



Melville Untold

SNAPS ON SEVENTH

POWERED BY SNAPS ON SEVENTH

ADVERTISING & PARTNERSHIPS

REACH *Melville*

*We built the newsletter. We founded the Art Mile on **4 December 2025** and put **2,139** people through Melville in seven editions since. We power the community calendar. Melville is Johannesburg's bohemian capital, and your brand belongs here.*

THE AUDIENCE

1,400+

SUBSCRIBERS

47%

OPEN RATE

4.5%

CLICK TO OPEN

+10/wk

GROWING

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

We build audiences from nothing, locally and fast. In under eight months the Art Mile Instagram has gone from zero to **2,500+** followers, with 500+ on Facebook and 60K+ views. The newsletter has grown every week since launch.

WHO YOU'RE PARTNERING WITH

01 FOUR PLATFORMS, ONE ECOSYSTEM

Melville Untold ([the weekly newsletter](#)), Melville Pulse ([the events calendar](#)), the [Melville Art Mile](#) (the monthly First Thursdays art walk we founded on 4 December 2025), and the Melville Pocket Companion (our printed area brochure, currently in 11 guesthouses with potential to scale to 30+).

02 UNIVERSITY OF JOHANNESBURG

Official supplier. Community marketing partner to the UJ Metaverse Research Unit. Unveiled the AR Smelter at the Koppies, heading to Museum Africa next. Joining the Johannesburg Business School Supplier Development Programme in August 2026.

03 MELVILLE 130

Official media partner for the suburb's 130th birthday celebrations in October 2026. The biggest community event Melville is rallying around.

04 COMMUNITY TRUST

Media and marketing support for Melville Koppies, where Aubrey 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](#).

05 EDITORIAL PARTNERSHIPS

Content partnership with **In Your Pocket**, putting Melville's stories in front of tourists and newcomers through the city's premium visitor guide.

THE PACKAGES

HEADLINE SPONSOR

R950/wk

Co-branded masthead.
Premium spot. 75-word
message, large image, logo,
CTA link.

GIG GUIDE SECTION

R750/wk

Own the section everyone
scrolls to. 50-word message,
large image, logo, CTA.

SECTION SPONSOR

R500/wk

"Brought to you by" placement.
Logo, link and contact at
section end.

VALUE-IN-KIND

Equivalent

Sponsor post paid in goods or
services. Competition prizes,
event support, things we need.
Always labelled as an ad.

3 months: **10% off**. 6 months: **25% off**. Special Melville discount applies. Min 1 month. Rates ex VAT.

LET'S BUILD IT.

Pick your tier, pick your commitment. Long-term partners get first access to Art Mile activations, VIP tours and Melville 130 exposure.

Not ready for cash? **Pay in kind.** Competition prizes, event support, things we need. Same ad placement, always labelled as an ad. No pay-for-play on editorial, ever.

REQUEST A RATE CARD

BOOK A SLOT

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