

The Bulrushes

News you can trust



2025 Overview & Rates



WHO WE ARE



The Bulrushes is a independent online publication, founded during the Covid-19 pandemic in 2021, that prides itself on reporting real news you can trust.

We keep everything simple – no fudging.

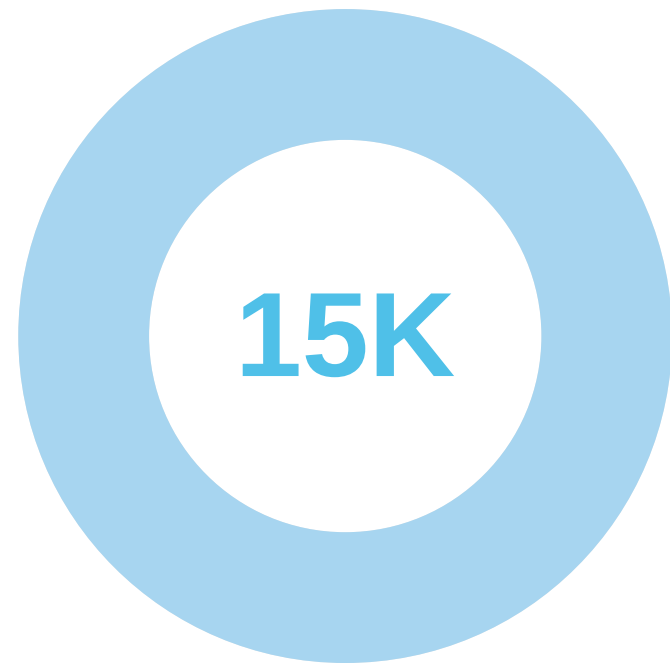
With newspapers in decline, The Bulrushes aims to be your favourite source of credible news.

"In just six months we have gained thousands of readers," says Moses Mudzwiti, veteran editor and founder of The Bulrushes.

"Our content includes development news, travel, environment, education, and entertainment is completely free for consumers with access to a smartphone, tablet, laptop, or desktop."

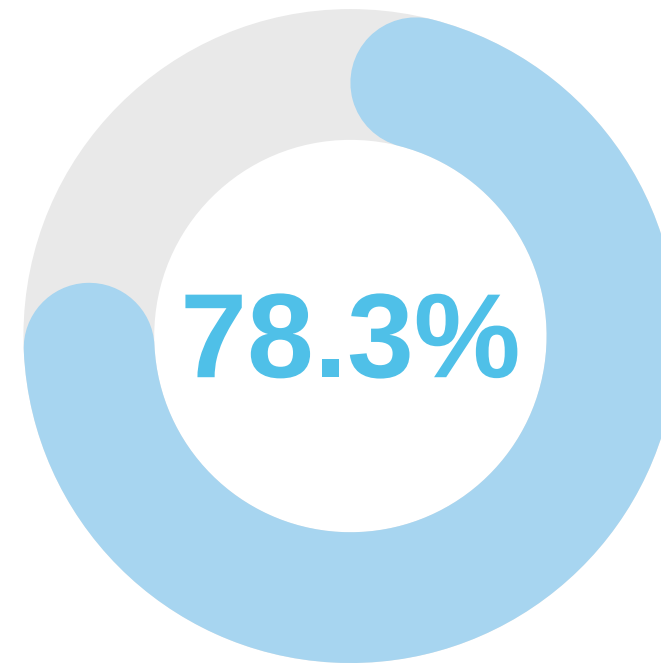
"Our vision is to provide an interesting one-stop window of authentic local and global news, sport and entertainment reports that are well-written and generally understandable by any English speaker,"

WHO READS US?



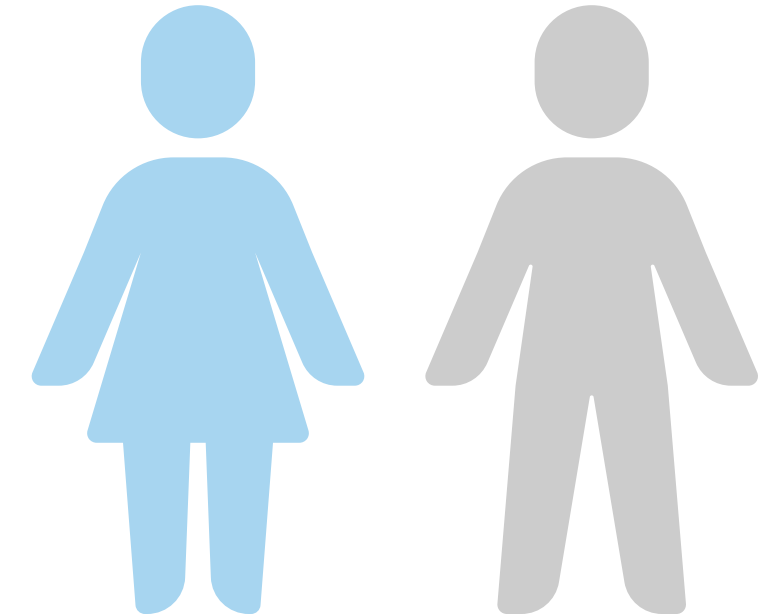
UNIQUE WEEKLY READERS

We have over 15k unique visitors coming through to the site, every week.



LOCAL

TheBulrushes.com is written for every English reader - we are fast positioning ourselves as the go to for authentic news

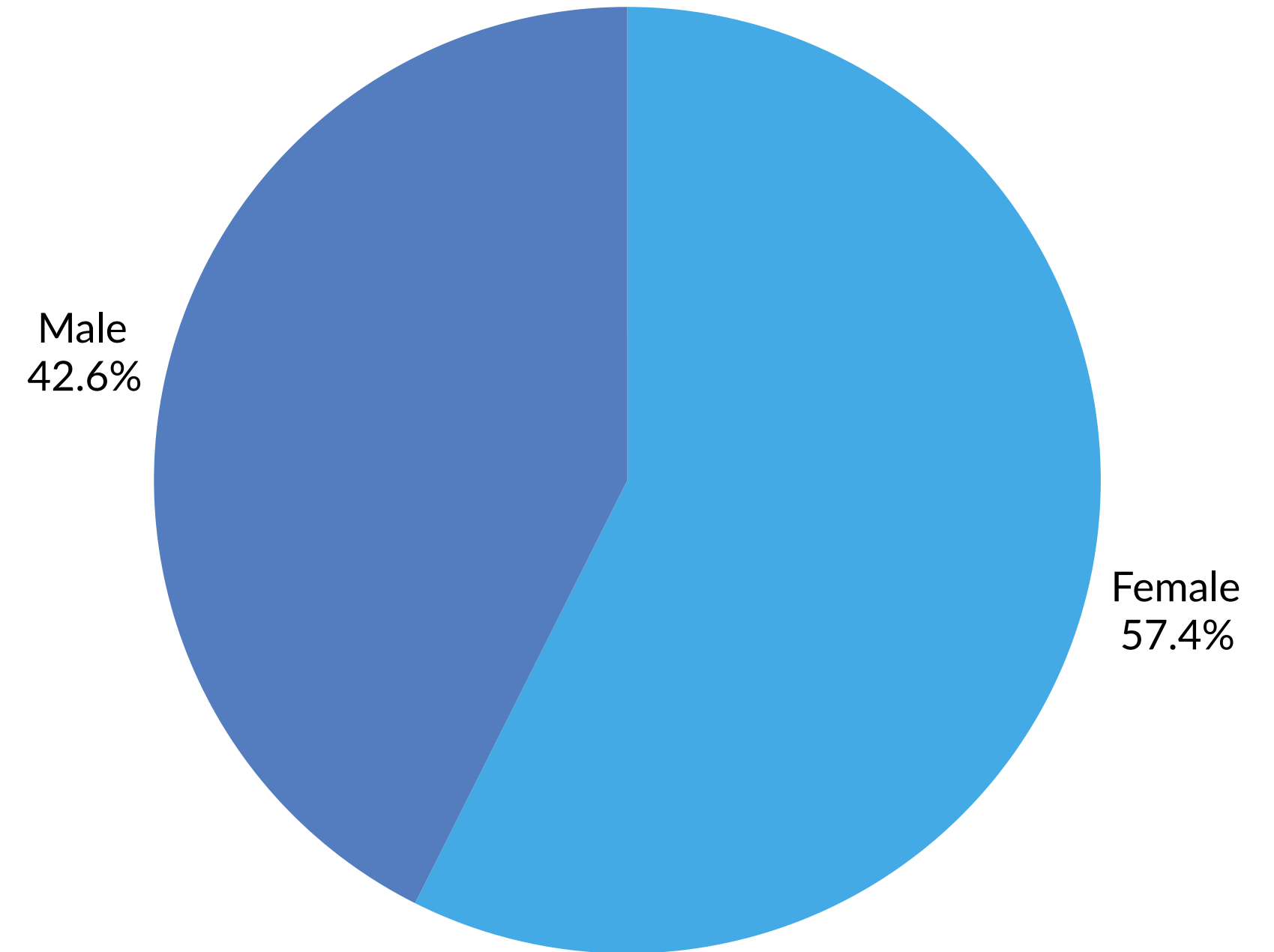
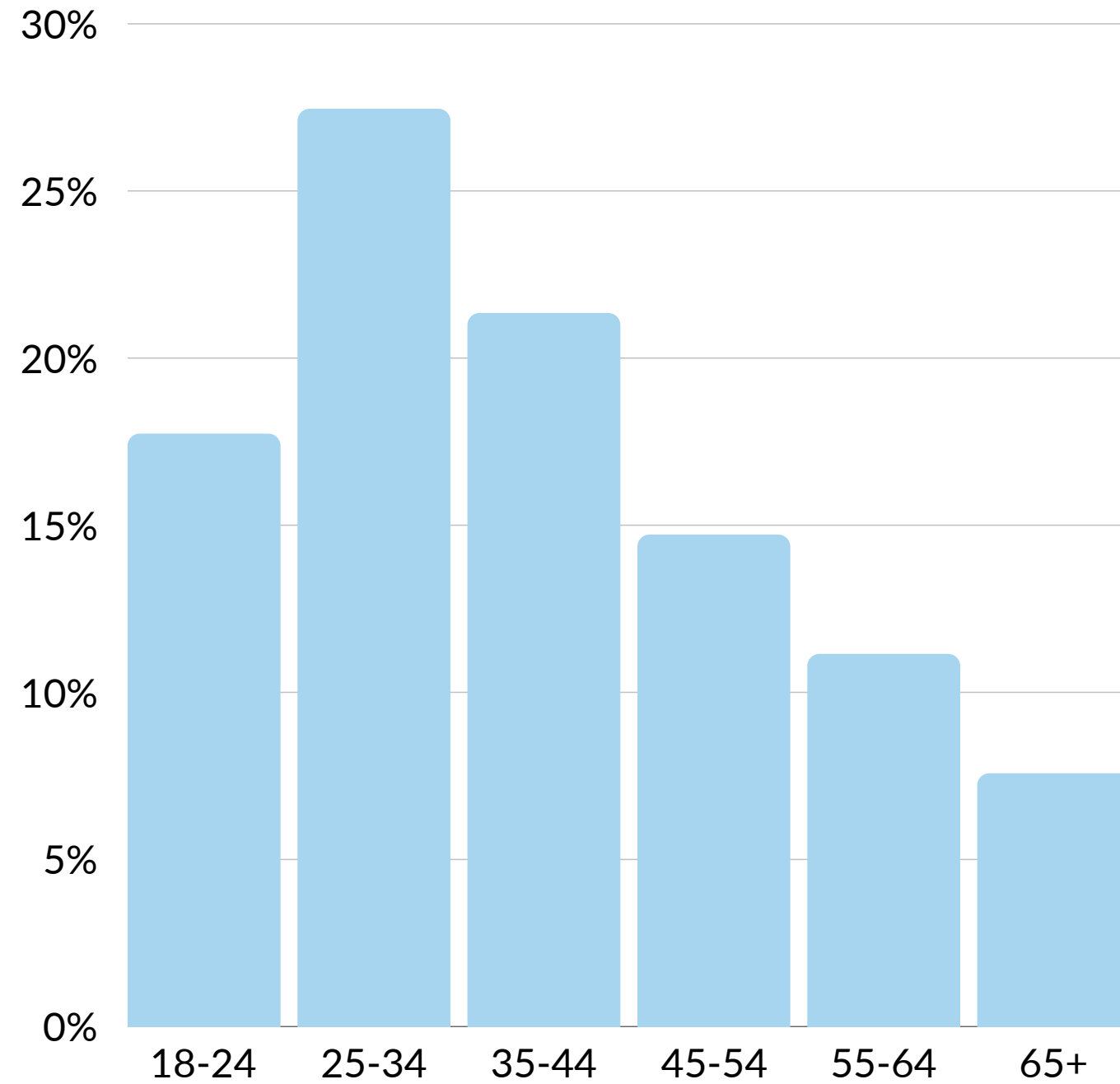


DEMOGRAPHICALLY DIVERSE

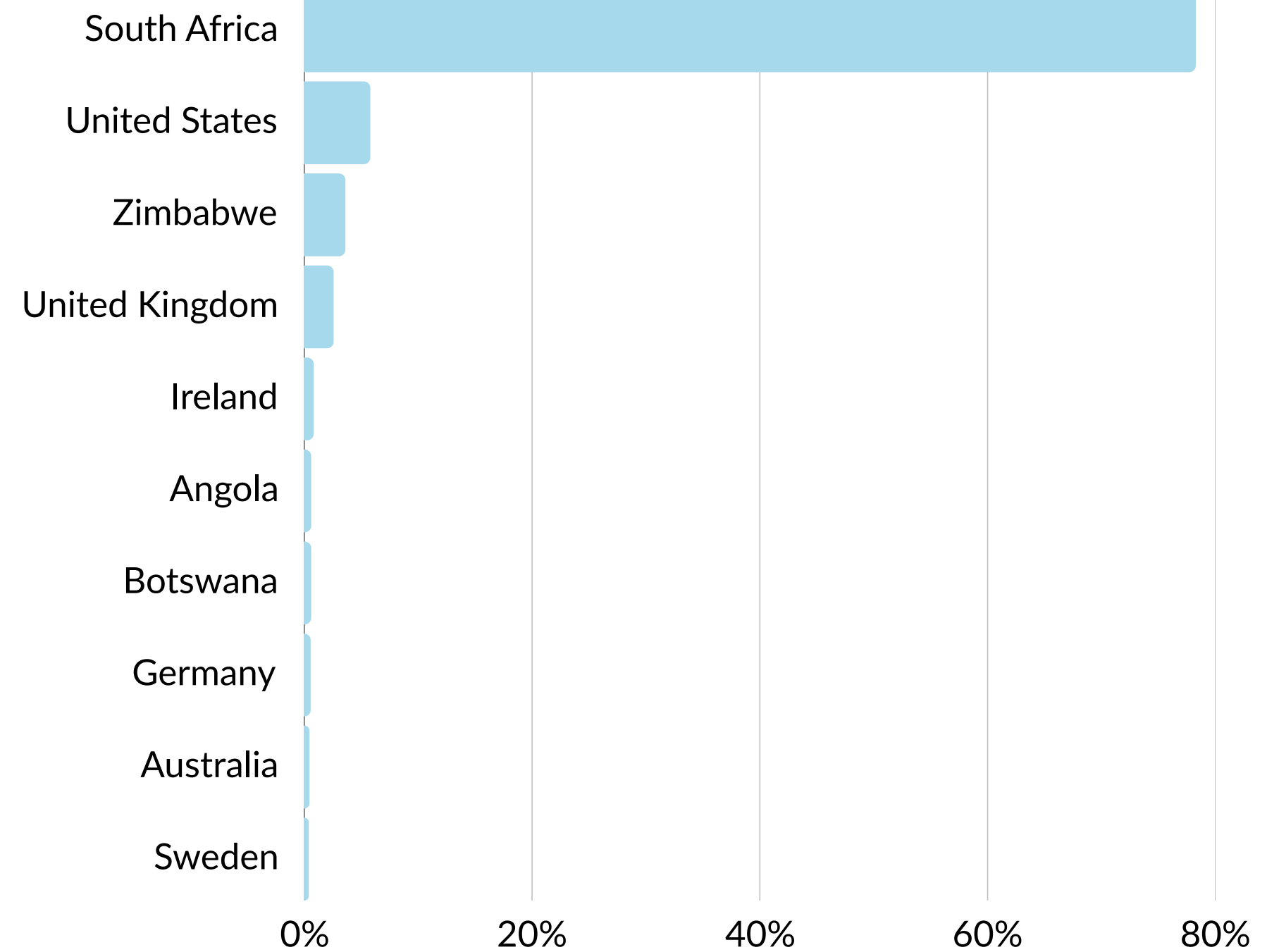
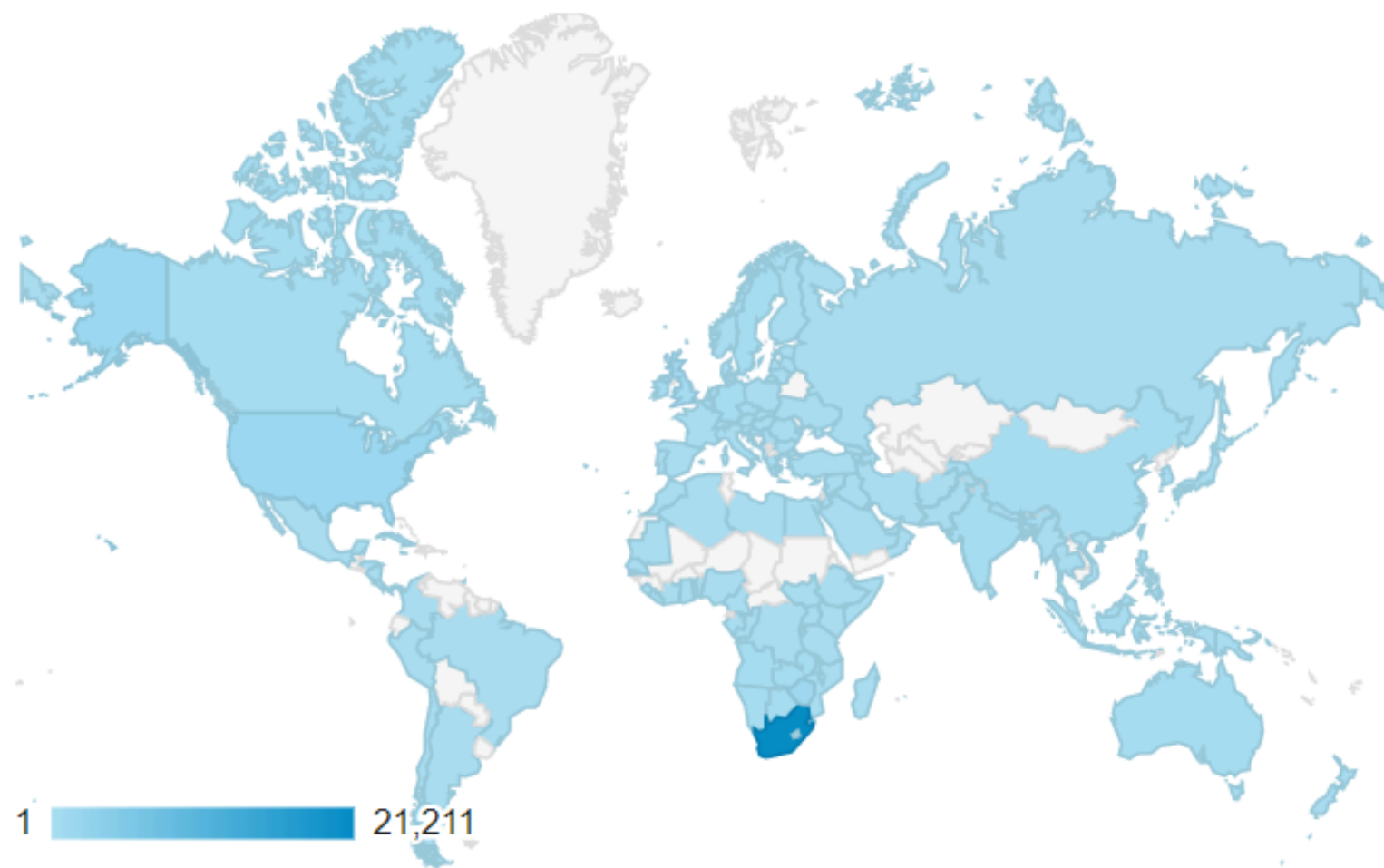
Our readership is 57.4% female and 42.6% male

Our readership is multi-generational from 18 through to 65+

AUDIENCE OVERVIEW



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AUDIENCE INTERESTS

Affinity Category (reach)

4.82%		Food & Dining/Cooking Enthusiasts/30 Minute Chefs
3.41%		Shoppers/Value Shoppers
3.33%		Beauty & Wellness/Frequently Visits Salons
3.15%		Lifestyles & Hobbies/Green Living Enthusiasts
3.13%		Lifestyles & Hobbies/Fashionistas
3.06%		Media & Entertainment/TV Lovers
3.03%		News & Politics/Avid News Readers
2.98%		Beauty & Wellness/Beauty Mavens
2.93%		Lifestyles & Hobbies/Family-Focused
2.92%		Media & Entertainment/Movie Lovers

In-Market Segment

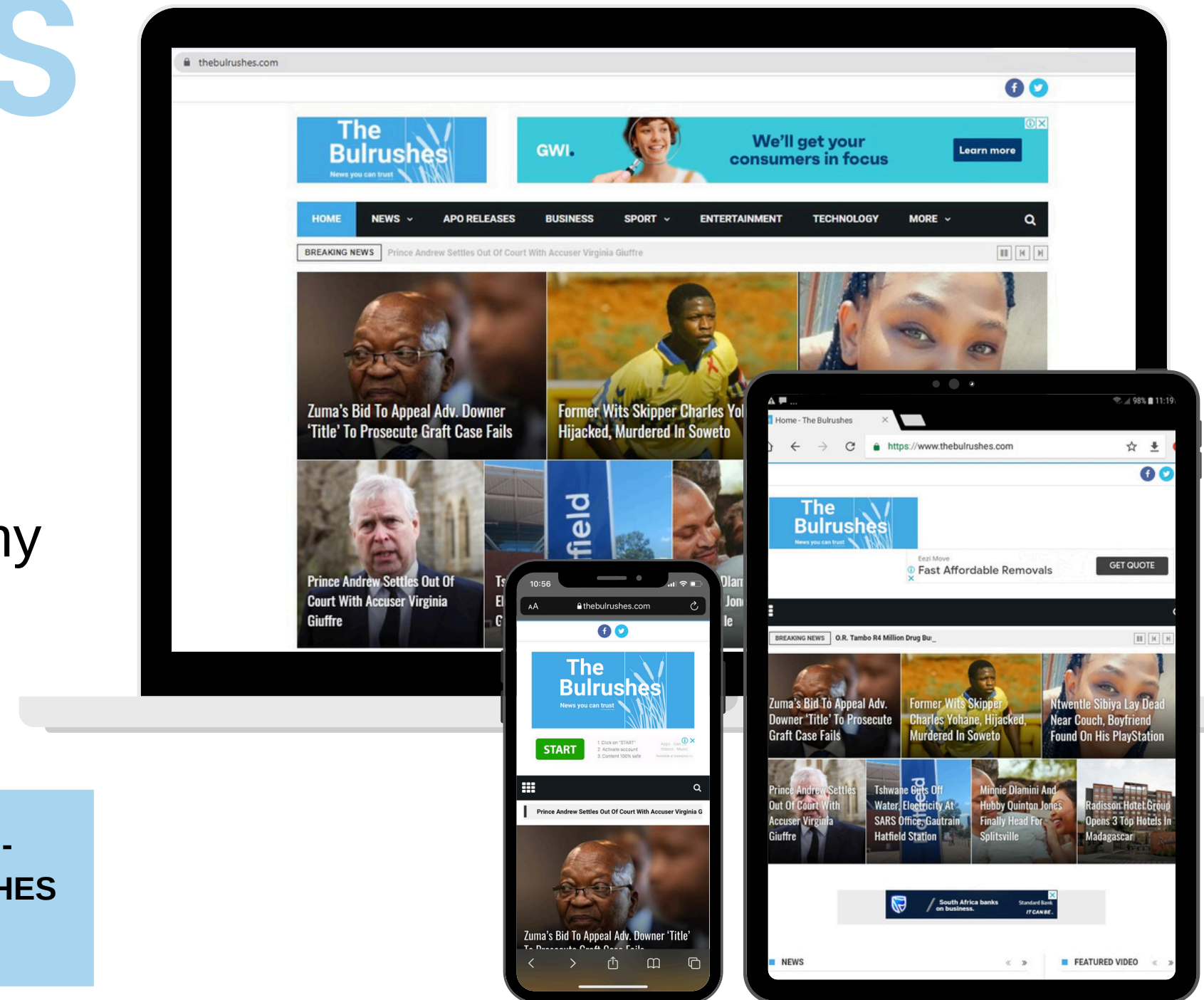
5.44%		Employment
3.43%		Education/Post-Secondary Education
2.83%		Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
2.81%		Employment/Career Consulting Services
2.40%		Financial Services/Banking Services
1.93%		Autos & Vehicles/Motor Vehicles/Motor Vehicles (New)
1.67%		Employment/Internships
1.37%		Education/Primary & Secondary Schools (K-12)
1.37%		Employment/Government & Public Sector Jobs
1.36%		Home & Garden/Home Improvement

OPPORTUNITIES

PR & WRITTEN CONTENT

Blogs, press releases, case studies, thought-leadership pieces, opinion pieces, reviews etc (any written content).

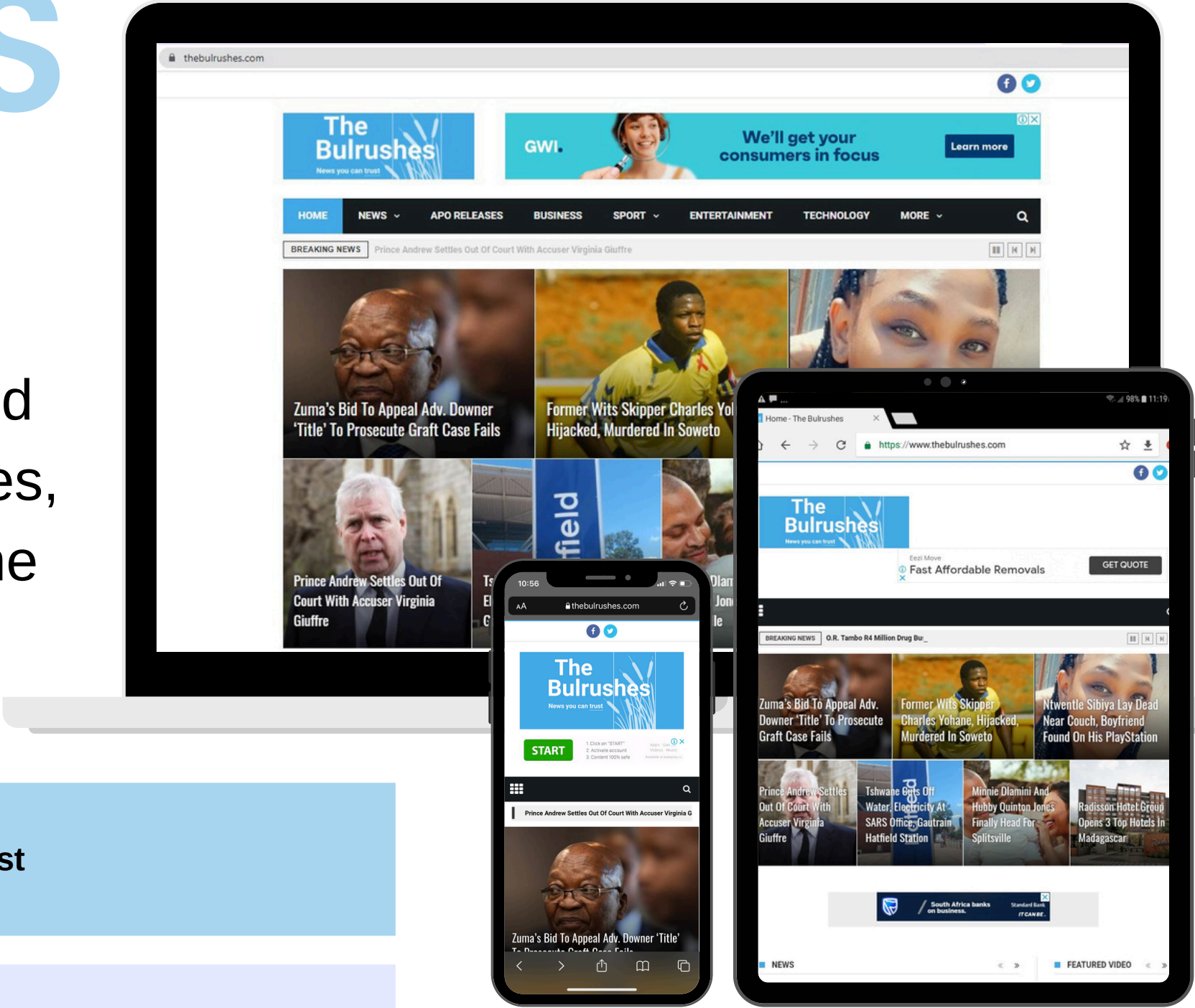
PIECES (MONTHLY)	PRICE PER PIECE - CLIENT SUPPLIED CONTENT	PRICE PER PIECE - WITTEN BY BULRUSHES EDITORIAL
1	R2 500	R6 000
3	R2 200	R5 280
6	R1 936	R4 646



OPPORTUNITIES

BRANDING / DISPLAY ADS

High-traffic locations on our website, creating brand awareness and generating click-throughs, purchases, and leads. These high-visibility locations include the front, bottom, or the side of any of our pages.



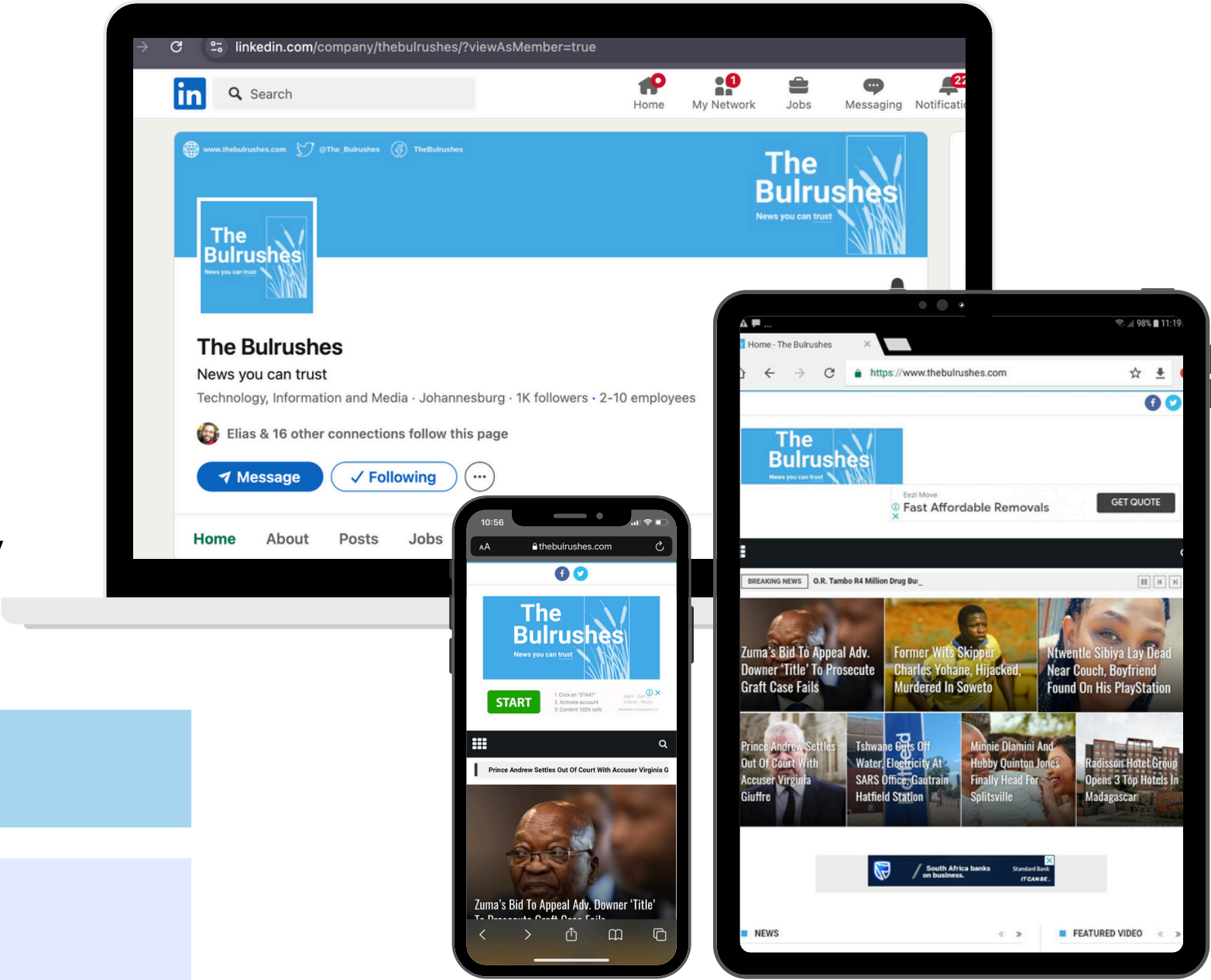
Branding	Monthly Cost
728 x 90 banner	R8 500
300 x 250 banner	R5 000
Home Page Take Over	R25 000

*Pricing includes 50 000 added value impressions via our Social Media pages

OPPORTUNITIES

SOCIAL MEDIA PACKAGES

Promote your brand across our trusted Facebook, LinkedIn, and X (Twitter) platforms. Through targeted posts and campaigns, we help you build awareness, drive engagement, and generate leads with our highly engaged audience.



Package	Monthly Cost
Standard 3 x posts per platform 1 x sponsored Facebook Post	R10 000
Gold 3 x posts per platform 2 x sponsored Facebook Post 1 x sponsored LinkedIn Post	R18 000

*Bespoke packages available on request

Thank You

We look forward to working with you and ensuring that your brand effectively communicates to our audience. Ensuring you achieve top-of-mind status, increase brand recall, build credibility and drive consideration for your offering.

Get In Touch!



Email

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Website

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