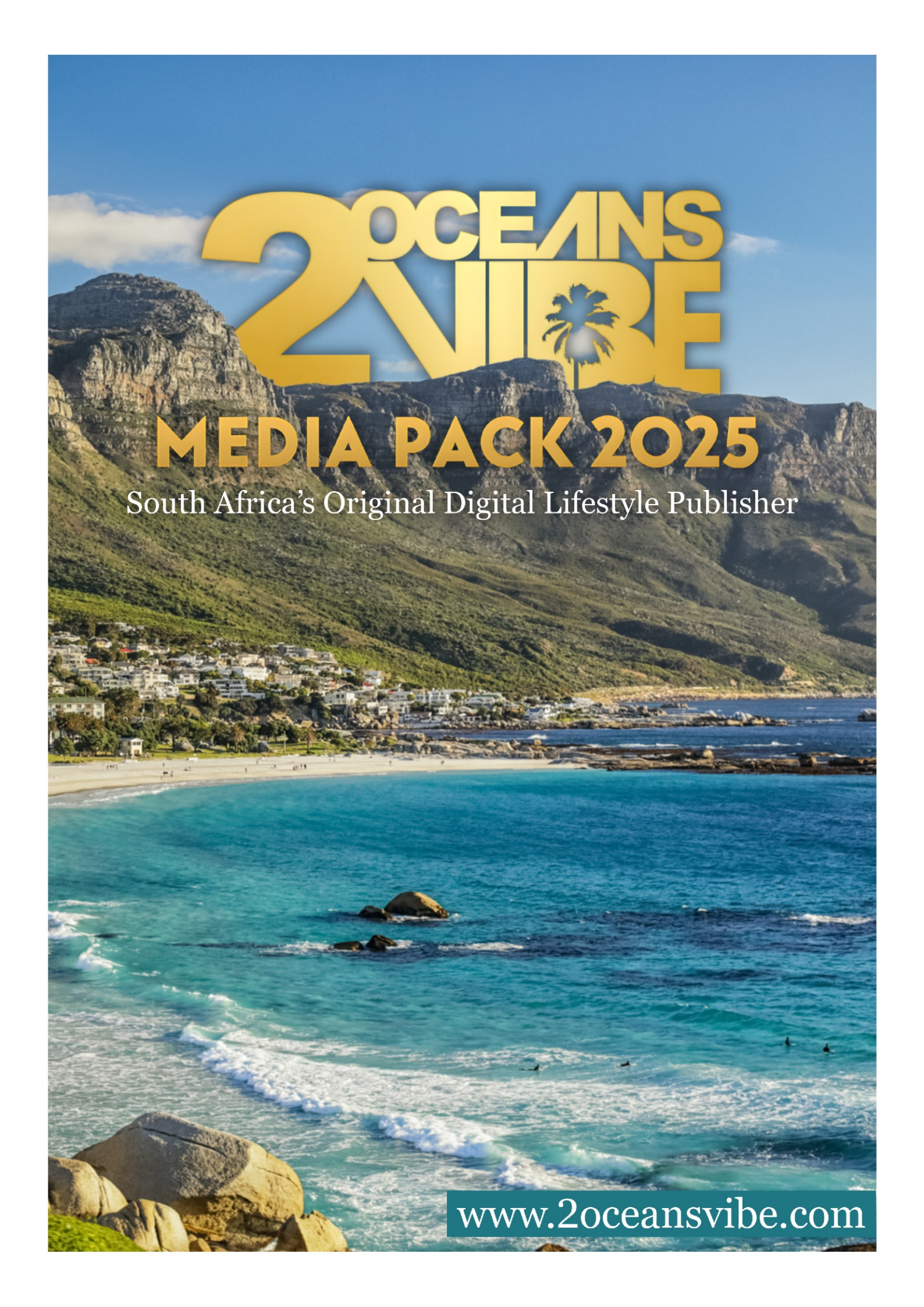




2 OCEANS VIBE

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

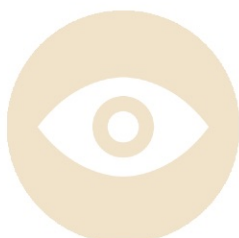
annual uniques

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+



40K

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



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

2OceansVibe
https://www.2oceansvibe.com › 2025/08/04 › lando-no...
Have You Seen The Odds On Lando Norris Winning This ...
Aug 4, 2025 — Lando Norris is going head-to-head with Oscar Piastri in the 2025 Formula 1 title race - but the odds tell a different story.

NXTbets
https://nxtbets.com › betting-insights-f1-futures-odds-2...
Betting Insights: F1 Futures Odds 2025 Update After 6 Races
May 8, 2025 — Lando Norris (+185). Lando Norris entered the 2025 season as the hot favorite and didn't disappoint, winning the season opener in Melbourne.

Formula 1
https://www.formula1.com › latest › article › betting-gu...
Who are the favourites heading to Silverstone?
BETTING GUIDE: Who do the odds favour as F1 arrives at Silverstone for the British Grand Prix; Lando Norris, 2.75; Max Verstappen, 5.33; George Russell, 13.33.

People also search for



MacBook Pro

5:41

ChatGPT 5 >

Flights to the Pondo Trail

Thought for 21s >

Got it—here's how to fly to the Pondo Trail (Wild Coast, Eastern Cape, South Africa) and which airports to aim for:

Best airports for the Pondo Trail

- Mthatha (UTT) – closest to Port St Johns (~1.5 hrs by road). Limited service (flights to Johannesburg only).
- Durban – King Shaka (MRB) – international gateway. Easier to reach (roughly 3–6 hrs depending on connections). There are dedicated shuttle services from Durban Airport.
- East London (ELS) – an alternative option; transfers are usually required.

Typical trail start/finish and your ground transfer

- Common start points: Mthatha or Mbotyi; common finish points: Mthatha or Mbotyi—operators can transfer you between them.

SA Venues Active Escapes

- Many outfitters (e.g., Mngazana Adventures | Pondo Wildcoast Trail | Eco-

Citations

2Oceansvibe
Finally, An Easy Way From Johannesburg To The Pondo Trail – No More ...
Jul 14, 2024

2Oceansvibe
Finally, An Easy Way From Cape Town To The Pondo Trail – No More Travel ...
Jul 14, 2025

Mngazanaadventures
Adventure Packages | Mngazana Adventures

Mngazanaadventures
Mngazana Adventures | Pondo Wildcoast Trail | Eco-

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.

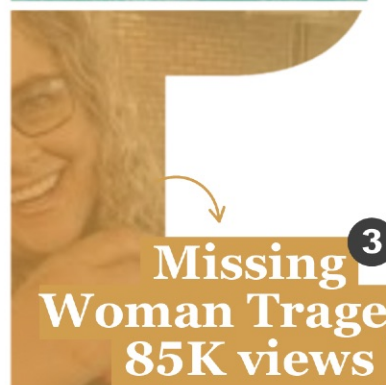
1 **Africa's Oldest Tunnel**
144K views



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



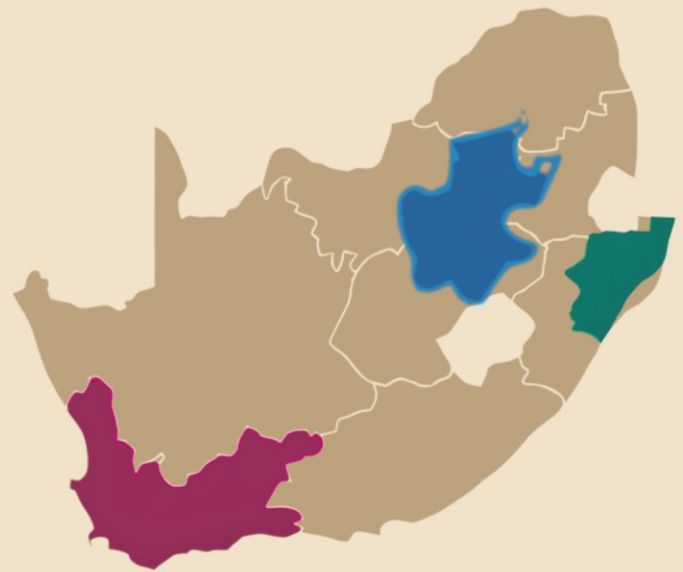
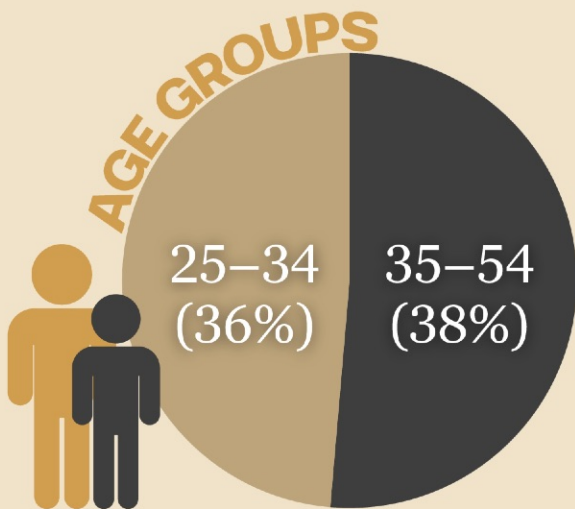
6 **Needle in
Burger Lawsuit**
54K views

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

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

TOPICAL / VERSATILE

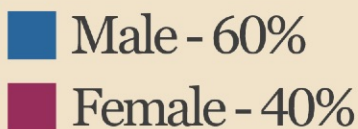
AUDIENCE STATS



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



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