

South African website www.all4women.co.za smashes its own record

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During the month of July, South African website All4Women, dedicated to everything women, reached new heights as it broke (literally smashed) through the seven million page view benchmark.

ALL4WOMEN
IT'S ALL HAPPENING ONLINE

All4Women's tagline "It's all happening online" certainly seems to be prophetic as the site, with an almost 90% female readership, keeps on breaking its own record month after month and has firmly established itself as the leading "for women" website in South Africa.

In July the site broke its record with 7,794,417 page views, the previous best being 5,574,154 established the month before. Unique visitors also hit an all-time high of 675,551 up from the previous record of 639,158 which was established in May this year. These audience figures put it way ahead of its nearest "for women" rivals in terms of unique visitors, page views and visits.

All4Women's digital media sales are managed by SPARK Media, the recently launched Caxton subsidiary. "It's an achievement to be proud of," says Marius Greeff, Commercial Director at SPARK Media. "It was only in October last year that we were celebrating the 5 million page view mark."

All4Women Editor Sasha Wyatt-Minter puts the success of the website down to content, engagement, immediacy or responsiveness and price. "Our team of editors and writers publish an average of about 70 new articles every working day. That's more than a typical women's magazine publishes in a month.

We carefully monitor which articles are popular and this feedback helps us select topics for future articles and of course being online, we are nimble and can immediately respond to what is happening."

The site is ideal for advertisers that target females. It's unique based on the fact that it is nearly only women who browse the portal. In comparison, other women only sites still manage to have a 50% male readership.

Effective Measure recently released its latest IAB SA women's insights and backs up the All4Women content model. According to the infographic, women are clearly looking for content online. These include fitness, lifestyle, entertainment and news. For example, 87% of women read about food and health, 85% get their news online while 83% read up on entertainment. The infographic can be found at <http://www.effective measure.com/women-online-in-south-africa-july-2015>.

"We look forward to taking our partnership with All4Women to even headier heights and to celebrate the 10 million page view mark soon," concludes Greeff.

To contact SPARK Media call 010 492 8390, visit www.sparkmedia.co.za or follow them on Twitter [@SparkMedia](#) or look for 'SPARK Media' on Facebook.

Spark Media DNA

Established in 2015, SPARK Media is a result of a fusing between NAB and Habari Media using the legacy platforms and Caxton owned print and digital products - in the form of NAB - and a cutting edge digital sales agency - in the form of Habari Media - to create this new media sales powerhouse.

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