



NUUSPOD

Profile



nuuspod.com

Nuuspod was founded in 2020 to satisfy the demand for an Afrikaans voice online that not only spoke the language, but understood the people. From this the tagline **"Die Tuiste van Afrikaanse Stories agter die Nuus"** was born.

After several years as an anchor on RSG, an Afrikaans radiostation where he won several journalistic awards, Izak du Plessis struck out on his own and started Nuuspod. Initially only available as a podcast, Nuuspod recognised the increased possibilities of online communications brought about by the Covid-19 lockdown, and Nuuspod expanded into video. Initially focused on interviews with leading South Africans, it has broadened its scope into offering news and commentary on weekdays, while also adding more human interest offerings.

What is **NUUSPOD?**

Izak du Plessis
SA Radio Awards 2020
ATKV Mediaveertjies
2015/2017/2018/2019
Vodacom Journalist
of the Year 2016



The Nuuspod Youtube channel is currently one of the leading Afrikaans news channels online, and has a presence on most other social media platforms, including Facebook, Twitter, Instagram and Whatsapp.

Advertising on Nuuspod offers advertisers access to a large, growing and affluent mostly Afrikaans speaking audience which will allow them to maximise their investment.

What is **NUUSPOD?**

Teresa Coetzee
Former journalist with
Rooi Rose, Huisgenoot,
Rapport and Beeld.
Keen cyclist having
completed several
Cape Epics
and other races





Nuuspod is now available on a variety of popular digital and social media platforms.

While the main focus of the channel remains on YouTube, this content is backed up by a wide following on other popular social media platforms, including Facebook, Twitter, Instagram and Whatsapp.

All interviews on Nuuspod is also available on various podcast platforms such as Spotify, Apple Podcasts and Google Podcasts.

From time to time, the contributors to Nuuspod also write articles or editorials relating to newsworthy events which has proven to be popular.

Our digital PLATFORMS



YouTube

Lifetime

13 500 Subscribers

2 million views

260 000 hours watched

Last 28 days

310 000 views



Website 1220 views

Last 28 days



Facebook 11 300

Followers



Twitter 5144

Followers



Instagram 1079

Followers



Spotify

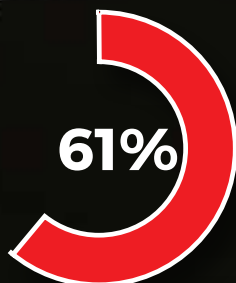


Apple Podcasts



nuuspod.com

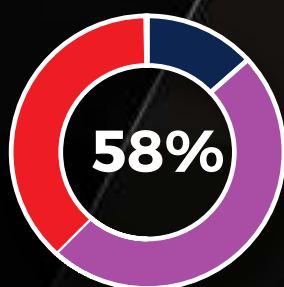
Our AUDIENCE



61% of Nuuspod's audience is male



93% of Nuuspod's audience lives in South Africa and Namibia



58% of Nuuspod's audience is between 35 and 65 years old. 38% of its audience is over 65, and 4% is under 35



Nuuspod offers a wide variety of content aimed at its largely affluent Afrikaans audience. Its offerings range from daily news headlines and commentary in **STROOMOP**, to content tailored for more specific interests such as interviews or documentaries.

Nuuspod offers regular interviews with major roleplayers in South African society, but is also known for telling the stories of the common man. We have spoken to a diverse range of people, from Tony Leon to Jimmy Manyi, from Andre de Ruyter to Dawie Roodt. We try to be as diverse and as neutral as possible, giving everyone a chance to state their view with fear or prejudice. Nuuspod aims to live up to its slogan of being without prejudice, without borders and without fear.

Nuuspod also features various contributors who regularly publish interviews or documentaries on a variety of subjects, ranging from cycling to animals, celebrities, sports and more. Teresa Coetzee is a former News 24 journalist and is very active in the cycling world. She has had many interviews with leading cycling figures, as well as interviews with well-known celebrities such as Patricia Lewis, Bruce Fordyce and Sonja Herholdt.

Nuuspod continues to broaden its scope and regularly invite contributors to its platform.

Our OFFERINGS



Our rates on



YouTube



STROOMOP

HEADLINES

FIVE DAYS A WEEK
6:00 TO 6:30
LOGO DISPLAYED
SOCIAL MEDIA POSTS
NAME MENTIONED

R1250 | **R5000**
per day | One day per
week for
whole month



SPONSOR

LOGO DISPLAYED
NAME MENTIONED
PROMOTIONAL VIDEO
OPTIONAL
SOCIAL MEDIA POSTS
ADVERT AND
LINK ON WEBSITE

R3500 | **R4500**
Without | Including
promotional production of
video promotional video



SPONSOR

LOGO DISPLAYED
NAME MENTIONED
PROMOTIONAL VIDEO
OPTIONAL
SOCIAL MEDIA POSTS
ADVERT AND
LINK ON WEBSITE

R10 000 | **R11 000**
Without | Including
promotional production of
video promotional video



INTERVIEW

PROMOTE YOUR BUSINESS
ON NUUSPOD
INCL SHORT VIDEO
SOCIAL MEDIA POSTS
ADVERT ON WEBSITE

R3500
One short promotional video
of your business included



REGULARS

INTERVIEWS
AROUND SPECIFIC
INTERESTS
SUCH AS AGRICULTURE,
MOTORING, MEDICAL ETC

R1250 | **R5000**
per day | One day per
week for
whole month



**IN-DEPTH
ANALYSIS**

LOGO DISPLAYED
SOCIAL MEDIA POSTS
NAME MENTIONED

R1250 | **R5000**
per day | One day per
week for
whole month



Our Website RATES



CAROUSEL

Your logo
on rolling carousel
on website
Clickable to website

R100
per day

R2500
Whole month



EDITORIAL

Featured
sponsored editorial
with video including
publication
on Youtube

R3500

One short promotional video
of your business included



CUSTOM

WE CAN
ACCOMMODATE
YOUR PROMOTIONAL
IDEA ON NUUSPOD

Pricing to be confirmed on
a case by case basis



WIDER
MEDIA

GRAPHIC DESIGN

WE CAN HELP
WITH ANY GRAPHIC
DESIGN REQUIREMENTS
INCLUDING WEBSITES,
SOCIAL MEDIA AND
VIDEO PRODUCTION

**PRICING
AVAILABLE ON
REQUEST**



Our Social Media RATES



FACEBOOK

Post with photo
includes link to
website

R250
per post



TWITTER

One Tweet
with photo
includes link to
website

R250
per post



INSTAGRAM

One Tweet
with photo
includes link to
website

R250
per post



WIDER
MEDIA

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WE CAN HELP
WITH ANY GRAPHIC
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INCLUDING WEBSITES,
SOCIAL MEDIA AND
VIDEO PRODUCTION

**PRICING
AVAILABLE ON
REQUEST**



Our Contact **DETAILS**



**DIE TUISTE VAN
AFRIKAANSE
STORIES ACTER
DIE NUUS**

IZAK DU PLESSIS

**082 838 5204
info@nuuspod.com**



**DIE TUISTE VAN
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YouTube



Facebook



Twitter



Instagram

