



TREND ROOM

ADVERTISING RATE CARD

Introductory 2026 Rates - ZAR

Curated culture advertising for culture-forward brands, events and launches.

Website

Homepage, articles, events,
search and mobile

Newsletter

Culture Brief sponsorship and
dedicated mailers

Custom

Popups, branded features, design
and copywriting

viranova.co.za/advertise-with-us

| advertise@viranova.co.za

| Instagram @viranovatrendroom

Direct placements across Viranova homepage, culture pages, articles, events, search and mobile inventory.

Placement	Size / Format	1 Day	7 Days	30 Days
Homepage Hero Rail	Premium homepage feature	R1,500	R6,500	R18,000
Homepage Billboard	970 x 250	R1,000	R4,000	R12,000
Homepage Mid-Feed	Native homepage slot	R650	R2,800	R8,000
Trending Now Page	Native / banner placement	R650	R2,500	R7,500
Events Page	Event audience placement	R650	R2,800	R8,000
Event Partner Strip	728 x 90	R400	R1,600	R4,500
Article Sidebar Pulse	300 x 600	R550	R2,200	R6,000
Article Inline	In-article native/banner slot	R500	R2,000	R5,500
Article Footer	End-of-article placement	R350	R1,400	R4,000
Category / Desk Page	Category page placement	R500	R2,000	R6,000
Search Results Placement	Native / banner slot	R350	R1,300	R3,500
Sticky Mobile Banner	Mobile fixed banner	R700	R2,800	R8,000
Site-Wide Footer Placement	Footer visibility	R300	R1,200	R3,500

Positioning note

Use these placements for product launches, event ticket pushes, entertainment drops, brand moments and audience retargeting support.

High-intent sponsorships, subscriber mailers, creative services and bespoke campaign builds.

Newsletter & Email Rates

Placement	Format	Rate
Culture Brief Sponsor	Native sponsor placement inside newsletter	R1,200 per edition
Culture Brief Monthly Sponsor	Sponsor placement across 4 editions	R4,000
Dedicated Subscriber Email	Direct sponsor mailer outside the newsletter	From R2,500 per send
Newsletter + Website Bundle	Culture Brief sponsor + 7-day website placement	From R4,500

Custom Advertising Options

Option	Rate
Popup Ad Campaign	From R4,000 per 7 days
Custom Placement Build	From R2,500 setup fee
Sponsored Article / Brand Feature	From R3,500 once-off
Campaign Design by Viranova	From R450 per static creative
Animated / Premium Creative Design	From R850 per creative
Copywriting for Advertiser Campaign	From R350



Creative support can be added to any campaign

Viranova can assist with static ads, animated creative, campaign copy, sponsored features and custom placement builds. Final timelines depend on brief, asset availability and approval requirements.

Starter bundles to help advertisers choose the right level of visibility. Custom packages are available on request.

Event Boost Package

R4,500

Includes:

- Events Page placement for 7 days
- Event Partner Strip for 7 days
- Search Results placement for 7 days

Culture Visibility Package

R7,500

Includes:

- Homepage Mid-Feed for 7 days
- Article Sidebar Pulse for 7 days
- Culture Brief newsletter sponsor placement

Premium Launch Package

R12,000

Includes:

- Homepage Billboard for 7 days
- Trending Now placement for 7 days
- Sticky Mobile Banner for 7 days
- Culture Brief sponsor placement

Full Culture Takeover

R25,000

Includes:

- Homepage Hero Rail for 7 days
- Homepage Billboard for 7 days
- Trending Now placement for 7 days
- Article Sidebar Pulse for 7 days
- Sticky Mobile Banner for 7 days
- Dedicated subscriber email

Package availability is subject to campaign dates, editorial fit and inventory. Add creative design, copywriting or sponsored feature support as needed.

Approvals, labelling, rates and contact details for advertiser enquiries.

Standard Terms

- All advertising is subject to approval by Viranova.
- Ads must be suitable for Viranova's audience and brand environment.
- Paid placements will be clearly marked as Sponsored or Advert where relevant.
- Rates include VAT where applicable.
- Custom packages are available on request.
- Final pricing may vary for bespoke builds, premium creative, production timelines or non-standard campaign requirements.



Book a Campaign

For bookings and campaign enquiries, contact Viranova or send a direct message on Instagram.

advertise@viranova.co.za

viranova.co.za/advertise-with-us

[@viranovatrendroom](https://www.instagram.com/viranovatrendroom)

Legal trading note

Viranova and The Viranova Trend Room trade under Viranova (Pty) Ltd Reg. 2026/382065/07