

**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.**

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BROKE

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.

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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

2.7M MONTHLY VIEWS

174K MONTHLY INTERACTIONS

856K UNIQUE VIEWERS

78K TOTAL FOLLOWERS

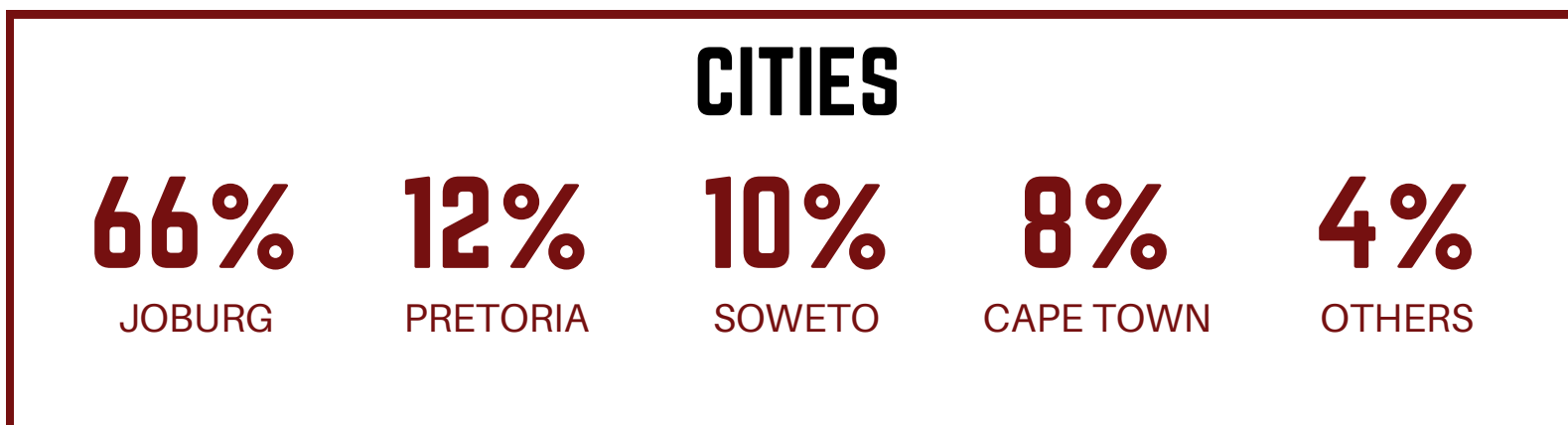
78K
TOTAL FOLLOWERS
16.6% INCREASE IN FOLLOWERS PM



33K FOLLOWERS
190K ACCOUNTS REACHED



45K FOLLOWERS
674K TOTAL VIEWERS





OUR AUDIENCE

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.



MALE

39%



FEMALE

61%



AGES

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

PRICING

SOCIAL MEDIA POSTS



INSTAGRAM / TIKTOK VIDEO

R8K

WHAT'S COMING

R3K

WEEKEND PLANS

R1K

CAROUSEL POST

R6K

NEW TO JHB

R3K

LINK IN BIO

R6K

PRICING

WEBSITE & EDITORIAL



HERO ARTICLE

R17K

HERO PLACEMENT
SEO-OPTIMIZED FEATURE
EMBEDDED VIDEO & LINKS
HOMEPAGE PLACEMENT (30 DAYS)

DEDICATED SPONSORED ARTICLE

R11K

SEO-OPTIMIZED FEATURE
EMBEDDED VIDEO & LINKS
HOMEPAGE PLACEMENT (30 DAYS)

HOMEPAGE FEATURE

R6K

TOP PLACEMENT HIGHLIGHT
LINK INCLUSION

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



R22K

PRE PROMO
LIVE IG STORIES
REEL & TIKTOK RECAPS

R36K

PRE PROMO
LIVE & RECAP COVERAGE
20 EDITED PHOTOS
WEBSITE RECAP ARTICLE
HOMEPAGE PLACEMENT

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.

PARTNER WITH US

CONTACT

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