

THE **MEDIA PLATFORM** FOR PEOPLE WHO **MOVE MARKETS**

This is local content marketing — elevated.

Welcome to Purely Local, where editorial power meets destination energy. We create beautifully curated stories, digital placements, and visual content that resonates with the readers your brand wants most. Whether you're a destination, boutique stay, restaurant, winery, or community-first brand — this is the content platform made for you.

Now, for a limited time, we're inviting brands to book into our signature ****Purely Local Digital Package**** — a full-funnel feature campaign for just ****R10 000****.

WHAT YOU GET – PURELY LOCAL CAMPAIGN (R10 000)

This campaign includes:

- 1 x SEO-optimised feature article on purelylocal.co.za
- 1 x boosted social media post to our engaged audience
- 1 x HTML5 magazine advertorial feature
- 1 x lifestyle newsletter inclusion
- Full creative support and visual advert design



OUR CONTENT SILOS

PEOPLE

Creators, locals, change-makers

PLACES

Stays, towns, secret spots

FOOD & DRINK

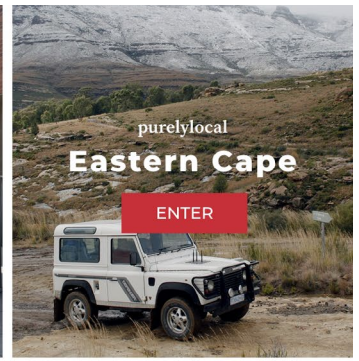
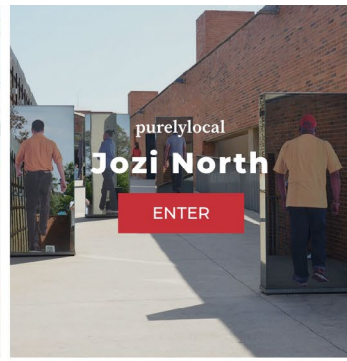
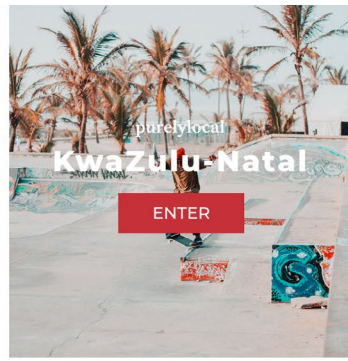
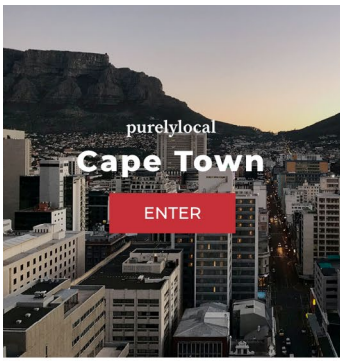
Chefs, kitchens, recipes, produce

CULTURE & COMMUNITY

Stories that anchor us

EXPERIENCES

What to do, where to go, how to feel something real



WHO YOU'RE REACHING

47 000

monthly Purely Local web readers

35 000-47 000

HTML5 magazine viewers

500 000+

content impressions per campaign

Travel-savvy, food-forward, culturally curious South Africans and inbound Europeans (Ages 25-55, LSM 8-10+)

ONE-OF-A-KIND: INFLUENCER PARTNERSHIP ADD-ON

Okay. Now let's take it up a level.

We've teamed up with **@marisia_in_africa** — one of SA's most followed, most loved local creators (306.8K+ followers and counting) — to offer a one-of-a-kind visual content extension available **only** to Purely Local advertisers.

Her and partner Eben will come to your property or experience and shoot **scroll-stopping** content. Reels. Photos. Stories. Pure emotion. All for your brand to keep, use, and show off.



For **just R5 000 - R7 500** (location & shoot dependent), you'll get:

- On-location influencer shoot with Marisia & Eben
- Visual content to own and repost
- Extended exposure via @marisia_in_africa's platforms
- Storytelling that converts into search, bookings, and buzz

BOOK NOW - CAMPAIGN SIGN-OFF

Let's go! Complete the form below and let's make magic.

Company Name: _____

Contact Person: _____

Email Address: _____

Contact Number: _____

Campaign Name: Purely Local Digital Campaign

Start Date: _____

Confirm R10 000 Purely Local Package

Add Influencer Content Creation (R5 000 - R7 500)*

*Final quote confirmed post-brief.

Signature: _____

Date: _____

Return completed form to: chantelle@augmentcreative.com

