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Conversations at the edge of business, adventure and leadership.

# JDV ON AIR

**Hosted by Johan de Villiers** - CEO, author of Overlanding Through The Boardroom, and one of South Africa's most accomplished adventurers.




**115,000+** Subscribers | **28,000** Avg. Reach per Episode per Month

# YOUR ADVENTURE
# STARTS HERE



01 THE SHOW AND *THE AUDIENCE*

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03 PARTNERSHIP PACKAGES

04 FIT, PROOF AND CONTACT



# 01

# FIND YOUR NORTH STAR

THE SHOW AND THE AUDIENCE

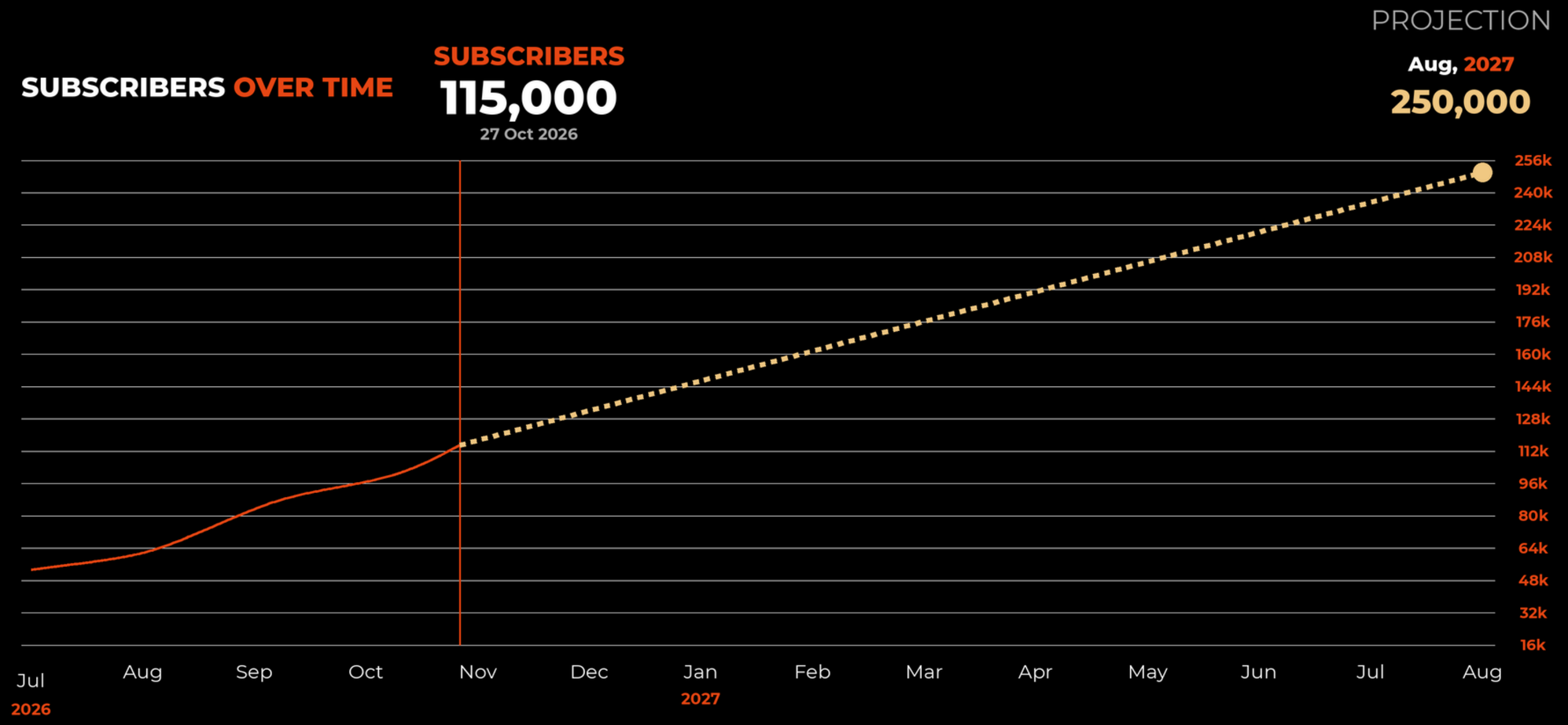


# THE **SHOW**

JDV On Air pairs a sitting CEO with the world's most credible adventurers, explorers and operators and asks the questions only a peer can ask. Each long-form episode connects the thrill of expedition life with real-world leadership: risk under pressure, team selection, resilience, and decisions made where the consequences are real. Launched September 2025. Published fortnightly. Video and audio, on YouTube, Spotify and Apple Podcasts.

# THE **AUDIENCE :**

An audience advertisers struggle to reach anywhere else: senior professionals, business owners and adventure-minded executives the people who buy the vehicle, the kit, the policy and the portfolio, not just the T-shirt.



# AUDIENCE PROFILE

## Age

**Highest Categories**
1) 25 - 34
2) 35 - 44

## Gender

**Male** 64%
**Female** 36%

## Geography

South Africa
Argentina
Saudi Arabia
USA & UK

## Avg. Watch Time

**8300** Hours
**300** Hours Per Month



# THE PEOPLE YOUR CUSTOMERS CONSIDER HEROES.



## THE **HOST**

**Johan de Villiers is the CEO of First Technology Western Cape, a turnkey IT solutions provider, and the author of Overlanding Through The Boardroom (2024).**

His own record spans a six-month unsupported crossing of Africa, three of the Seven Summits, expeditions through Cambodia, Myanmar, Patagonia and Iceland, Dakar Rally crew experience and two decades of off-road racing. The guests aren't talking to an interviewer. They're talking to one of their own, an experienced Overlander, Mountaineer, Off-road racer and Helicopter Pilot – and the audience hears the difference.



**Kingsley Holgate** — Africa's most travelled modern explorer; 43 expeditions, all 54 African countries



**Eric Larsen** — Polar pioneer; North Pole, South Pole and Everest in a single year



**Peter van Kets** — First African to row the Atlantic solo; raced unsupported to the South Pole



**Joey Evans** — From paralysis to the Dakar finish line; six continents on two wheels



**Scott Brady** — Founder & Executive Publisher, Overland Journal and Expedition Portal; seven continents



**Giniel de Villiers** — Dakar Rally champion; more than two decades at the top of rally-raid



**Mike Nixon** — Twice an Everest summiteer; Seven Summits; every edition of the Cape Epic



**David Grier** — The first person to run the entire length of the Great Wall of China in both directions.



**Graeme Bell** — Full-time overlander and author; Senior Editor, Expedition Portal



**Graham Duxbury** — Daytona 24 Hours winner; SA motorsport champion and Hall of Famer



**Mandy Ramsden** — Questco principal and first South African woman to conquer Seven Summits



**Sam Manicom** — Legendary overlander & author. A testament to the transformative power of taking risks.



**Dan Grec** — Australian-born world traveller, adventurer, photographer, videographer, and snowboarder.

# PARTNERSHIP PACKAGES

**We work with a small number of partners whose products we would genuinely strap to the roof rack.** Every partnership is category-exclusive. When your category is taken, it's taken.



## Anchor Partner

**from R40,000 per episode, season commitment (10–12 episodes)**

Host-read mid-roll integration in every episode of the season — written with the host, in the host's voice

- Category exclusivity for the full season
- Brand presence on the JDV On Air page at johandevilliers.com and in the monthly newsletter
- Licensed usage rights to episode clips featuring your integration, for your own channels
- First option on live-event and expedition activations

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## Episode Partner

**from R15,000 per episode, minimum 3 episodes**

- Host-read mid-roll on selected episodes, subject to category availability
- Clip usage rights for sponsored episodes

JDV ON AIR

## Expedition & Event Activation

**priced per project**

- Embedded brand presence on JDV executive expeditions and live recording events — product placement in genuine field use, content rights, and presence in front of a C-suite audience money cannot otherwise buy

**Rates are reviewed each season and reset as the audience grows. Current partners renew at preferential terms.**
**The best rate this show will ever offer is the one on this page.**

# WHO THIS **WORKS FOR**

Overland and expedition equipment. Automotive. Premium outdoor apparel. Private banking and wealth management. Business insurance and aviation. If your customer is the person who plans the trip, signs the cheque and leads the team — they're already listening.

# WHO IT **DOESN'T**

We decline more partnerships than we accept. If the host wouldn't use it in the field or recommend it to a peer, no rate makes it fit. This selectivity is precisely why the audience trusts the recommendations that do make it to air.

# WHAT PARTNERS **CAN EXPECT**

- A named point of contact and response within 24 business hours
- A monthly performance summary: reach, engagement and clip performance for your placements
- Verified audience data on request — we sell delivered reach, not projections



## CONTACT US

**Partnership enquiries:**
partners@johandevilliers.com

**www.johandevilliers.com/partner**

JDV JOHAN DE VILLIERS

# ON AIR