

effective measure
presents

TRAVEL

insight report
october

As the festive season descends upon us in a haze of gold, green, and red, South African residents are winding down for the year - but South African brands are winding up for festive season campaigns.

Holiday deals, travel discounts, Christmas sales - the list goes on and on! It's a time for brands to show off their goods to consumers and for media owners to give them the best digital real estate on which to do so.

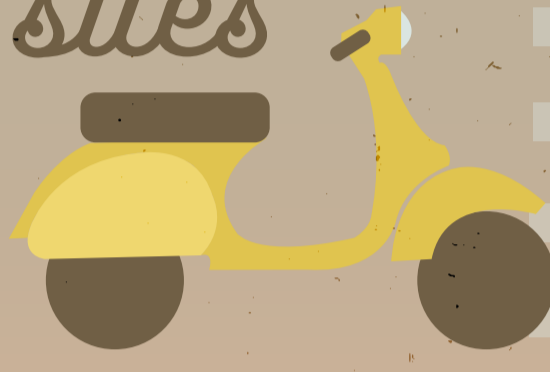
Effective Measure's Audience tool makes targeting the right consumer a breeze. In this month's Insight Report, we've selected LSM 9 and 10 and specified an audience that regularly books travel tickets online.

"The odds of hitting your target go up dramatically when you aim at it."

Mal Parcoast

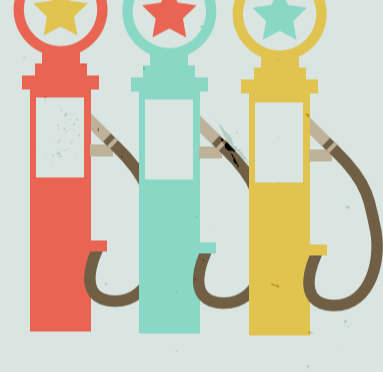


top travel sites



Website	UBs
getaway - adventure & guides	192,268
Weg	102,207
News24 App - Traveller24	96,441
iol.co.za - Travel	80,431
msn.com - Travel	52,225
bbc.com - Travel	27,989
maps.yellowpages.co.za	22,093
countrylife.co.za	18,284
leisurewheels.co.za	16,409
mg.co.za - Travel	15,300
wegryforum.weg.co.za	7,149
travel.iafrica.com	6,787
bizcommunity.com - Tourism & Travel	6,206

AUDIENCE — plan report —



To help you better plan your media campaigns, we've used Effective Measure's Audience tool to select a list of websites that you could advertise on. Our criteria was a South African audience with an LSM of 9 or 10 who regularly use the internet for travel bookings or arrangements.

matched site UBs

Website	% of Site Audience	Matched Site UBs	Matched Site PVs
news24.com	23.63%	1,863,345	24,840,760
timeslive.co.za	20.44%	806,415	4,958,469
iol.co.za	23.79%	767,913	7,276,146
msn.com	27.52%	733,224	19,279,055
gumtree.co.za	14.80%	668,759	22,151,165
sports24	28.22%	617,981	4,371,659
News24 Mobile	15.03%	587,820	5,549,782
Fin24	32.93%	559,536	2,407,968
mybroadband.co.za	30.32%	554,702	2,230,605
ewn.co.za	24.58%	535,988	2,793,511

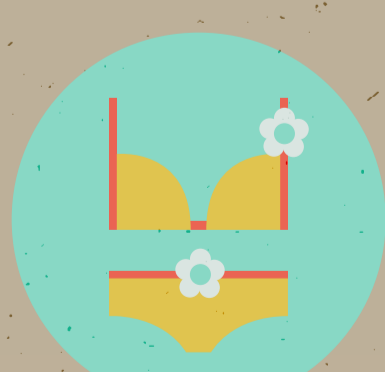
matched % audience

Website	% of Site Audience	Matched Site UBs	Matched Site PVs
today.moneyweb.co.za	64.39%	49,696	279,857
news.iafrica.com	63.59%	11,739	90,534
dailymaverick.co.za - Local News	63.58%	17,259	84,254
saschoolsports.co.za - Sports	62.65%	21,139	82,053
handicaps.co.za - Sports	62.06%	26,052	246,999
countrylife.co.za - Travel	56.84%	10,393	33,192
countrylife.co.za - Arts & Entertainment	56.84%	10,393	33,192
bbc.com - Travel	55.35%	15,492	28,782
gardenandhome.co.za - Arts & Entertainment	53.23%	12,641	76,629
gardenandhome.co.za - Home & Garden	53.23%	12,641	76,629

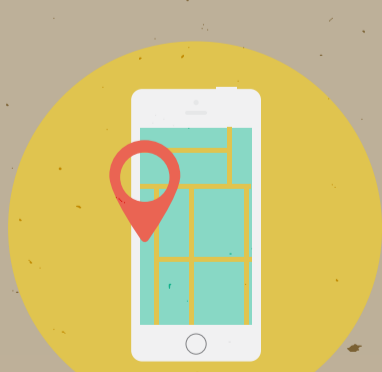
matched site PVs

Website	% of Site Audience	Matched Site UBs	Matched Site PVs
news24.com	23.63%	1,863,345	24,840,760
gumtree.co.za	14.80%	668,759	22,151,165
msn.com	27.52%	733,224	19,279,055
autotrader.co.za	24.80%	401,850	17,779,995
Cars.co.za - Automotive	18.61%	237,998	7,663,555
d6 school communicator	41.36%	255,152	7,658,558
iol.co.za	23.79%	767,913	7,276,146
gumtree.co.za - Automotive & Vehicles	20.70%	240,164	6,693,509
News24 Mobile	15.03%	587,820	5,549,782
supersport.com - Sports	24.53%	326,291	5,440,876

travel DEMOGRAPHICS



54%
are female



25%
are between the ages
of 25 and 35



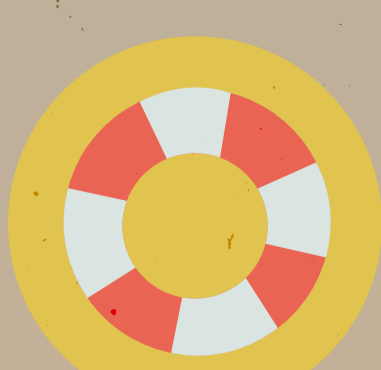
55%
are married



47%
are professionals
or managers



46%
have 4 or more people
in their household



51%
have children at home
under the age of 14