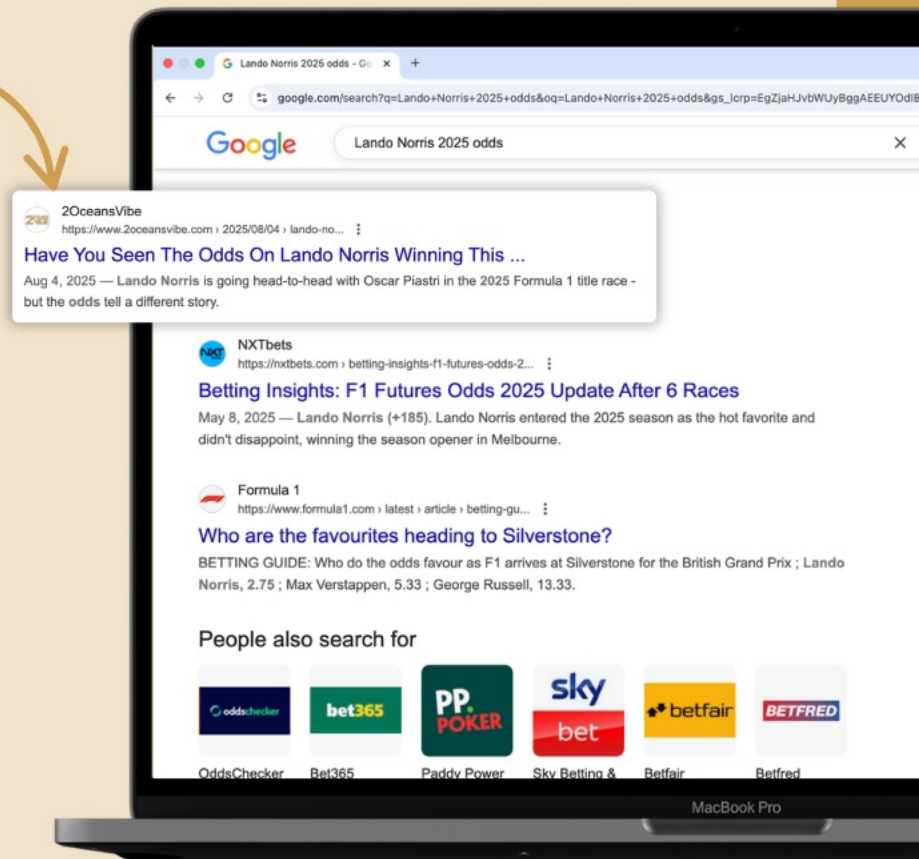


SEO authority
fuels discovery

**2oceansvibe is more than an immediate
audience — *it's the whole internet.***

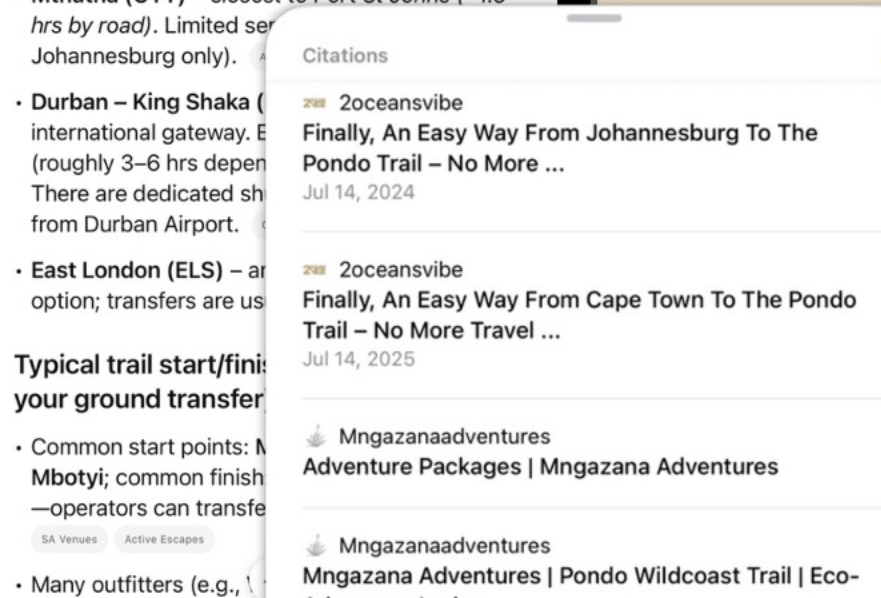
CONSTANT SEO & CHATGPT AI PROMINENCE

Google:
Recent article on F1's Lando Norris - search '**Lando Norris 2025 odds**' ranks on Google's front page



ChatGPT:
When users ask ChatGPT about '**Cape flights to the Pondo Trail**', 2oceansvibe content is featured

Proof of unrivalled SEO authority and AI integrated.



VISITORS

DON'T JUST LAND,
THEY EXPLORE.



Deep engagement across lifestyle, news, entertainment & travel.



Proven ability to spark conversation and drive discovery.

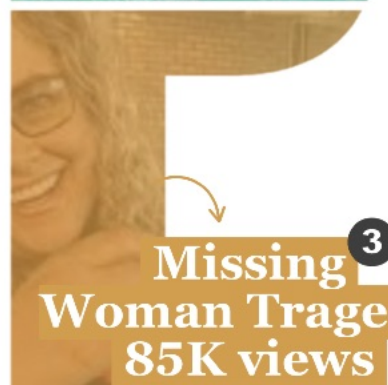
1 **Africa's Oldest Tunnel**
144K views



2 **Small Seaside Village Drawing Foreigners**
104K views



3 **Missing Woman Tragedy**
85K views



5 **F1 Christian Horner Leaked WhatsApps**
56K views

7 **Netflix Sci-Fi Thriller**
53K views

4 **Netflix Crime Thriller**
79K views



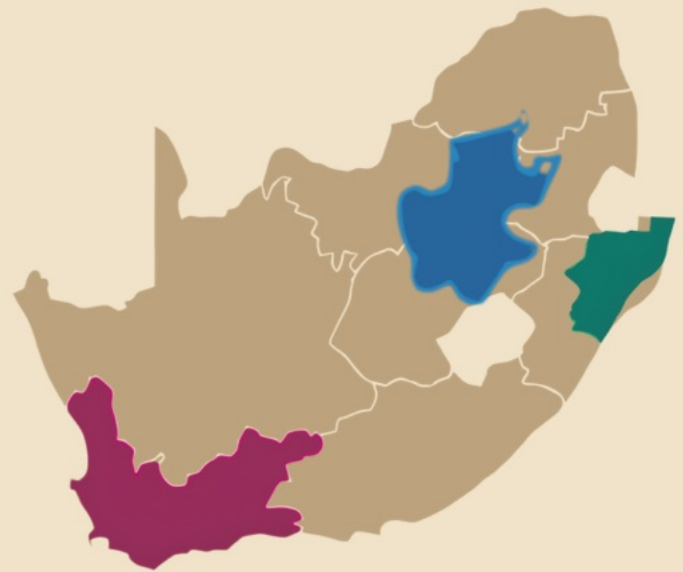
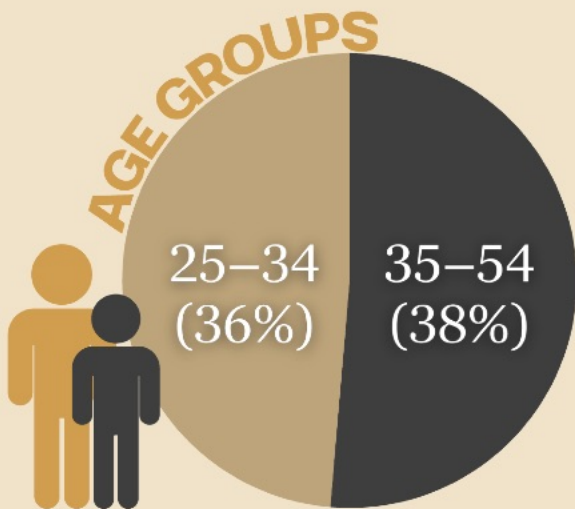
6 **Needle in Burger Lawsuit**
54K views

8 **NY Times World's Best Gardens**
51K views

9 **Retail chain Competition Trouble**
48K views

TOPICAL / VERSATILE

AUDIENCE STATS



BY PROVINCE



GENDER GROUPS



Influential professionals and tastemakers, with an appetite for lifestyle, travel, and cultural experiences. Digitally engaged, brand-aware, and quick to adopt what's next.

OUR READERS



JOIN THE CONVERSATION



High readership figures and SA penetration



Official Google News Source



Premium, loyal South African readership



ChatGPT Integrated

Ultra High Domain Authority
(gets you organic Google rankings + ChatGPT integration)

Extended Social Influence:
Website 60K+
+ Instagram audience

Beyond digital:
Real-world brand activations via the **Du Cap Collection**



Luxury partners integrated with other brands within the Du Cap Collection:

- **Air du Cap** charter flights
- **Café du Cap** restaurant
- **Côte du Cap** villa

Eg. **Veuve Clicquot** and **Rupert Wines** served at **Café du Cap** alongside **Fitch & Leedes**





ADVERTISING OPPORTUNITIES

BANNER ADS (CPM)

R120–R180 per 1,000 impressions

SINGLE SPONSORED ARTICLE

R12K–R15K
(SEO-optimised)

SPONSORED EDITORIALS (WITH DISTRIBUTION)

R20K–R35K
(SEO article plus banners & social push)

CATEGORY DOMINANCE PARTNERSHIP

R75,000 per month
(Min. 12 months)

Dedicated writer + DA60 subfolder strategy for compounding SEO authority.



INTEGRATED CAMPAIGN

R40,000 per month
(Min. 6 months)

Blended banners, extended editorial + social.

INFLUENCER ADD-ONS

2oceansvibe's influencer network spans South Africa's biggest names across fashion, lifestyle, comedy, sport, travel, food, and more.

To capitalise on our incredibly high Domain Authority score and official Google News accreditation, all editorials are written with SEO best practices, ensuring **long-term organic penetration and visibility.**

YOUR BRAND. AMPLIFIED.

From online impact via regular readers and people searching online, to real-world offline experiences - 2oceansvibe and the Du Cap Collection deliver fully integrated lifestyle visibility.

Flexible single-campaign options

Long-term discounted packages available

PREFERRED BY



GET IN TOUCH
HELLO@2OCEANSVIBE.COM

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