

Why Advertise?

The SA School Hockey Association (SASHOC) now offers advertisers exclusive access to its well-defined audience via our website, e-mail subscribers and social media platforms. The opportunity allows you to get a leg up on the competition, reaching a captivated audience in the hockey and sports community. With affordable packages, you can easily advertise and create awareness of your products among the people you want to target. With an extensive following and database, we can help you get your product out there!

About SASHOC

As the custodian of hockey at the school level, South African Schools Hockey Association (SASHOC) is responsible for developing the sport from grassroots through youth and junior levels.

The SASHOC website serves as the virtual home of schoolboy and schoolgirl hockey in the country housing news, guidance and a host of information about the game.



Our platforms

We have shown exponential growth in audience numbers on our website, e-mail database and social media platforms – Facebook and Instagram – in recent years. This does not only speak to the brand loyalty we enjoy but is also a testament to our growth potential and ability to speak to a younger base of followers.

Our website boasts over 2 000 users per month, while our school database e-mailer is sent out to more than 990 schools.

Facebook

- 13 397 followers
- Average 264 000 impressions per month
- Platform growth +20 percent per month

Instagram

- 2 005 followers
- Average 11 536 impressions per month
- Platform growth +5 percent per month

Website

Over 2 000 users per month

School database e-mailer

Over 990 schools

About our following

While SASHOC is devoted to promoting, growing and sustaining hockey at the school level, we have attracted a broad and captivated audience with a shared passion for the sport. SASHOC speaks to the people who matter, including the players, parents, schools, coaches and supporters.

Our reach is close to a 50-50 gender balance – 57 percent men and 43 percent women – between the ages of 13 and 65 years.

Our unique opportunities

You can reach a specific set of potential customers to narrow your targeted demographic and avoid speaking to an audience interested in your message.

By advertising with SASHOC, you cut through the clutter focusing primarily on the hockey community targeting the players, coaches, enthusiasts, families, and parents.

You will speak to men, women, boys, girls in equal measure, reaching both young and old.

We attract both national and international visitors to our website and social media platforms providing you with a captivated audience around the clock seven days a week.

The majority of our visitors to our platforms are from KwaZulu-Natal, the Western Cape and Gauteng, while we also have an active community from the Eastern Cape and the Free State.

	Facebook	Facebook cover image	Instagram	Social Media stories	Emailer	Website advertising
Defender* R5 680	2 organic posts	x	2 organic posts	x	x	x
Link* R6,280	4 organic posts	x	4 organic posts	x	✓	x
Goalkeeper* R7,280	4 organic posts	✓	4 organic posts	x	✓	x
Striker* R8,680	6 organic posts	✓	6 organic posts	✓	✓	✓

*Monthly report to show reach, likes, visitors, demographic, impressions and performance | *Facebook cover image for a week