

themediainline

Authoritative. Trusted. Credible.



EDITOR
Glenda Nevill



MULTIMEDIA JOURNALIST
Michael Bratt



NATIONAL SALES MANAGER
Jacqueline Bayes



35 000 unique users per month
Over 17 500 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

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

Glenda Nevill
Editor

Rate Card 2016

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 insights, guest columns, and a host of additional features, on a daily basis. *The Media* magazine content is also posted on a monthly basis.

First for marketers

TheMediaOnline is an easy to navigate 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 on 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, 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 of 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**".

Snippet Video

We help businesses navigate the twists and turns of video production, making it simple for any business to create high quality video content. We specialise in 4 categories of video: Corporate, Coverage, Communications, and Content.

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Cybertorial packages

Standard

- Guaranteed content on *TheMediaOnline* home page in one of the top 3 positions above the fold (one day)
- Promotion through *TheMediaOnline*'s social media accounts, which have a large following (one day)
- Once the day is finished, it is archived in the Cybertorial section on the side bar of the home page as well as the relevant sub-page

Super Premium

- As above, PLUS present on the home page in one of the top 3 positions above the fold (five days)
- Promotion through *TheMediaOnline*'s social media accounts three days out of those five days
- up to 700 words with 5 pics and author details for the above at no charge

Content to be provided by the client, OR we can write it when requested

Talk to us about our audio and video offerings



A member of the ICONIC group

iconic
smart marketing ideas

Rate Card 2016

RATES 2016

HOME PAGE

PREMIUM POSITIONS	
Top billboard banner	R21 000
Mini billboard banner 1	R17 850
Mini billboard banner 2	R9 800
Block banner 1	R18 500
Block banner 2	R14 300
Block banner 3	R14 300
Block banner 4	R11 100
Block banner 5	R10 500
Block banner 6	R8 300

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 1 & 2	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.

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

CYBERTORIAL PACKAGES	
Standard	
Once off	R9 000
3 inserts	R7 000
6 inserts	R6 000
12 inserts	R5 000
Super	
Once off	R10 000
3 inserts	R8 000
6 inserts	R7 000
12 inserts	R6 000

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

SECTIONAL PAGE

SECTIONAL PAGE POSITIONS	
Top billboard banner	R19 100
Mini billboard banner 1	R17 850
Mini billboard banner 2	R8 500
Block banner 1	R15 700
Block banner 2	R14 000

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

NEWSLETTER

SECTIONAL PAGE POSITIONS	
Top billboard banner	R21 000
Block banner 1	R18 500
Block banner 2	R14 300
Block banner 3	R11 100
Mini billboard banner	R8 500

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 1 & 2	468 x 60

Material specifications: All sizes are in pixels.

POSITIONING

HOMEPAGE

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Top billboard banner

Block banner 1

Mini billboard banner 1

Block banner 2

Block banner 3

Block banner 4

Block banner 5

Block banner 6

Mini billboard banner 2

SECTIONAL PAGES

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Top billboard banner

Mini billboard banner 1

Block banner 1

Block banner 2

Mini billboard banner 2

NEWSLETTER

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Top billboard banner

Block banner 1

Block banner 2

Block banner 3

Mini billboard banner 1

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www.pinterest.com/themediaonline
Youtube: http://bit.ly/1Nd2iSM

FOLLOW US

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