

INDEPENDENT INDUSTRY INTELLIGENCE  
**themedia**

### About *The Media Magazine*

- Published 8 times a year
- 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*

- Corporate supplements
- The MOST Awards
- Women in Media
- Demystify panels

### *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
- **Advertisers:**  
In-house media marketing 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 The Media Online

- 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

### The Media Online's Successful Growth

- **50,375** unique users per month (up 64.6% YOY)
- Page views average **75,000 p/m** (up 41.2% YOY)
- Record page views **88,586** (May 2017)
- New visits **80%** p/m (up 7.6% YOY)
- Over **19,100** Twitter followers (up 7.7% YOY)
- Almost **3,300** Facebook fans (up 37.8% YOY)
- Over **5,500** newsletter subscribers

### Cybertorial Packages

#### Standard

- Guaranteed content on The Media Online homepage in one of the top 3 positions above the fold (one day)
- Promotion through The Media Online's social media
- Archived in the Cybertorial section on the homepage and sectional page

#### Super premium

- As above, PLUS on the homepage in one of top 3 positions above the fold (five days)
- Promotion through The Media Online's social media accounts three days out of those five days
- Up to 700 words and 5 pics with author details

### Advertising Sales

**Amesh Bislam**  
amesh@wagthedog.co.za  
Cell: 078 570 3779

### Contact

Wag the Dog Publishers (Pty) Ltd.  
243 Jan Smuts Avenue  
(cnr 12<sup>th</sup> Avenue)  
Parktown North, 2198

**Tel:** 011 447 7741  
**Fax:** 011 447 6179

**Rates:**

All rates exclusive of VAT and agency commission

	Casual	2-4	6+
Full:	R24 500	R22 500	R19 000
DPS:	R40 500	R38 000	R34 000
Half:	R16 500	R16 000	R14 000
Third:	R15 500	R14 000	R12 000
Strap-line/island:	R14 500	R11 000	R10 000

Double sided A4 inserts: **R15 000**

**Advertorials** are subject to a loading fee of **20%**.  
**Ad make up** will be quoted separately.

**Special Positions:**

IFC: +25% IBC: +15%  
OBC: +35% Guaranteed Positions: +20%

**The Media Yearbook**

Published annually in January, this glossy and inspiring book is kept and referred to often for independent reviews, trends, statistics and innovations across advertising and media agencies and media owners.

**Sponsorship/advertising rates**

Sponsorship of a sector (your logo on intro title page, two FP ads/ advertorial and two strip ads) R77 000

DPS	Full page	Strip /Island	IFC	IBC
R55 000	R27 500	R15 100	+25%.	+15%

**Material Specifications:**

Full Page	Trim Size:	240mm high x 210mm wide
	Type Area:	220mm high x 190mm wide
	Bleed:	3mm all round
DPS	Trim Size:	240mm high x 420mm wide
	Type Area:	222mm high x 370mm wide
	Bleed:	3mm all round
Half Page (horizontal)	Trim Size:	120mm high x 210mm wide
	Type Area:	100mm high x 185mm wide
	Bleed:	3mm all round
Half Page (vertical)	Trim Size:	240mm high x 105mm wide
	Type Area:	220mm high x 95mm wide
	Bleed:	3mm all round
Strap-line	56mm 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.

**The Media Publishing Schedule**

ISSUE	AD BOOKING	AD MATERIAL
May	Thursday 13 April	Friday 21 April
June	Friday 12 May	Friday 19 May
July	Wednesday 7 June	Thursday 15 June
August	Wednesday 5 July	Wednesday 12 July



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**Rates:**

**Homepage**

Position	Size	Casual	6 Months	12 Months
Top billboard banner	728 x 90	<b>R21 500</b>	<b>R19 000</b>	<b>R17 500</b>
Mini billboard banner 1	468 x 60	<b>R18 900</b>	<b>R18 000</b>	<b>R16 000</b>
Mini billboard banner 2	468 x 60	<b>R10 250</b>	<b>R9 900</b>	<b>R8 950</b>
Block banner 1	300 x 250	<b>R19 100</b>	<b>R18 500</b>	<b>R17 000</b>
Block banner 2	300 x 250	<b>R15 700</b>	<b>R14 850</b>	<b>R13 000</b>
Block banner 3	300 x 250	<b>R15 700</b>	<b>R14 850</b>	<b>R13 000</b>
Block banner 4	300 x 250	<b>R12 800</b>	<b>R11 250</b>	<b>R10 000</b>
Block banner 5	300 x 250	<b>R11 800</b>	<b>R10 500</b>	<b>R8 590</b>
Block banner 6	300 x 250	<b>R8 700</b>	<b>R7 250</b>	<b>R6 950</b>

**Newsletter**

Position	Size	Casual	6 Months	12 Months
Top billboard banner	728 x 90	<b>R21 500</b>	<b>R19 000</b>	<b>R17 500</b>
Block banner 1	300 x 250	<b>R18 900</b>	<b>R18 000</b>	<b>R16 000</b>
Block banner 2	300 x 250	<b>R15 700</b>	<b>R14 850</b>	<b>R13 000</b>
Block banner 3	300 x 250	<b>R12 000</b>	<b>R11 250</b>	<b>R10 000</b>
Mini billboard banner	468 x 60	<b>R8 900</b>	<b>R7 500</b>	<b>R7 200</b>

**Sectional Page**

Position	Size	12 Months
Top billboard banner	728 x 90	<b>R6 500</b>
Mini billboard banner 1	468 x 60	<b>R4 500</b>
Mini billboard banner 2	468 x 60	<b>R3 500</b>
Block banner 1	300 x 250	<b>R4 000</b>
Block banner 2	300 x 250	<b>R3 000</b>

**Cybertorial**

Standard		Super	
Once off	<b>R11 000</b>	Once off	<b>R12 000</b>
3 inserts	<b>R9 000</b>	3 inserts	<b>R10 000</b>
6 inserts	<b>R8 000</b>	6 inserts	<b>R9 000</b>
12 inserts	<b>R6 500</b>	12 inserts	<b>R7 000</b>

**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/  
TheMediaOnline  
www.pinterest.com/  
Themediaonline  
YouTube: TMO Live  
Instagram: @mediagramsa

**Follow Us**

www.twitter.com/@MediaTMO

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## Positioning

## HOMEPAGE

The screenshot shows the homepage layout with several key elements:

- Top billboard banner:** Located at the top right of the page.
- Block banner 1:** A large article titled "Racism in the media and marketing industries: Has anything changed in 22 years?" with a black and white spiral graphic.
- Mini billboard banner:** A smaller banner below the first article.
- Block banner 2:** A block containing social media sharing icons (Facebook, Twitter, LinkedIn, YouTube, Instagram).
- Block banner 3:** A block containing a "RELATED" section with article thumbnails.
- Block banner 4:** A block containing a "POPULAR" section with article thumbnails.
- Block banner 5:** A block containing a "POPULAR STORES" section with article thumbnails.
- Block banner 6:** A block containing a "POPULAR STORES" section with article thumbnails.
- Block banner 7:** A block containing a "POPULAR STORES" section with article thumbnails.
- Block banner 8:** A block containing a "POPULAR STORES" section with article thumbnails.
- Block banner 9:** A block containing a "POPULAR STORES" section with article thumbnails.
- Block banner 10:** A block containing a "POPULAR STORES" section with article thumbnails.
- Block banner 11:** A block containing a "POPULAR STORES" section with article thumbnails.
- Block banner 12:** A block containing a "POPULAR STORES" section with article thumbnails.
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- Block banner 15:** A block containing a "POPULAR STORES" section with article thumbnails.
- Block banner 16:** A block containing a "POPULAR STORES" section with article thumbnails.
- Block banner 17:** A block containing a "POPULAR STORES" section with article thumbnails.
- Block banner 18:** A block containing a "POPULAR STORES" section with article thumbnails.
- Block banner 19:** A block containing a "POPULAR STORES" section with article thumbnails.
- Block banner 20:** A block containing a "POPULAR STORES" section with article thumbnails.

## SECTIONAL PAGES

The screenshot shows a sectional page layout with several key elements:

- Top billboard banner:** Located at the top right of the page.
- Mini billboard banner 1:** A smaller banner below the top billboard.
- Block banner 1:** A block containing a "WHERE TO FIND US?" section with social media icons.
- Block banner 2:** A block containing a "NEWSLETTER" section with a sign-up form.
- Block banner 3:** A block containing a "WHERE TO FIND US?" section with social media icons.
- Block banner 4:** A block containing a "NEWSLETTER" section with a sign-up form.
- Block banner 5:** A block containing a "WHERE TO FIND US?" section with social media icons.
- Block banner 6:** A block containing a "NEWSLETTER" section with a sign-up form.
- Block banner 7:** A block containing a "WHERE TO FIND US?" section with social media icons.
- Block banner 8:** A block containing a "NEWSLETTER" section with a sign-up form.
- Block banner 9:** A block containing a "WHERE TO FIND US?" section with social media icons.
- Block banner 10:** A block containing a "NEWSLETTER" section with a sign-up form.
- Block banner 11:** A block containing a "WHERE TO FIND US?" section with social media icons.
- Block banner 12:** A block containing a "NEWSLETTER" section with a sign-up form.
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- Block banner 14:** A block containing a "NEWSLETTER" section with a sign-up form.
- Block banner 15:** A block containing a "WHERE TO FIND US?" section with social media icons.
- Block banner 16:** A block containing a "NEWSLETTER" section with a sign-up form.
- Block banner 17:** A block containing a "WHERE TO FIND US?" section with social media icons.
- Block banner 18:** A block containing a "NEWSLETTER" section with a sign-up form.
- Block banner 19:** A block containing a "WHERE TO FIND US?" section with social media icons.
- Block banner 20:** A block containing a "NEWSLETTER" section with a sign-up form.

## NEWSLETTER

The screenshot shows a newsletter page layout with several key elements:

- Top billboard banner:** Located at the top right of the page.
- Block banner 1:** A block containing a "TOPIC" section with article thumbnails.
- Block banner 2:** A block containing a "TOPIC" section with article thumbnails.
- Block banner 3:** A block containing a "TOPIC" section with article thumbnails.
- Block banner 4:** A block containing a "TOPIC" section with article thumbnails.
- Block banner 5:** A block containing a "TOPIC" section with article thumbnails.
- Block banner 6:** A block containing a "TOPIC" section with article thumbnails.
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- Block banner 18:** A block containing a "TOPIC" section with article thumbnails.
- Block banner 19:** A block containing a "TOPIC" section with article thumbnails.
- Block banner 20:** A block containing a "TOPIC" section with article thumbnails.