





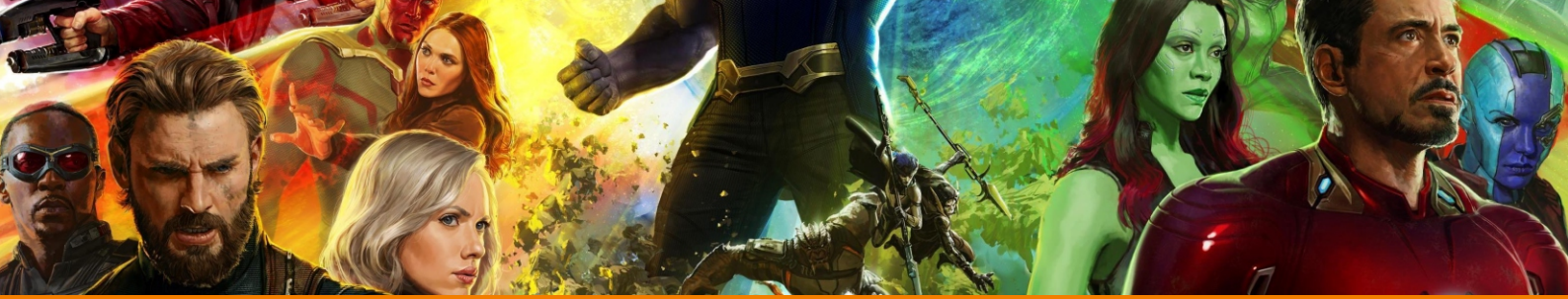
ABOUT FORTRESS OF SOLITUDE

Founded in 2012, Fortress of Solitude has become one of the most popular geek entertainment interest websites in South Africa and covers news and reviews on movies, games, comic books, gadgets, TV series, toys, sneakers and more.

With an average of 200,000 - 400,000 unique visitors per month, the site continues to grow with each passing month, establishing itself as a popular resource for reviews and news articles. Updated daily, Fortress of Solitude continues to attract fans of geek culture, offering them a unique world-class web experience where they are free to engage via comment forums and social media platforms.

200,000 - 400,000 VISITORS / MONTH





AUDIENCE



Fortress of Solitude attracts visitors from around the world - the most popular being South Africa, United States and United Kingdom. With a fanbase of 30 000 active Facebook fans and 5000 Youtube subscribers, continues to engage with the growing geek community. The site also regularly contributes to IMDB, Google News, Opera News, 360 News and other news sites.

The most popular user of Fortress of Solitude is...

South African

Male

Employed or studying

Between 25 - 35

Speaks English

Owens a mobile smartphone device

Our audience is...

70% Male

60% is between the ages of 25 and 35

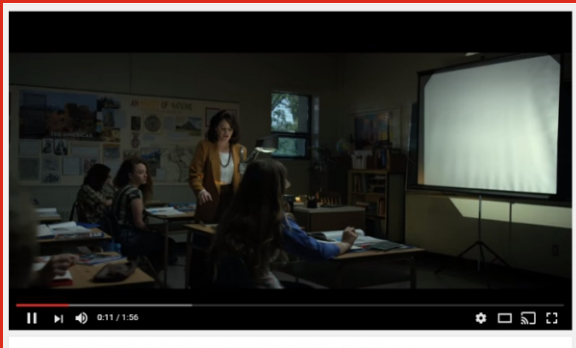
50% are desktop users

50% browse the site on their mobile

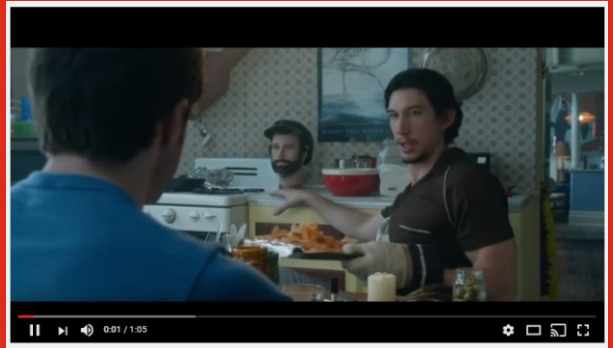




YOUTUBE EXAMPLES



Promoting X-Men: Apocalypse - 2,8 million views



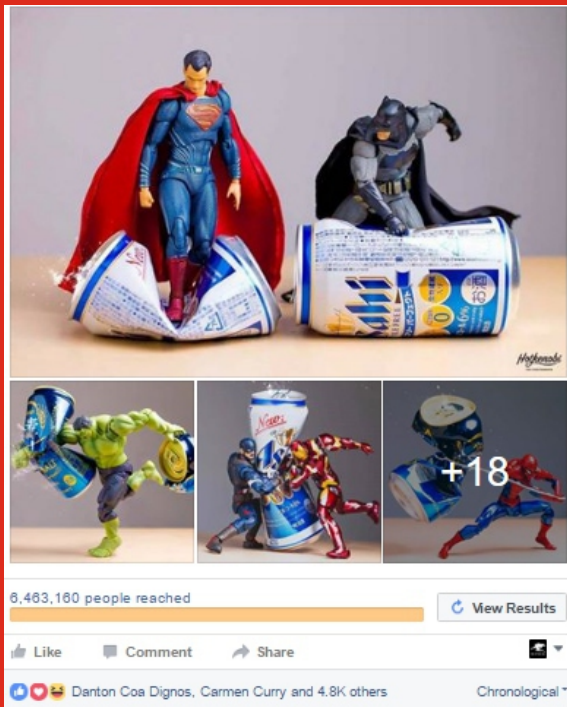
Promoting The Force Awakens - 5,7 million views

5500 SUBSCRIBERS





FACEBOOK EXAMPLE



*Example of Facebook post -
51,624 shares,
6,463,160 people reached,
4,800 likes*

30 000 FOLLOWERS





ADVERTISING OPPORTUNITIES



WEBSITE ADS

TOP LEADERBOARD AD 728 X 90	● x R3000 per month
MEDIUM SQUARE SIDEBAR AD 300 X 250	● x R2500 per month
SQUARE HOMEPAGE AD 300 X 250	● x R1500 per month

SPONSORED POSTS

SPONSORED POST (300+ WORDS)	● x R3000 each
PRESS RELEASES	● x R1500 each

SOCIAL MEDIA ADS

SPONSORED POST (FACEBOOK)	● x R1000 each
SPONSORED TWEET (TWITTER)	● x R400 each
YOUTUBE VIDEO UPLOAD (2MINS MAX)	● x R2000 each
INSTAGRAM IMAGE POST (INSTAGRAM)	● x R500 each





ADVERTISING PROPOSAL

4 X EDITORIAL POSTS - 1 PER WEEK x R3000 each

Content written by Fortress of Solitude staff writer as discussed with client

4 X FACEBOOK POSTS OF EDITORIAL - 1 PER WEEK x R1000 each

Optional Facebook AD promotion available to client

4 X TWITTER POSTS OF EDITORIAL - 1 PER WEEK x R400 each

Optional Twitter AD promotion available to client

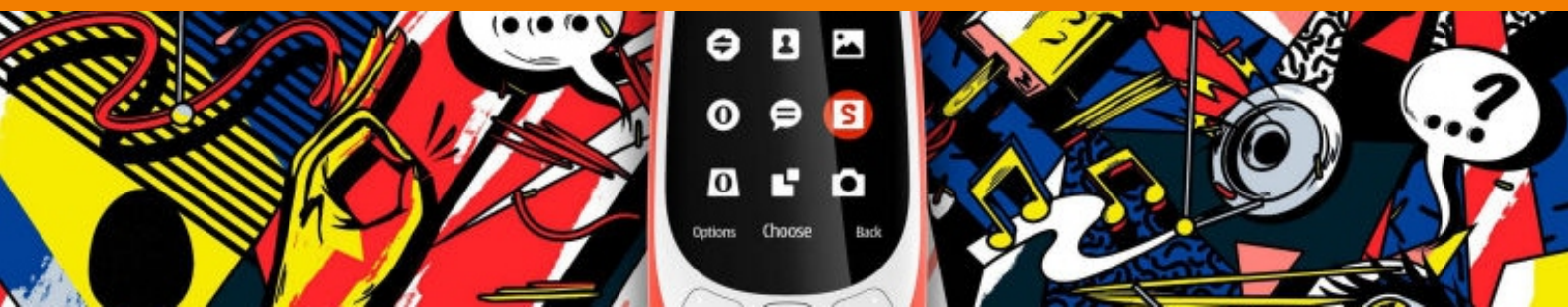
4 X YOUTUBE POSTS - 1 PER WEEK x R2000 each

Video content provided by client - for use in the editorial

Total Value: R25,600

TOTAL COST: R12,800

Total Discount: 50%





WWW.FORTRESSOFSOLITUDE.CO.ZA

MOVIES, GAMING, COMIC BOOKS, TECH, TV, BOOKS, TOYS AND MORE

EMAIL: JARROD@FORTRESSOFSOLITUDE.CO.ZA
PHONE: +27 (0) 71 850 7125