

INDEPENDENT INDUSTRY INTELLIGENCE
themedia

About *The Media* magazine

- Independently owned publication launched in 2002
- About the media, for the media industry
- Essential read for key decision makers
- Explores the commercial side of the media landscape
- Content includes in-depth analysis of industry issues
- Targeted audience of decision makers = no adspend wastage
- The only publication targeting this sector in Africa
- Track record and credibility
- In addition, we cover every sector of the media owner and media agency landscape including: newspapers, magazines, digital, out of home, radio, television, activations, cinema, events, exhibitions, education, research and marketing

The Media Brand Extensions

- *The Media Year Book*
- *The Annual Radio Guide*
- *The Media Africa*
- Demystify panel discussions
- The MOST Awards

The Media Magazine's Reach

- **Official publication of:**
 - Advertising Media Foundation (AMF)
 - Marketing Association of South Africa (MASA)
 - Advertising Media Association South Africa (AMASA)
- **Media agencies:**
 - Strategists, Planners, Management and Buyers
- **Corporates:**
 - In-house media and Brand teams
- **Media owners:**
 - Management, Content production and Sales
- **Relevant Government and regulatory bodies**

Communication Packages

Advertising and content packages across our media brands (print, online and events) are tailored to suit your communication objectives. Consider video, online, print and social media to improve penetration and create impact, and our content marketing services to market your brands.

themediaonline
Authoritative. Trusted. Credible.

About TheMediaOnline

- Africa's definitive media industry online point of reference
- Influential, industry relevant news and opinion
- Daily, up-to-date insights, guest columns and additional features
- Easy to navigate, interactive site
- Engaging on a new level, without fear or favour
- Content that: challenges, provokes, inspires debate and educates
- Direct access to advertisers' target market
- Offers creative and measurable solutions
- Innovative content management
- Customisable advertising and advertorial packages with maximum efficacy

TheMediaOnline's Successful Growth

- **38 000 Unique Users** per month (up 30% YOY)
- **Page views** average **60 000** pm (up 15% YOY)
- **Record page views 66 727** (May 2016)
- **New visits 77%** pm (up 6% YOY)
- Over **17 700 Twitter** followers (up 13% YOY)
- Almost **2 400 Facebook** fans (up 34% YOY)
- **4 400 Newsletter Subscribers**

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
- Archived in the Cybertorial section on the home page and sub-page

Super Premium

- As above, PLUS on the home page in one of 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 and 5 pics with author details

Contact

Wag the Dog Publishers (Pty) Ltd.
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(cnr 12th Avenue)
Parktown North, 2198

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Fax: 011 447 6179

Advertising

Jacqueline Bayes
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Paul Nelson
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Rates:

All rates exclusive of VAT and agency commission

	Casual	2-4	6+
Full:	R22 500	R19 500	R17 500
DPS:	R40 500	R38 000	R34 000
Half:	R16 500	R16 000	R14 000
Third:	R15 500	R14 000	R12 000
Strap-line:	R14 500	R11 000	R10 000

Double sided A4 inserts: **R15 000**

Advertorials are subject to a loading fee of **20%** to accommodate writing, design, layout, proofing, and production.

Special Positions:

IFC: +25%
OBC: +35%

IBC: +15%
Guaranteed Positions: +20%

Material Specifications:

Full Page	Trim Size:	275mm high x 210mm wide
	Type Area:	250mm high x 185mm wide
	Bleed:	3mm all round
DPS	Trim Size:	275mm high x 420mm wide
	Type Area:	250mm high x 370mm wide
	Bleed:	3mm all round
Half Page (horizontal)	Trim Size:	137mm high x 210mm wide
	Type Area:	125mm high x 185mm wide
	Bleed:	3mm all round
Half Page (vertical)	Trim Size:	275mm high x 105mm wide
	Type Area:	250mm high x 95mm wide
	Bleed:	3mm all round
Third Page (vertical)	Trim Size:	275mm high x 70mm wide
	Type Area:	250mm high x 60mm wide
	Bleed:	3mm all round
Third Page (horizontal)	Trim Size:	90mm high x 210mm wide
	Type Area:	75mm high x 185mm wide
	Bleed:	3mm all round
Strap-line	40mm high x 210mm wide	
	3mm bleed on the left, right and bottom	

Material Data:

Material to be emailed to production@ideadesign.co.za as a **high resolution PDF file** (minimum 300dpi) with printer and screen fonts embedded.

Material supplied on disk must be in PDF format, up to a maximum of 12MB file size in CMYK with a 3mm bleed all round and a full colour proof to accompany all material.

Black must be 100% (solid) and not CMYK breakdown.

Deadlines:

Advertorial deadlines: Five weeks prior to distribution

Advertising booking deadlines: First of the month prior to distribution

Material deadlines: Fifth of the month prior to distribution

Cancellation deadline: To be submitted in writing 30 days prior to booking deadline. A cancellation fee of 50% of the total value will apply



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Rates:

Homepage

Position	Size	Rate
Top billboard banner	728 x 90	R21 000
Mini billboard banner 1	300 x 250	R17 850
Mini billboard banner 2	300 x 250	R9 800
Block banner 1	468 x 60	R18 500
Block banner 2	468 x 60	R14 300
Block banner 3	300 x 250	R14 300
Block banner 4	300 x 250	R11 100
Block banner 5	300 x 250	R10 500
Block banner 6	300 x 250	R8 300

Newsletter

Position	Size	Rate
Top billboard banner	728 x 90	R21 000
Block banner 1	300 x 250	R18 500
Block banner 2	300 x 250	R14 300
Block banner 3	300 x 250	R11 100
Mini billboard banner	468 x 60	R8 500

Sectional Page

Position	Size	Rate
Top billboard banner	728 x 90	R19 100
Mini billboard banner 1	300 x 250	R17 850
Mini billboard banner 2	300 x 250	R8 500
Block banner 1	468 x 60	R15 700
Block banner 2	468 x 60	R14 000

Cybertorial

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

Material

- Must be supplied in a jpeg or gif format.
- All sizes are in pixels
- Rates exclude VAT, design, production costs and agency commission

Connect

[www.facebook.com/](http://www.facebook.com/TheMediaOnline)

TheMediaOnline

[www.pinterest.com/](http://www.pinterest.com/themedialine)

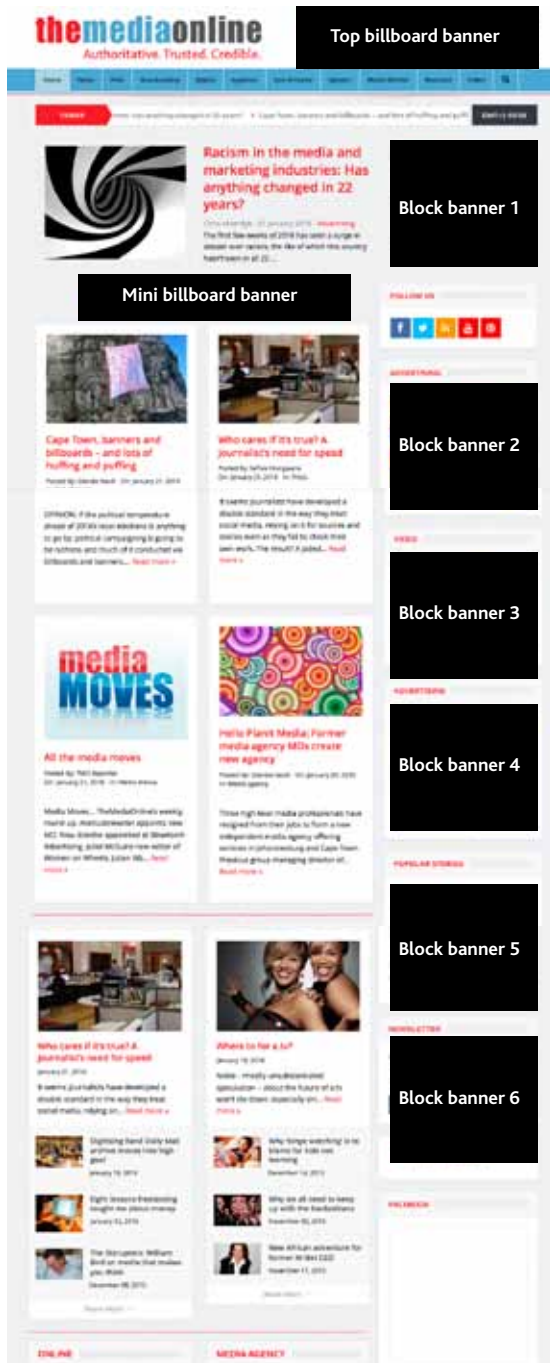
themedialine

Youtube: <http://bit.ly/1Nd2iSM>

Follow Us

www.twitter.com/@MediaTMO

HOMEPAGE

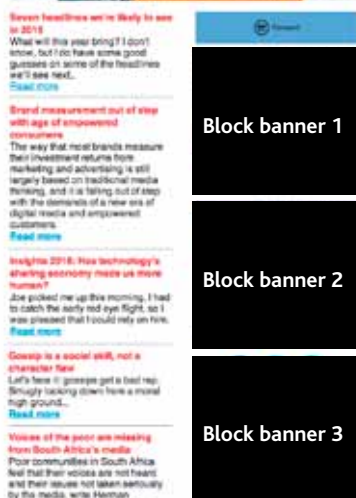


SECTIONAL PAGES



NEWSLETTER

Top billboard banner



Mini billboard banner 1