

Port2Port Sponsored Content Opportunities

Your complete guide to maximising reach, engagement, and results across Port2Port’s digital ecosystem.



Inside

- Signature Package
- Essentials Package
- Build Your Own Campaign (BYO)


Ready to book?

Reach out to [rachel@p2.group](mailto:rachel@p2.group) to get your campaign underway.

Cost Summary	Cost (VAT excl.)
<b>Package Cost</b> • Excludes paid media. Standard run time: 4 weeks*	<b>R21,500</b>
*Run time requests can be adjusted but may not be less than 1 (one) week.	
<b>Paid Media Spend</b> • Billed separately	From <b>R2,850*</b> minimum
*R2,000 paid media campaign setup + R850 per post, story, or reel boost	

Package Summary	
Newsletter	
Database	Your campaign is sent to the full Port2Port subscriber base of <b>70,000+ engaged wine +/- spirit lovers</b> .
Creative Direction	The <b>sponsored brand</b> leads the overall look and feel of the feature, ensuring strong alignment with your visual identity.
Writing	Feature content is <b>professionally written</b> by a reputable wine writer – either <b>credited</b> or <b>ghostwritten</b> , depending on your preference.
A/B Subject Line Testing	We'll test <b>25% of the audience</b> across two subject line variations to optimise open rates and engagement.
Weekly Round-up Banner	Your <b>banner placement</b> will appear in the <b>Weekly Round-up newsletter</b> , offering a <b>different audience segment</b> from the daily sends and running for the <b>duration of your campaign</b> .
Blog	
Longevity	Your written feature will live permanently on <b>Port2Port's Stories portal</b> as <b>evergreen content</b> .
Shoppable Feature	Your article will be accompanied by <b>click-through product items</b> , allowing readers to <b>shop directly from the feature</b> at any time.
Website	
Text Banner	Text-only banner placed <b>above the fold</b> on the Port2Port homepage.
Large Banner	A <b>text and image banner</b> above the fold within the <b>homepage carousel</b> .
Discover Banner	A <b>text and image banner</b> displayed within a set of three features above the fold on the Port2Port homepage.
Featured Products	Your selected wines will appear in the <b>bestsellers carousel</b> , prominently displayed above the fold.

Paid Media Summary	
Social Media (Organic)	
Carousel Feed Post	An <b>organic carousel</b> post designed to complement your feature using provided assets, product imagery, and branding across P2P's <b>Instagram and Facebook</b> . Caption copy is included and adapted from the written newsletter feature.
Story	A <b>matching story set</b> created to complement your carousel post across P2P's <b>Instagram and Facebook</b> . Copy (if needed) is generated from your written feature as a guide.
Reel	A reel may be included if video content already exists. Port2Port can extend reach by resharing or collaborating as a tagged partner.
Paid Media (Meta Advertising)	
Carousel Ad	A <b>paid carousel ad</b> designed to align with your organic carousel post. Caption copy is included, based on your newsletter content. This ad is served via Meta Ads Manager to reach a broader, targeted audience.
Paid Media (META) Consultation	Port2Port's media agency will manage paid spend on behalf of your brand for the best reach and performance.

Report Summary	
Deliverable	
Campaign Report	A post-campaign report – either a snippet or detailed extract depending on the campaign type – will be shared one week after the campaign end date.

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## The Essentials Package

Your core Port2Port presence – the key features that drive results without the full commitment.



Cost Summary	Cost (VAT excl.)
<b>Package Cost</b> • Excludes paid media. Standard run time: 4 weeks*	<b>R12,500</b>
*Run time requests can be adjusted but may not be less than 1 (one) week.	
<b>Paid Media Spend</b> • Billed separately	From <b>R850*</b> minimum
*R850 per post, story, or reel boost	

Package Summary	
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<b>Writing</b>	Feature content is <b>professionally written</b> by a reputable wine writer – either <b>credited</b> or <b>ghostwritten</b> , depending on your preference.
<b>Website</b>	
<b>Discover Banner</b>	A <b>text and image banner</b> displayed within a set of three features above the fold on the Port2Port homepage.

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<b>Carousel Feed Post</b>	An <b>organic carousel</b> post designed to complement your feature using provided assets, product imagery, and branding across P2P's <b>Instagram and Facebook</b> . Caption copy is included and adapted from the written newsletter feature.
<b>Story</b>	A <b>matching story set</b> created to complement your carousel post across P2P's <b>Instagram and Facebook</b> . Copy (if needed) is generated from your written feature as a guide.
<b>Reel</b>	A reel may be included if video content already exists. Port2Port can extend reach by resharing or collaborating as a tagged partner.

Report Summary	
<b>Deliverable</b>	
<b>Campaign Report</b>	A post-campaign report – either a snippet or detailed extract depending on the campaign type – will be shared one week after the campaign end date.

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Port2Port Placements		Cost (VAT excl.)
Newsletter		
Sent to a targeted segment of the Port2Port database – <b>minimum 20,000 subscribers</b> – selected according to agreed demographic and product relevance. Includes professional writing, creative direction, and A/B subject line testing to optimise engagement and drive sales.		<b>R3,599</b>
Large Ad Hoc Block		
Mid-homepage banner (1-week minimum). Includes image, title, CTA button, and unique URL.		<b>R1,299</b>
Featured Product(s)		
Per product, per week (1-week minimum). Appears within high-traffic sections of the Port2Port site.		<b>R499</b> per product featured
Social Media (Organic)		
Carousel and story posts across Port2Port’s social channels, styled to match your brand and feature content. Including mandatory boost of R350.		<b>R1,199+ R550 boost spend</b> (billed separately)
Paid Media (Meta Advertising)		
Carousel ad designed and optimised by Port2Port’s media agency for best performance. Including mandatory minimum budget of R3,500.		<b>R1,499 once-off + from R3,500 media spend</b> (billed separately)

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Deliverable	
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