

themediamonline

Authoritative. Trusted. Credible.

“ TheMediaOnline delivers news, views and interviews by the media, about the media and for the media. ”

Glenda Nevill
Editor



“ A great platform that provides me access to current topics, who’s who and what is happening in the media and advertising industry in South Africa. A platform that is easy to navigate and filled with insightful and well presented articles. TheMediaOnline is single-minded in its offering and I hope that it never becomes too cluttered and too disjointed as with some other similar platforms in South Africa. ”

Craig Page-Lee
Posterscope Managing Director (South Africa)

25 000 unique users per month

14 500 Twitter followers

The largest Twitter following of any media-related website with followers growing by a minimum of 300 per month

Our Facebook community keeps growing

Our Pinterest boards give clients good visual material

Reaches media savvy people

Vanessa Stols
National Sales Manager



“ I love TheMediaOnline! But most importantly, I gather all the news I need about the industry I work in every Tuesday and Thursday when I receive TheMediaOnline newsletter – always informative and always insightful. I am also a big fan of editor Glenda Nevill, she certainly has her finger on the pulse. ”

Clare O’Neil
MMAP Director

First things first

TheMediaOnline is the definitive online point of reference for South Africa's media industry. It offers relevant and influential media industry focused news. We deliver up-to-date industry insights, guest columns, and a host of additional features, on a daily basis. *The Media* magazine content is posted on a monthly basis.

First for marketers

TheMediaOnline is an easily navigable site, providing advertisers with direct access to their target market. We have accommodated a few select advertising positions on the home page, the newsletter, and the story sections. The premium positions are available on a contract basis only.

Online advertising is engaging and interactive, offering marketers creative and measurable solutions. Advertisements can be individualised to incorporate colour, graphics, links, flash and animation. It is the only medium that allows for immediate feedback from clients.

First for advertisers

We consistently market *TheMediaOnline* across *The Media* magazine, *The Media* collection series supplements and as well as our popular Twitter feed and Facebook page. Package rates for loyal clients can be personally discussed.

We're engaging on a new level, without fear or favour. Our content will challenge and provoke and inspire debate, and educate.



Site traffic

TheMediaOnline proves to be incredibly well read by a particularly niche target audience. Many visits come via referral traffic, from social media sources like Twitter and Facebook. Online reading has evolved to a quick scan over the headlines, clicking on one article if it is of specific interest and then leaving the site. In the case of *TheMediaOnline*, readers are spending time browsing the site. This was borne out by research from Habari Media using their Storyteller data insights tool that measures our Q-score.

Social Media

Our followers are media professionals from around the world, media agencies, creative agencies, print and digital publications, journalists, and communications practitioners. They engage with our content, share it, retweet it and comment on it. We don't just tweet our own content, but curate media news from around the globe that we believe will interest our following.

TheMediaOnline commissioned independent research to identify our assets and evaluate our content. The researchers spoke to media agencies and media owners to gauge their thoughts on the site and its editorial offering.

Our content gives perspective to the media industry, which is both thorough and relevant. It adds to knowledge of the sector, and informs its readership.

Words used by respondents include: **cutting-edge, interesting, strategic, good contributors, thorough, sharp, in-depth, insightful, media-specific, thought-provoking, edgy, market leader, and dependable**. Respondents agreed that content on *TheMediaOnline*, "contributed to their professional standing".

“ *TheMediaOnline's impressive Q-score is comparable with the likes of the UK Financial Times, News24, Beeld.com and Sowetanlive.co.za. Its overall Q-score was 12, with high engagement, impact, and a high frequency. The score effectively means TheMediaOnline's readers spend way above the average in terms of both time browsing and average number of page views per session when compared to other news sites,* ”

Byron John

Habari Media Insights and Innovations Director



A member of the ICONIC group



RATES 2015

HOMEPAGE

PREMIUM POSITIONS	
Top billboard banner	R19 700
Block banner 1	R17 300
Block banner 2	R13 400
Mini billboard banner	R9 200
Block banner 3	R13 400
Block banner 4	R10 400
Block banner 5	R9 800
Block banner 6	R7 800

Advertising rates: All rates exclusive of VAT and agency commission.

MATERIAL SPECIFICATIONS	
Top billboard banner	728 x 90
Block banner 1	300 x 250
Block banner 2	300 x 250
Mini billboard banner	468 x 60
Block banner 3	300 x 250
Block banner 4	300 x 250
Block banner 5	300 x 250
Block banner 6	300 x 250

Material specifications: All sizes are in pixels.

SECTIONAL PAGE

SECTIONAL PAGE POSITIONS	
Top billboard banner	R17 900
Block banner 1	R14 700
Block banner 2	R12 300
Mini billboard banner	R8 000

Advertising rates: All rates exclusive of VAT and agency commission.

MATERIAL SPECIFICATIONS	
Top billboard banner	728 x 90
Block banner 1	300 x 250
Block banner 2	300 x 250
Mini billboard banner	468 x 60

Material specifications: All sizes are in pixels.

NEWSLETTER

SECTIONAL PAGE POSITIONS	
Top billboard banner	R19 700
Block banner 1	R17 300
Block banner 2	R13 400
Block banner 3	R10 400
Mini billboard banner	R8 000

Advertising rates: All rates exclusive of VAT and agency commission.

MATERIAL SPECIFICATIONS	
Top billboard banner	728 x 90
Block banner 1	300 x 250
Block banner 2	300 x 250
Block banner 3	300 x 250
Mini billboard banner	468 x 60

Material specifications: All sizes are in pixels.

Material requirements: Material must be supplied in a jpeg or giff format.

POSITIONING

HOMEPAGE

Top billboard banner

Block banner 1

Block banner 2

Mini billboard banner

Block banner 3

Block banner 4

Block banner 5

Block banner 6

SECTIONAL PAGES

Top billboard banner

Block banner 1

Mini billboard banner

Block banner 2

NEWSLETTER

Top billboard banner

Block banner 1

Block banner 2

Mini billboard banner

Block banner 3

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