

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 12th Avenue)
Parktown North, 2198

Tel: 011 447 7741
Fax: 011 447 6179

Publisher

Sandra Gordon
sgordon@stonesoup.co.za
Cell: 082 450 8113

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
Oct/Nov	Friday 20 October	Wednesday 25 October
Dec/Jan	Tuesday 12 December	Friday 15 December



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Rates:

Homepage

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

Newsletter

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

Sectional Page

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

Cybertorial

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

Special newsletters MOST 2017

WINNERS NEWSLETTER	Exclusive Branding
Agencies and owners	R35 000
SPECIAL NEWSLETTER	Exclusive Branding
Legends, Rising Stars, Shepherd and Bell	R30 000

Connect

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

Follow Us

www.twitter.com/@MediaTMO

Positioning

HOMEPAGE

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Top billboard banner

Racism in the media and marketing industries: Has anything changed in 22 years?

Block banner 1

Mini billboard banner

Cape Town, banners and billboards - and lots of huffing and puffing

Who cares if it's true? A journalist's need for speed

Block banner 2

Block banner 3

Block banner 4

Block banner 5

Block banner 6

Block banner 7

Block banner 8

Block banner 9

Block banner 10

Block banner 11

Block banner 12

Block banner 13

Block banner 14

Block banner 15

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Block banner 95

Block banner 96

Block banner 97

Block banner 98

Block banner 99

Block banner 100

SECTIONAL PAGES

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Top billboard banner

Mini billboard banner 1

Where to for a job?

Block banner 1

Why 'single watching' is to blame for kids not learning

Block banner 2

Why we all need to keep up with the Kardashians

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