



Melville Untold

SNAPS ON SEVENTH

POWERED BY SNAPS ON SEVENTH

RATE CARD

Johannesburg's bohemian capital. A creative sanctuary with a history older than the city itself, stretching back to the Koppies and the Khoi and San heritage beneath it. We cover the stories, people and businesses keeping that spirit alive.

1,400+

SUBSCRIBERS

47%

OPEN RATE (2X
AVERAGE)

4.5%

CLICK TO OPEN

+10/wk

GROWING

WHO WE ARE

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GEOGRAPHIC FOCUS

Melville is our core. Through the Art Mile and community events, we already draw attendees from neighbouring suburbs where we see overlap and growth potential:

- **Westdene**
- **Parkview**
- **Parkhurst**
- **Greenside**
- **Richmond**
- **Westcliff**
- **Emmarentia**
- **Linden**
- **44 Stanley** (precinct)

FOUR PLATFORMS

Melville Untold: the weekly newsletter. Every Thursday in 1,400+ inboxes.

Melville Pulse: the community events calendar.

Melville Art Mile: the monthly First Thursdays art walk. Founded 4 December 2025.

Melville Pocket Companion: our printed area brochure, currently in 11 guesthouses with potential to reach 30+.

CREDIBILITY

UNIVERSITY OF JOHANNESBURG

Official supplier and community marketing partner to the UJ Metaverse Research Unit. AR Smelter experience unveiled at the Melville Koppies, Museum Africa next. Joining the Johannesburg Business School Supplier Development Programme in August 2026.

COMMUNITY TRUST

Media and marketing support for Melville Koppies, where Aubrey Moloto also sits on the Committee. Called in to support and help set up the Bambanani fundraiser. Our photography runs on the **Residents Association website**, who publicly thanked Aubrey.

IN YOUR POCKET

Content partnership with Johannesburg In Your Pocket, the city's premium visitor guide.

MELVILLE 130

Official media partner for the suburb's 130th birthday celebrations, October 2026.

Our work has been covered or celebrated by [Daily Maverick](#), [Financial Mail](#), The Saturday Star, TimeOut, 702, SAfm, VOW FM, 2 Summers and Afrimaxx/DW.

THE MELVILLE ART MILE

A monthly First Thursdays art walk through Melville. Launched 4 December 2025. Seven editions in.



2,139 TICKETS, 7 EDITIONS	2,500+ INSTAGRAM FOLLOWERS	500+ FACEBOOK FOLLOWERS	60K+ INSTAGRAM VIEWS	300-550 ATTENDEES PER EVENT	Zero SAFETY INCIDENTS
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Hundreds of people come through Melville's galleries, restaurants and creative spaces every month. The VIP Tour is a guided walk with artist meet-and-greets, shuttle transport and hosted stops.

Long-term newsletter partners get first access to Art Mile activations: branded stops, VIP experiences, product sampling, event signage. [Read the Residents Association feature →](#)

NEWSLETTER ADVERTISING OPTIONS

All prices per week, per issue. Minimum booking: 1 month (4 issues).

HEADLINE SPONSOR

TOP OF NEWSLETTER

R950 / week

- Co-branded masthead: "Melville Untold, together with [Your Brand]"
- Premium positioning at the top of the newsletter
- Large image + logo placement
- 75-word branded message
- Full contact details and call-to-action link

GIG GUIDE SECTION

MID NEWSLETTER

R750 / week

- Owns the Gig Guide section
- Below the main story
- Large image + logo placement
- 50-word branded message
- Call-to-action link and contact details

SECTION SPONSOR

SECTION FOOTER

R500 / week

- "This section is brought to you by [Your Brand]"
- Business card style or logo at section end
- Call-to-action link
- Contact details

PACKAGE DISCOUNTS

3-month commitment	10% off
6-month commitment	25% off
Minimum booking	1 month (4 issues)

THE MELVILLE DISCOUNT

Special Melville discount applies to residents and businesses.

VALUE-IN-KIND

Same ad placement. Different currency.

HOW IT WORKS

You provide something we need for an event, project or subscriber benefit. In return, you get a sponsored ad placement at equivalent value.

WHAT WE ACCEPT

Competition prizes, marketing push exchanges, products or services for Art Mile and community events (printing, catering, transport, venue access, production support).

Value-in-kind deals are **always** labelled as sponsor posts, never dressed up as editorial. We do not accept payment for editorial features.

WHO READS US

- **Retirees and homeowners (60+):** checking if their investment is sound
- **Business owners and staff:** tracking the local economy
- **Visitors and regulars:** the people who come to eat, drink and play here
- **Students and youth:** the next generation of Melville regulars, owners and stakeholders
- **Young families:** looking at Melville as a future
- **People who work here:** commuting in daily, spending locally
- **Nostalgics and diaspora:** former residents and workers staying connected

AS FEATURED IN

Daily Maverick Financial Mail The Saturday Star Time Out Good Things Guy
In Your Pocket Wits Vuvuzela CityLife Arts 702 SAfm VOW FM 2 Summers
Jozi My Jozi / Jozi Walks 2025 Afrimaxx / DW

TERMS

- All rates exclude VAT
- Minimum booking: 1 month (4 issues)
- Content subject to editorial approval
- 50% of long-term commitment payment required in advance
- We do not accept newsletter sponsors primarily focused on alcohol or recreational substances
- Rates subject to increase at subscriber milestones. Changes only take effect upon package renewal.



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