

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 to get your campaign underway.

Cost Summary	Cost (VAT excl.)
Package Cost • Excludes paid media. Standard run time: 4 weeks*	R21,500
*Run time requests can be adjusted but may not be less than 1 (one) week.	
Paid Media Spend • Billed separately	From R2,850* 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 70,000+ engaged wine +/- spirit lovers .
Creative Direction	The sponsored brand leads the overall look and feel of the feature, ensuring strong alignment with your visual identity.
Writing	Feature content is professionally written by a reputable wine writer – either credited or ghostwritten , depending on your preference.
A/B Subject Line Testing	We'll test 25% of the audience across two subject line variations to optimise open rates and engagement.
Weekly Round-up Banner	Your banner placement will appear in the Weekly Round-up newsletter , offering a different audience segment from the daily sends and running for the duration of your campaign .
Blog	
Longevity	Your written feature will live permanently on Port2Port's Stories portal as evergreen content .
Shoppable Feature	Your article will be accompanied by click-through product items , allowing readers to shop directly from the feature at any time.
Website	
Text Banner	Text-only banner placed above the fold on the Port2Port homepage.
Large Banner	A text and image banner above the fold within the homepage carousel .
Discover Banner	A text and image banner displayed within a set of three features above the fold on the Port2Port homepage.
Featured Products	Your selected wines will appear in the bestsellers carousel , prominently displayed above the fold.

Paid Media Summary	
Social Media (Organic)	
Carousel Feed Post	An organic carousel post designed to complement your feature using provided assets, product imagery, and branding across P2P's Instagram and Facebook . Caption copy is included and adapted from the written newsletter feature.
Story	A matching story set created to complement your carousel post across P2P's Instagram and Facebook . 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 paid carousel ad 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.)
Package Cost • Excludes paid media. Standard run time: 4 weeks*	R12,500
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Paid Media Spend • Billed separately	From R850* minimum
*R850 per post, story, or reel boost	

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Build Your Own Campaign (BYO)

Prefer a more flexible setup? Each feature can be booked individually or as an add-on to your campaign.



Port2Port Placements	Cost (VAT excl.)
Newsletter	
Sent to a targeted segment of the Port2Port database – minimum 20,000 subscribers – 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.	R3,599
Large Ad Hoc Block	
Mid-homepage banner (1-week minimum). Includes image, title, CTA button, and unique URL.	R1,299
Featured Product(s)	
Per product, per week (1-week minimum). Appears within high-traffic sections of the Port2Port site.	R499 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.	R1,199+ R350 boost spend (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.	R1,499 once-off + from R3,500 media spend (billed separately)

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