

**BROKE
&
ABOUT**

MEDIA KIT 2026

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**A DIGITAL LIFESTYLE DISCOVERY
PLATFORM FOR THE BEST
BUDGET-FRIENDLY EXPERIENCES.**

**BROKE & ABOUT HIGHLIGHTS
AFFORDABLE RESTAURANTS, UNIQUE
ACTIVITIES, CULTURAL SPACES,
STAYS AND EVENTS ACROSS
JOHANNESBURG AND SELECTED
PARTS OF SOUTH AFRICA.**



YOUR CONNECT TO AFFORDABLE LIVING

A DAILY DESTINATION FOR THE BEST BUDGET-FRIENDLY,
EATS, SPACES, EVENTS AND LIFESTYLE CONTENT.

The trusted source for
affordable city experiences.

The bridge between brands
& a socially active young
consumer.

Highly engaged
&
Interactive Audience.

A storytelling engine for
experience-led brands.

BROKE
&
ABOUT



WHAT WE FOCUS ON



Broke & About focuses on making lifestyle accessible.
We curate and document affordable city experiences that allow young urban consumers to live well, spend smarter, and discover more.

EXPERIENCE-FIRST DISCOVERY

We focus on real, lived experiences.
We go there. We document it. We show the value.

AFFORDABLE LIVING

We prioritise experiences that feel premium but remain accessible.

URBAN CULTURE

We spotlight restaurants, rooftops, markets, galleries, pop-ups, and events shaping the city.

CONVERTING DISCOVERY INTO ACTION

We don't just create awareness.
We drive saves, shares, bookings, and foot traffic.



ACROSS PLATFORMS TO REACH OUR AUDIENCE

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WEB & MOBILE
brokeandabout.co.za

SOCIAL MEDIA
Deeply engaged followers

VIDEO & PHOTO
A series of video/photo content,
reviews and experiences

SOCIAL MEDIA REACH

2.8M MONTHLY VIEWS COMBINED

217K MONTHLY INTERACTIONS COMBINED

922K UNIQUE VIEWERS COMBINED

91K TOTAL FOLLOWERS COMBINED

CITIES

66%
JOBURG

12%
PRETORIA

8%
SOWETO

10%
CAPE TOWN

4%
OTHERS

COUNTRIES

90%
SOUTH AFRICA

2%
U.K & U.S

2%
BOTSWANA
ESWATINI
ZIMBABWE

6%
OTHERS

91K
TOTAL FOLLOWERS
16.6% INCREASE IN FOLLOWERS PER MONTH



39K FOLLOWERS

415K ACCOUNTS REACHED

1.6M TOTAL POST VIEWS



52K FOLLOWERS

507K TOTAL VIEWERS

1.2M TOTAL POST VIEWS



These are the performance stats for **April 2026**, reflecting Broke & About's continued growth and strong audience engagement.

The platform reached over 2.8 million monthly views, with 217K interactions and 922K unique viewers, alongside a growing community of 91K followers across Instagram and TikTok.



BROKE & ABOUT ATTRACTS A FRESH, DIVERSE AUDIENCE WITH REAL SPENDING POWER.

WITH OVER 53% AGED 25-34, OUR COMMUNITY CONSISTS OF YOUNG PROFESSIONALS, ENTREPRENEURS, CREATIVES, AND SOCIALLY ACTIVE INDIVIDUALS WHO EARN, SPEND, AND PRIORITISE EXPERIENCES.

THEY ARE NOT LOOKING FOR THE CHEAPEST OPTION, THEY ARE LOOKING FOR THE SMARTEST OPTION.

OUR AUDIENCE:

- HAS DISPOSABLE INCOME
- SPENDS ON DINING, EVENTS, TRAVEL, AND LIFESTYLE
- VALUES QUALITY AND AESTHETIC ENVIRONMENTS
- MAKES INTENTIONAL SPENDING DECISIONS
- IS HIGHLY INFLUENCED BY TRUSTED RECOMMENDATIONS

PREDOMINANTLY FEMALE (61%) AND HEAVILY CONCENTRATED IN JOHANNESBURG, OUR COMMUNITY REPRESENTS THE MODERN CONSUMER, FINANCIALLY ACTIVE, SOCIALLY CONNECTED, AND EXPERIENCE-DRIVEN.

THEY DON'T JUST ENGAGE WITH CONTENT. THEY CONVERT IT INTO REAL-LIFE EXPERIENCES.

OUR AUDIENCE



39%



61%



18-24: 19.5%
25-34: 53.5%
35-44: 23.6%

PRICING

SOCIAL MEDIA PLACEMENT



VIDEO POST

R10K

R16,500 CROSS-POST (TIKTOK + IG)

WHAT'S COMING

R3K

R4,500 CROSS-POST (TIKTOK + IG)

WEEKEND PLANS FEATURE

R1.5K

R2,000 CROSS-POST (TIKTOK + IG)

CAROUSEL POST

R10K

R16,500 CROSS-POST (TIKTOK + IG)

NEW TO JHB

R3K

R4,500 CROSS-POST (TIKTOK + IG)

LINK IN BIO

R6K

R10,000 CROSS-POST (TIKTOK + IG)

WEEKEND PLANS TAKEOVER

R18K

CROSS-POST (IG & TIKTOK)



PRESENTING PARTNER LOGO
ON COVER



EVENT SPONSORED BY
PARTNER. SLIDE 2



PRESENTING PARTNER AD AS
LAST SLIDE ON CAROUSEL

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“Weekend Plans” is a weekly content series that curates the best things to do across the city, giving our audience a go-to guide for the weekend.

Our audience actively comes back each week to discover where to go, making it a trusted part of their weekend planning routine.

Across Instagram and TikTok, brands can expect an average of 25K-60K combined weekly visibility.

PRICING

WEBSITE



HOMEPAGE HERO ARTICLE

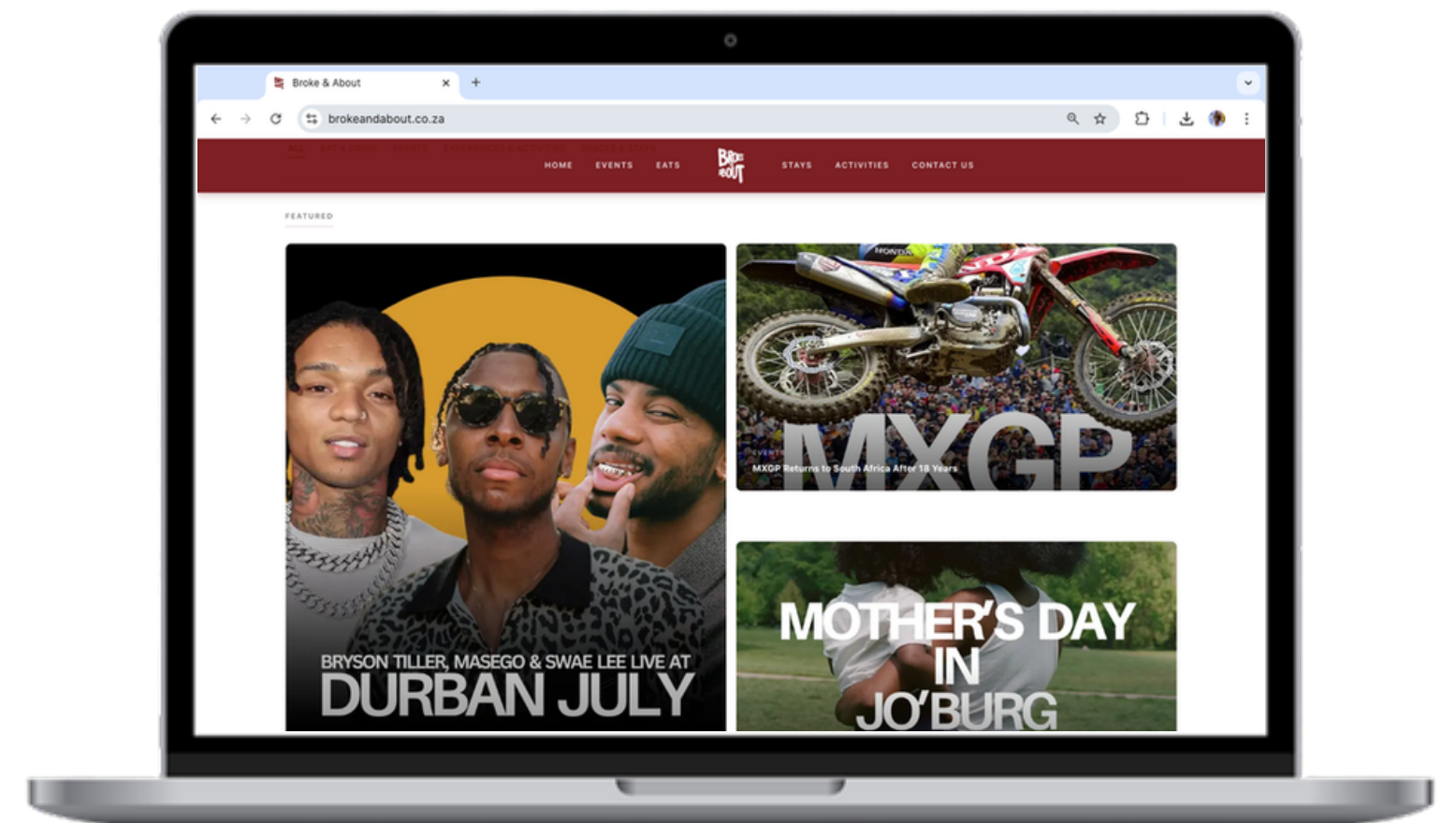
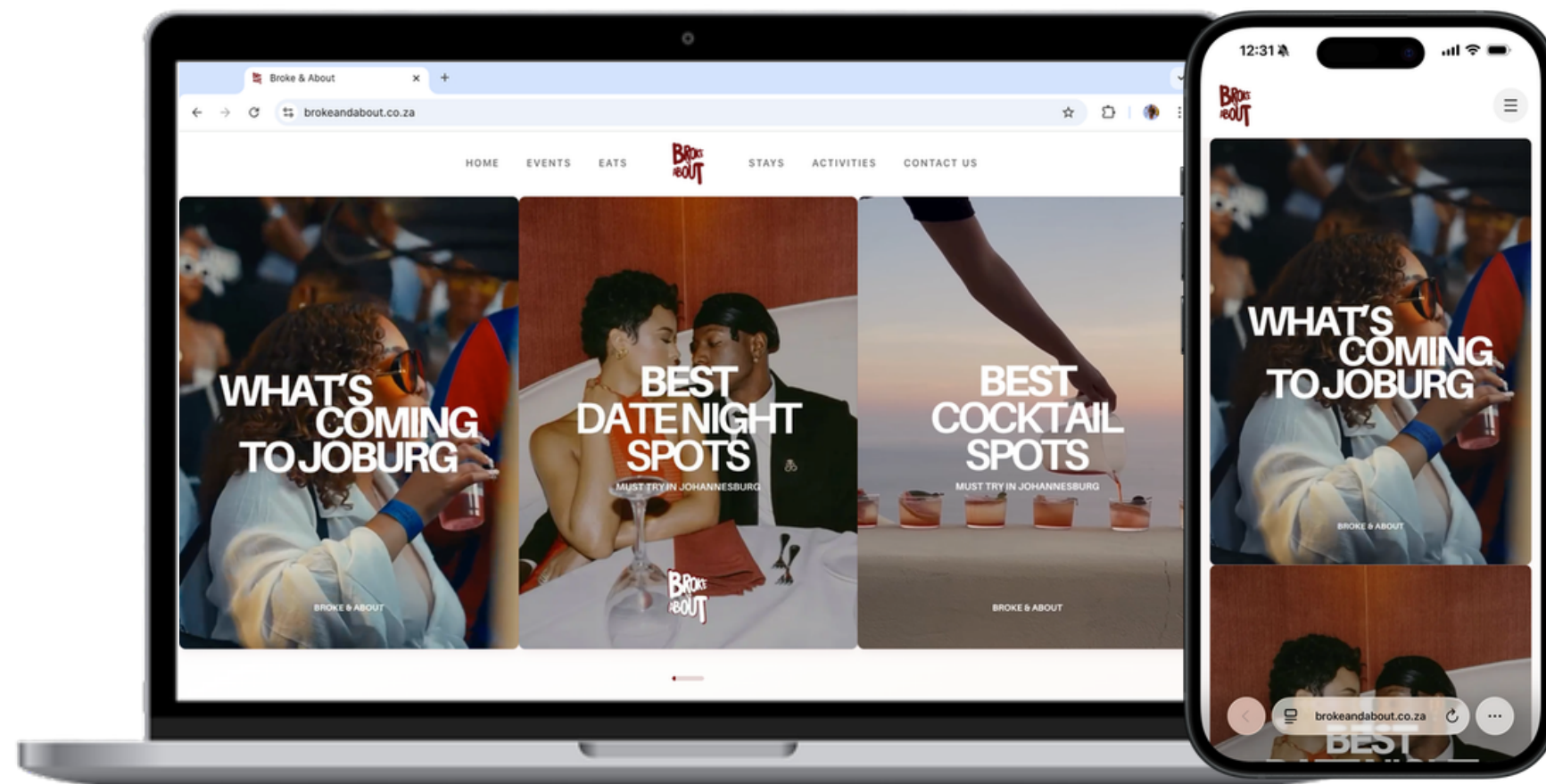
R21K

- SEO-OPTIMISED FEATURE ARTICLE
- HOMEPAGE HERO PLACEMENT
- EMBEDDED LINKS
- EMBEDDED VIDEO/PHOTOS
- 21-DAYS HOMEPAGE PLACEMENT

SPONSORED ARTICLE

R10K

- SEO-OPTIMISED SPONSORED ARTICLE
- EMBEDDED LINKS
- HOMEPAGE PLACEMENT
- 21-DAYS VISIBILITY



WEBSITE REACH & AUDIENCE

TRACKING PERIOD 21 APRIL 2026 – 16 MAY 2026

WEBSITE PERFORMANCE

3,441

UNIQUE VISITORS

7,618

PAGE VIEWS

50%

BOUNCE RATE

WEBSITE TRAFFIC SOURCE

49%

GOOGLE SEARCH

45%

INSTAGRAM

6%

OTHER SOURCES

Broke & About traffic is driven almost equally by social discovery and organic search visibility.

TOP PERFORMING CONTENT

CONTENT

PAGE VIEWS

HOMEPAGE

2.4K

KOKOROKO IS COMING TO
SOUTH AFRICA

2.4K

EVENTS CATEGORY

589

JOHANNESBURG FESTIVAL
CALENDAR 2026

349

BRYSON TILLER, MASEGO & DJ
MUSTARD

305

BOOKSHOPS IN JOBURG

130

ACTIVITIES CATEGORY

111

JOY OF JAZZ 2026

97

EATS CATEGORY

91

AUDIENCE LOCATION

94%

SOUTH AFRICA

2%

UNITED STATES

4%

United Kingdom,
Singapore, Ireland,
Botswana, Eswatini,
Zimbabwe



Since launching website tracking on **21 April 2026**, Broke & About has grown to over 3,441 visitors and 7,618 page views in under a month.

With traffic driven mainly through Google Search and Instagram, the platform continues to attract people looking for the best events, restaurants, festivals and lifestyle experiences across Johannesburg

HOW WE COVER EVENTS

PROMOTE YOUR EVENT ON OUR CHANNELS

Promote your event on our 'Weekend Plans', a weekly event gig-guide

LIVE COVERAGE THROUGH SOCIAL MEDIA

Attend your event and curate content to be shared on our social media channels in real time

SHARE THE EXPERIENCE WITH OUR AUDIENCE

Through online & social media posts, we share the experience and coverage of your event.

PHOTO & VIDEO CONTENT

Our photo & video team is ready to capture the vibe and all fun moments at your event.

PRICING

EVENT COVERAGE



R7.5K

EVENT ATTENDANCE
INCLUDING LIVE IG STORIES
COVERAGE (3-5 SLIDES)

R24K

PRE PROMO
STANDALONE POST (IG OR TT)
WEEKEND PLANS FEATURE

ATTENDANCE + LIVE IG STORIES
2 TIKTOK VIDEOS + 1 IG REEL

R38K

PRE PROMO
STANDALONE POST (CROSS-POST)
WEEKEND PLANS + WHAT'S COMING FEATURE

ATTENDANCE + LIVE IG STORIES
3-5 TIKTOKS + 3 IG REELS
CAROUSEL POST (IMAGES PROVIDED BY CLIENT
FOR RECAP) + WEBSITE RECAP ARTICLE

PLEASE NOTE THE FOLLOWING:



Content and posts that promote violence, and discrimination, offensive and likely to cause outrage, general disapproval, or negative opinion within the community will NOT be approved.

PLACEMENT ADS:

- All placement Ads that are published on **brokeandabout.co.za** are valid for 30 days (1 month).
- We welcome placement advertisements in diverse formats, including images, JPEG & PNG.

SPONSORED CONTENT + SOCIAL MEDIA POSTS

- The client is responsible for providing sponsored content, including write-ups, images, and captions, along with the posting schedule. Additional charges may be incurred for extra requests or modifications.

EVENT COVERAGE

- Extra costs will apply if there are additional requests.
- Any pre event content (write-up, images, captions) is provided by client along with posting schedule. Extra costs will apply if there are additional requests/changes.
- Ownership of photos and videos captured during the event belongs to **Broke & About**, unless explicit arrangements with the client are made for sharing and usage, subject to a mutually agreed-upon fee.

EDITORIAL

- The fee is subject to change based on clients' requirements and deliverables. This excludes talent or any faces and does not encompass print or outdoor advertising usage rights. It includes usage rights solely for online advertorial and social media purposes.

PLEASE NOTE THE FOLLOWING:

CUSTOM WEBSITE TAKEOVERS & DISPLAY ADVERTISING

We also offer custom website takeover opportunities, homepage banners, branded sections, and integrated advertising placements tailored to campaign objectives. While these placements are not part of our standard website experience, we are open to select integrations for campaigns that align with the platform and budget.



PARTNER WITH US

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