

RATE CARD 2023

THE MEDIA
ONLINE
Authoritative • Trusted • Credible

Authoritative. Trusted. Credible

Overview

The Media Online is the definitive online point of reference for South Africa's media industry offering relevant, focused and topical news on the media sector. We deliver up-to-date industry insights, guest columns, case studies, content from local and global contributors, news, views and interviews on a daily basis.

- The Media Online attracts on average **114 000** unique visitors per month
- Latest article read on homepage received **395 731** page views

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Target Market:



BUSINESS OWNERS
AND TOP BUSINESSES



MEDIA
PROFESSIONALS



MEDIA OWNERS



JOURNALISTS



PRINT & DIGITAL MEDIA



BROADCASTING



RADIO



ADVERTISING
AGENCIES



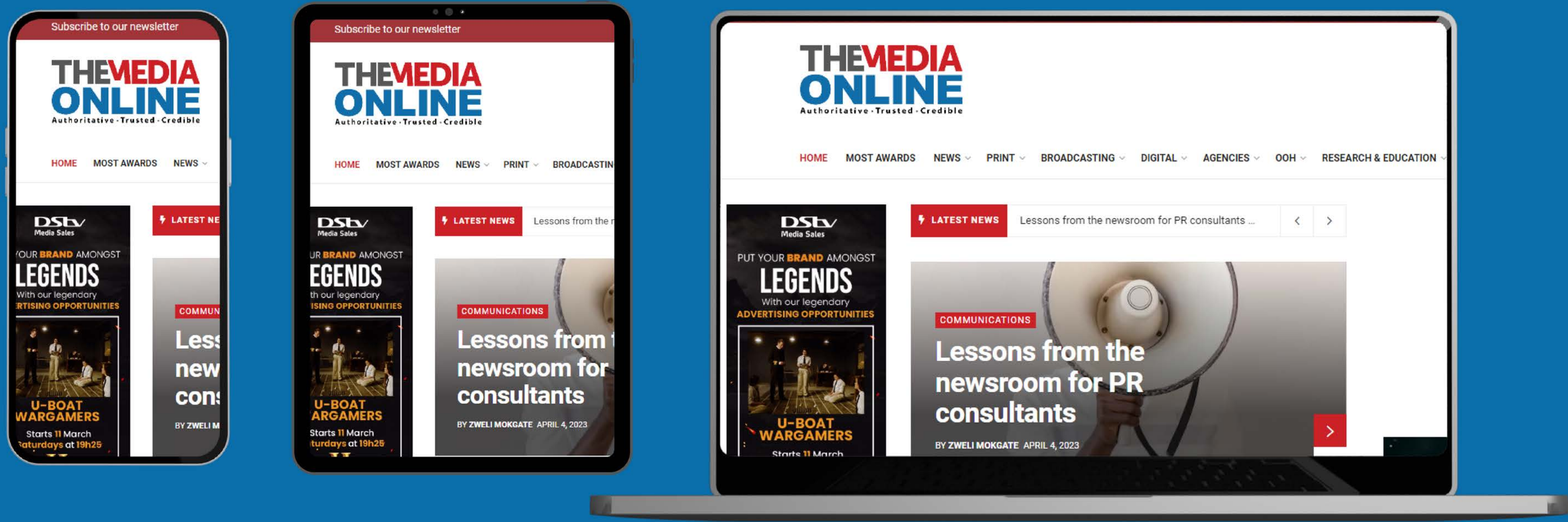
MEDIA AGENCIES



GENERAL PUBLIC

Authoritative. Trusted. Credible

Available on all devices



Authoritative. Trusted. Credible

How we help brands;



**HOMEPAGE BANNERS &
SECTIONAL PAGE
BANNERS**



**12-MONTH PRESS
OFFICE**



**WEEKLY DIGITAL
NEWSLETTERS**



SOCIAL MEDIA



**QUARTERLY DIGITAL
PUBLICATIONS**



**PARTNER CONTENT
ARTICLES**



EVENT COVERAGE

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Banners



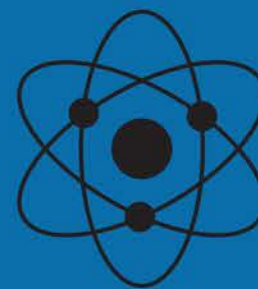
BANNER ON THE HOMEPAGE OR SECTIONAL PAGES

600 pixels (L) x 300 pixels (W)
300 pixels (L) x 250 pixels (W)



CAPTIVATE READERS

Banner can be static, rotational or animated



PREMIUM BRAND EXPOSURE

Banner linked directly to URL or article

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600 x 300 pixels



DStv
Media Sales

PUT YOUR **BRAND** AMONGST
LEGENDS
With our legendary
ADVERTISING OPPORTUNITIES

COLOSSEUM
Starts 5 February
Sundays at 21h05

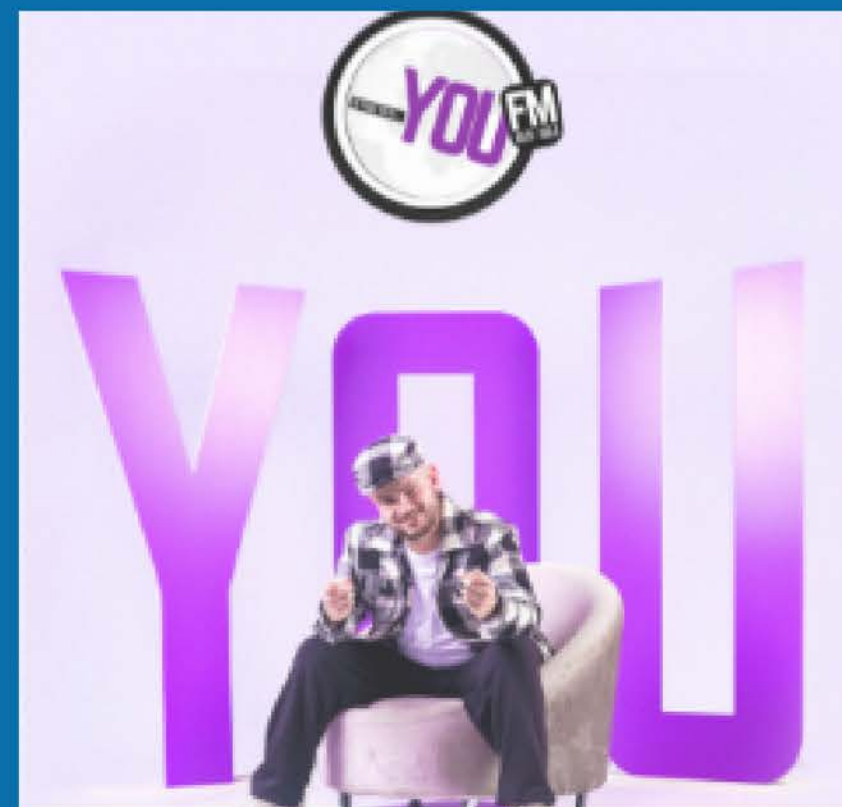
H
HISTORY

300x 250 pixels



PROVANTAGE

A company evolving.
Elevating the marketing services and OOH media industry.



YOU FM

YOU

Home page

Position	size	rates
Top billboard banner	728 x 90	R12 500
Block banner 1	300 x 250	R10 500
Block banner 2	600 x 300	R8 500
Block banner 3	300 x 250	R7 500
Block banner 4	300 x 250	R6 500
Block banner 5	300 x 250	R5 500
Skyscrapers		R18 000
Homepage takeover		R35 000

Sectional page

Position	size	rates
Top billboard banner	728 x 90	R9 000
Block banner 1	300 x 250	R6 500
Block banner 2	300 x 250	R5 500
Sectional pagetakeover		R16 000

Press office



12 -month Press Office

700 Words

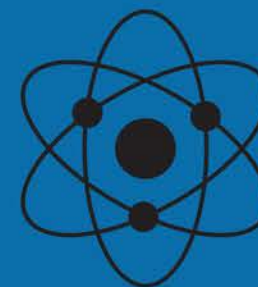
Social media handles + links

Feature image

Videos x 2 under 2MB (optional)

Audio clip (optional)

In-article banner – (optional)



In-article banners -

·728 x 90 Pixels - ability to rotate (Under 2MB)

·300 x 600 Pixels - Ability to rotate (Under 2MB)

**THE MEDIA
ONLINE**
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Press Office



We offer a standard **Press Office** package plus add-on features



Press Office releases assessed for uploading to home page



Sidebar widget inclusion for a minimum of 24 hours



Design and development of a personalised landing page including pics and branding



Social media functionality



Guaranteed 12 press releases over 12 months

Why The Media Online?

- Consistent, exclusive exposure in the space booked and in the faces of the marketers
- No ad spend wastage
- Focused content on issues facing marketers
- Intricately involved with the industry

Add-on features are available and will be quoted on by request:

- Cybertorial packages
- Newsletter take overs/ special newsletters
- Tailored print/digital packages available

Rate:

R16 500

Contact: Tarin-Lee Watts ✉ twatts@themedialonline.co.za ☎ 087 379 7119 / 079 504 7729

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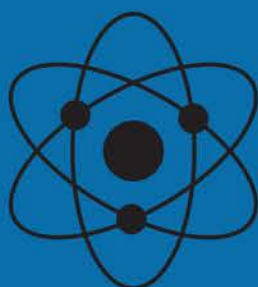
Weekly Newsletters



Banner in the weekly newsletters



Distributed every Tuesday and Thursday



7000 subscribers - High open and read rate

Newsletter

Position	size	rates
Top billboard banner	728 x 90	R12 500
Block banner 1	300 x 250	R9 500
Block banner 2	300 x 250	R8 500
Block banner 3	300 x 250	R7 500
Newsletter takeover		R15 500

Special newsletter

Description	rates
Executive newsletter Own design, banners and articles	R18 000
Jobs newsletter. POP required prior to publishing	R850 per post

the abundant media group

Ad industry needs to wake up to the reality of offensive advertising
The advertising industry shouldn't be complaining to the regulator about what they feel is the consumer being overly offended. They need to talk to the media. To win their ad buying power to get the media off their back and not to accept RFP advertising from without regulation. So, you're getting creative... take a long hard look at the whole process of advertising regulation and use your influence with the media to make them up and of the same time get involved in the RFP's conditions, and start protecting your clients.

[Read More](#)

Worring digital skills gap, but opportunity lies in boosting training and education
A new digital skills gap report has found the biggest problem in South Africa is a lack of employees with data analysis skills, followed by marketing automation, user experience, digital video marketing and digital content marketing. South African companies reported a lack of skills in the media industry including the advertising media and online publishing sectors.

[Read More](#)

Research into the minds of online South Africans
The Nielsen Research Council (NRC) recently commissioned Nielsen Consulting to conduct a study among online consumers. This is what they discovered.

[Read More](#)

Media Monitor: Navis Group launches media monitoring app, NTV calls for advisory panel on national, Telkom appoints Leverage
Our weekly round-up of people, product and business news in media.

[Read More](#)

iVision Mall Digital Advertising
Audience First Media Offers

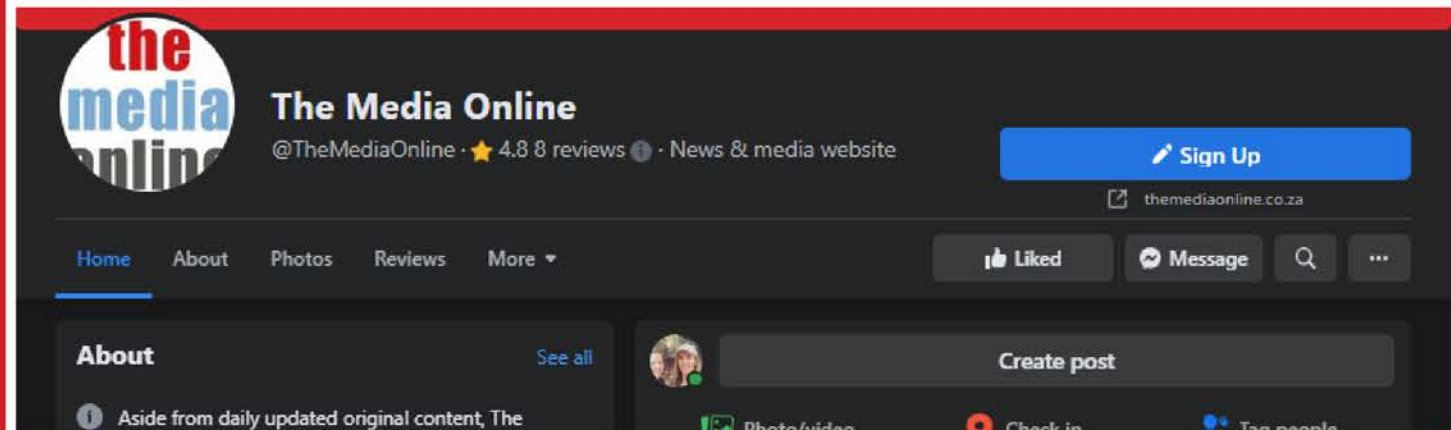
MOST AWARDS 2017
MEET OUR SPONSORS

ece DNV

For national radio stations, listen to the radio, stay up with advertising information as prices, conditions, always contact.

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THE MEDIA ONLINE



Social media posts



Boosted, sponsored and organic posts.



Facebook – 7 665 followers

Linkedin - 3 615 followers

Twitter – 22 300 followers

Social media posts

rates per post

Twitter	R700
Facebook	R400
LinkedIn	R950

Special Services

- Write your press releases or partner content
- Book a video Interview
- Tailored packages available

Prices on request

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Quarterly digital publications



THE MEDIA YEARBOOK
MARCH 2023

THE AGENCY EDITION
JUNE 2023

RADIO AWARDS

WOMEN IN THE MEDIA
AUGUST 2023

THE MOST AWARDS

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Cutting the clutter around content



Creating the right message is one thing, but understanding how messages are received and how they should be curated will ensure that your content has an impact.

More built-in ways to remember the quote, "If you build it, they will come" from Babe Ruth's 1930 New York Yankees team. The quote is a classic, but it's also a reminder that content is king. In the digital age, content is the lifeblood of a business. It's the way you connect with your audience, the way you tell your story, and the way you build your brand. But with so much content out there, how do you cut through the clutter and make sure your message is heard? The answer lies in understanding your audience and the way they consume content. It's not just about what you say, but how you say it. And it's not just about the content itself, but the context in which it's presented. By understanding these nuances, you can create content that is not only relevant and engaging, but also memorable. And that's the key to cutting through the clutter and making your content count.

WIND ENERGY COMPANY

From the late 2000s, the wind energy sector has seen a significant increase in investment. This is due to a combination of factors, including government incentives, technological advancements, and a growing awareness of the benefits of renewable energy. The wind energy sector has become a major player in the global energy market, and it's expected to continue to grow in the years ahead.

New Media

Story time

Enrich your customers' lives with internationally award-winning content marketing.

At New Media we tell the stories that matter most on platforms people love to use.

For real ROI on your marketing spend, contact us today at info@newmedia.co.za

2021 South & Central Awards (New York)
A digital, public interest team of the year and overall industry excellence in content marketing

2021 International Content Marketing Awards (London)
20 gold, including DMT use of innovative technology

GLOBAL MEMBER OF THE CONTENT MARKETING ASSOCIATION

iab



back in the office,
and ready to engage.



ADVERTISING RATES DIGITAL PUBLICATION

All rates exclude Vat

FULL PAGE	R8 500
DPS	R14 000
HALF PAGE	R5 000
FULL PAGE + COVER LOGO (LIMITED)	R10 500
OBC	R9 500
QUARTER PAGE/ STRIP AD/ CENTRE ISLAND	R3 500

REACHING MEDIA PEOPLE WHO MATTER

The Media magazine and its online partner, The Media Online, are established and respected business-to-business titles representing South Africa's media and advertising sectors. Used together, or separately, the publications reach media people who matter.

Our partners and readers understand The Media is the only magazine devoted entirely to the business of media in South Africa. We are an independent source of industry intelligence keeping our readers informed by questioning, analysing and exploring the broader media sector and the issues it faces.

SPONSORSHIP PACKAGES DIGITAL PUBLICATION

PLATINUM SPONSOR:

DPS advert
DPS - Partner content articles
Hyperlink in the digimag
Logo on the cover
4 x Articles on The Media Online
Strip ad
Exposure in our newsletter
R26 500 excl vat

GOLD SPONSOR:

DPS advert
DPS - Partner content articles
Hyperlink in the digimag
Logo on the cover
2 x Articles on The Media Online
R22 500 excl vat

SILVER SPONSOR:

DPS advert
1 Page - Partner content article
Hyperlink In The Digimag
Logo on the cover
1 X Article on The Media Online
R18 500 excl vat

Let's connect



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