



PAT ON
BRANDS

ON THE PULSE.

2026 MEDIA KIT

A DECADE OF BRAND STORYTELLING

What began in 2016 as a simple blog sparked by Pat Mahlangu's deep-rooted passion for marketing and branding has evolved into one of South Africa's most influential media platforms. Pat on Brands (POB) has grown into more than just a name, it's a vibrant community and a catalyst for conversations that shape the marketing and communications industry.

Over the years, POB has expanded into a multifaceted platform with powerful touchpoints that connect brands with people in meaningful ways. These include the thought-leading Pat on Brands Dialogues, the insightful POB Podcast, the game-changing Top 16 Youth-Owned Brands Awards, and the high-impact Business to Brand Summit - a premier gathering for marketers, communicators, and business leaders.

Our strength lies in storytelling that matters. We create and curate brand content that's relevant and relatable, amplify campaigns that deserve to be seen, and spotlight the individuals redefining the marketing landscape. Pat on Brands isn't just observing the industry, it's helping to lead it.



OUR PROPERTIES

POB Podcast



The Pat on Brands Podcast aims to answer burning questions about marketing and entrepreneurship. The Podcast also covers latest news about brands and profiles brand builders.

POB Dialogues



The Pat on Brands Dialogues bridge the knowledge gap between young professionals and entrepreneurs and captains of industry through storytelling. The Dialogues are hosted physically and attract 100 to 120 people.

Top 16 YOBA's



Established in 2022, the [Top 16 Youth-Owned Brands Awards](#) (YOBA's) is an annual event that recognizes and celebrates brands owned and led by African youth. The YOBA's attract over 2,500 attendees from all over South Africa.

Business To Brand Summit



Business to Brand Summit is an annual premier gathering designed to empower entrepreneurs, marketers, and business leaders to transform businesses into impactful, future-ready brands. The summit brings together industry experts, brand builders, and innovators for insightful discussions, networking, and practical strategies that drive brand growth, relevance, and long-term success.

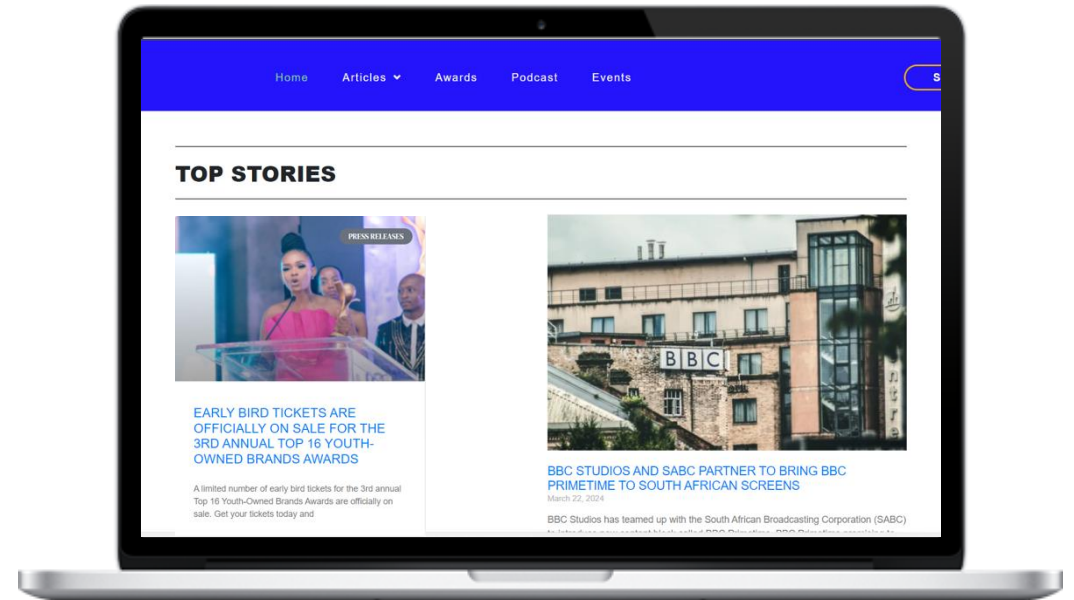
Stories covered on our website.

Be ON THE PULSE with the latest brand news.

Get the latest news about brands in the African continent.



Maxhosa Africa, renowned for its fusion of tradition and contemporary design, is embarking on a journey to redefine luxury living. In a strategic move to expand its lifestyle offerings, the fashion powerhouse has ventured into a ground-breaking collaboration with Fieldbar, a trendsetting cooler box brand. This is to create an enticing blend of style and functionality.



PLATFORM REACH & INFLUENCE

Pat on Brands reaches a highly concentrated audience of marketing professionals, entrepreneurs, and decision-makers across digital platforms and live experiences.

Our strength is not mass reach. It is **RELEVANCE**, **TRUST**, and **CONTEXT**.



2.4K+

followers

@PatonBrands



11.6K+

followers

@PatonBrands



2K+

followers

Pat on Brands



12.6K+

Email subscribers



500K+

Website impressions

patonbrands.com



4K+

followers

Pat on Brands



1.5K+

subscribers

@PatonBrands

OUR AUDIENCE

The Pat on Brands audience is a highly influential community of marketers, entrepreneurs, and emerging decision-makers.

Metro-based and tertiary-educated, they are ambitious, growth-driven, and actively shaping brand and business decisions in their workplaces and networks.

They don't just follow brands, they influence them.

Below is a snapshot of the audience by age, gender, and location.



Age

25 – 34 = 58.6%
18 – 24 = 19.5%
35 – 44 = 16%
45+ = 3.4%



Urban Concentration

Johannesburg
Cape Town
Durban



Gender

Women 54%
Men 46%



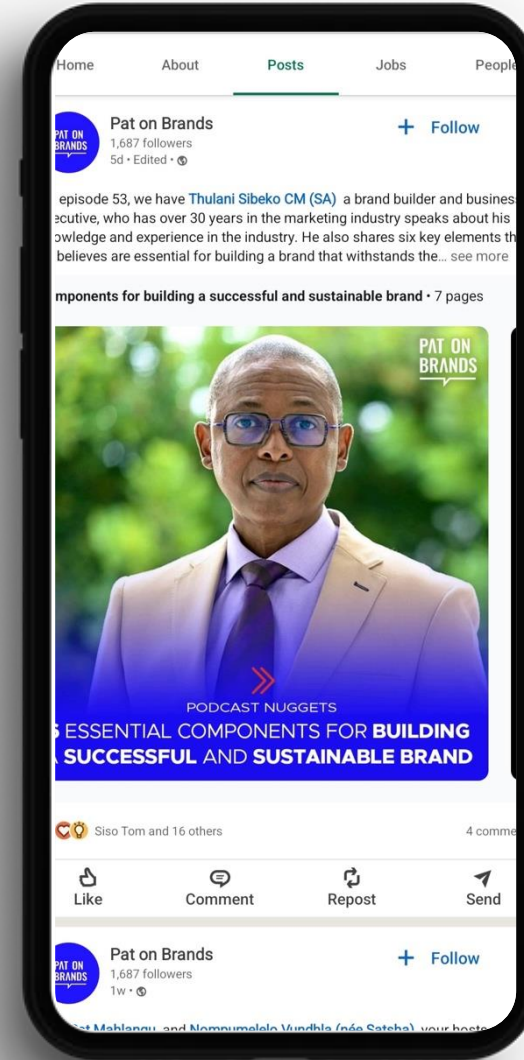
Interests

Branding,
Entrepreneurship,
Lifestyle, and Youth
Culture

Brands partner with Pat on Brands when they want credibility within the marketing and entrepreneurship community alongside broader media campaigns. is designed to influence the people who influence brands - not to chase mass consumer reach.

Executive Profiling & Thought Leadership

From Boardroom to Big Stage
We position executives as industry authorities through strategic content, media exposure, and visibility on Pat on Brands' platforms and flagship events.



THE PROPOSAL

This proposal aims to profile leading marketing executives on the Pat on Brands platform and podcast. The initiative seeks to spotlight their professional journeys, achievements, and contributions to the marketing industry. Through these profiles, we intend to inspire the next generation of marketers while celebrating the individuals who continue to shape and influence brand building in South Africa and beyond.

Pat on Brands proposes the following:

- **1x Podcast Episode featuring a Sanlam spokesperson (Marketing Executive / Brand Leader)**
- **Social Media posts (2 x Videos from the episode (on IG, LinkedIn, X & FB, 2 Stories (on IG) and 2 Images (on IG, LinkedIn, X, FB), 1 x Branded Carousel communicating.**
- **1 x Article on Pat on Brands website.**
- **Feature in the newsletter**

CAMPAIGN AMPLIFICATION RATES

FORMAT	PLATFORM(S)	RATE	NOTES
Post	FB, IG LinkedIn, X, TikTok	R5 000	Client to provide the images and we design the content according to platform
Newsletter	Email	R8 000	Client to provide content
Stories	IG, FB and TikTok	R2 000	
Video	FB, IG LinkedIn, X, TikTok	R7 000	
Reel video (from an event)	FB, IG, and TikTok	R12 000	Reel video production is fully done by the POB team
PR (Native Article)	Website + Social Media	R12 500	Native articles are Google indexed, SEO-optimized and written by a POB Journalist
Podcast (Audio and video)	Website + Social Media and Podcast platforms	37 500	Profile interview. Client can propose topic of discussion

PRESS OFFICE

Always-On Visibility for Brands & Agencies

The Pat on Brands Press Office is an annual PR and storytelling partnership designed for brands and agencies that want consistent, credible visibility within South Africa's marketing, branding, and entrepreneurship ecosystem.

It provides a dedicated space on the Pat on Brands platform where brand stories, announcements, campaigns, and thought leadership are published, amplified, and positioned in front of an engaged audience of marketers, executives, entrepreneurs, and decision-makers.

Rather than once-off publicity, the Press Office enables sustained relevance.

WHO IS THE PRESS IS FOR

- **Corporates & established brands**
- **Startups & scale-ups**
- **Advertising, PR & media agencies (representing clients or themselves)**
- **Industry bodies & institutions**

Agencies may use the Press Office to amplify **client campaigns, announcements, leadership profiles, or award wins**, or to position their own executives as industry experts.

WHAT THE PRESS OFFICE DELIVERS

The Press Office operates on a credit-based system, giving partners flexibility and predictability throughout the year.

Each credit can be used for:

- **A press release or brand announcement**
- **A news or campaign article**
- **An executive appointment or leadership story**
- **A thought leadership or opinion piece**
- **An event announcement or post-event recap**

All content is:

- **Published on www.patonbrands.com**
- **Google indexed and SEO-optimised**
- **Shared organically across Pat on Brands' social platforms**

All content is subject to Pat on Brands' editorial guidelines to ensure relevance, quality, and credibility for our audience.

PRESS OFFICE PACKAGES

What You Get

A credit-based PR system that allows flexible publishing throughout the year.

1 Credit = 1 Published Brand Story, including:

- Press releases & announcements
- Campaign or brand stories
- Executive appointments & leadership profiles
- Thought leadership articles
- Event announcements & recaps

PACKAGE	NO. OF CREDITS	PRICE	
Basic	12	R18 000 p.a.	Ideal for SMEs & challenger brands
Standard	20	R22 000 p.a.	Ideal for growing brands & agencies
Premium	Unlimited	R30 000 p.a.	Ideal for corporates & agencies

Danko means *Thank you*

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Business Hours

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