

RATE CARD 2024

**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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Audience:



BUSINESS OWNERS
AND TOP BUSINESSES



MEDIA
PROFESSIONALS



MEDIA OWNERS



JOURNALISTS



PRINT & DIGITAL MEDIA



BROADCASTING



RADIO



ADVERTISING
AGENCIES



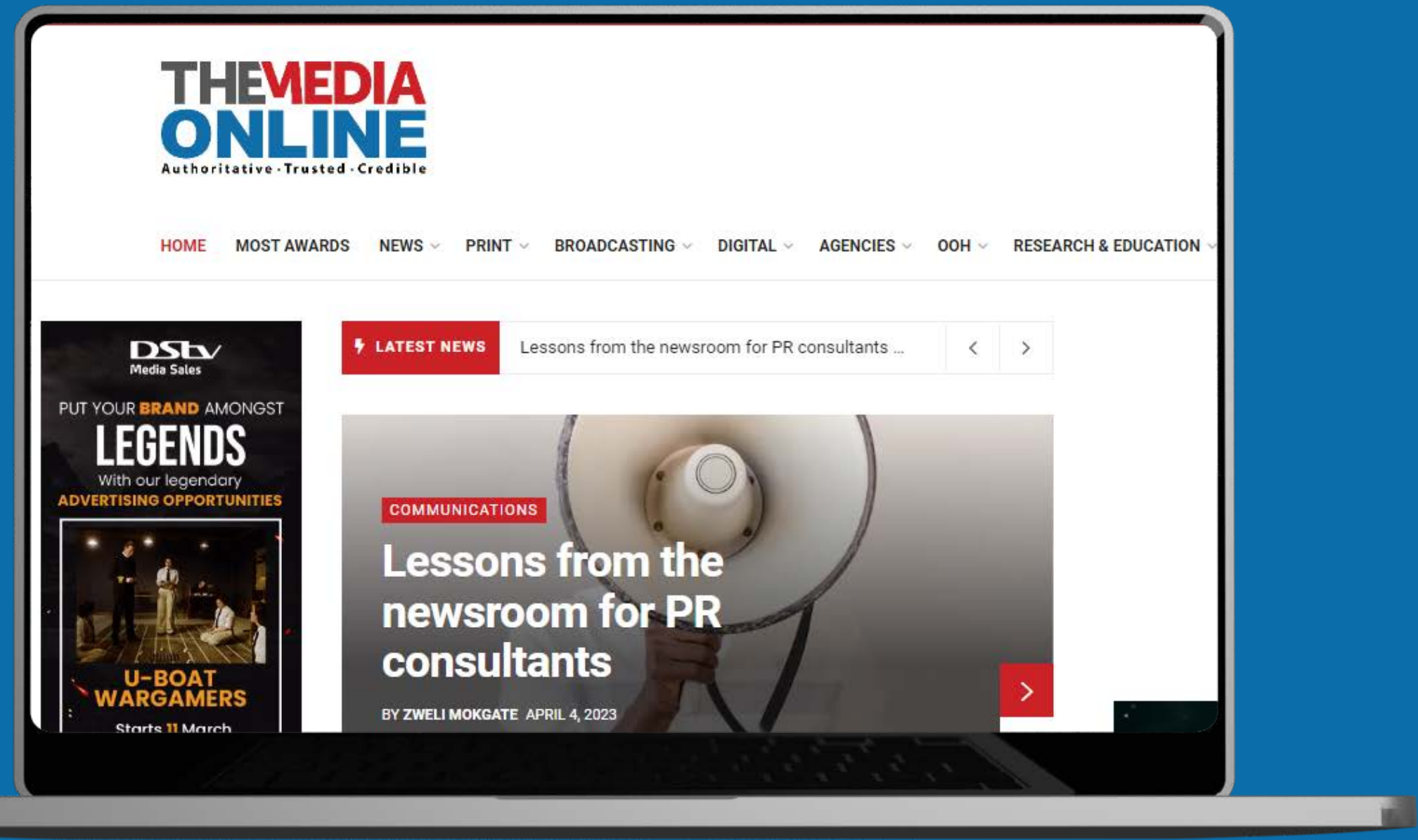
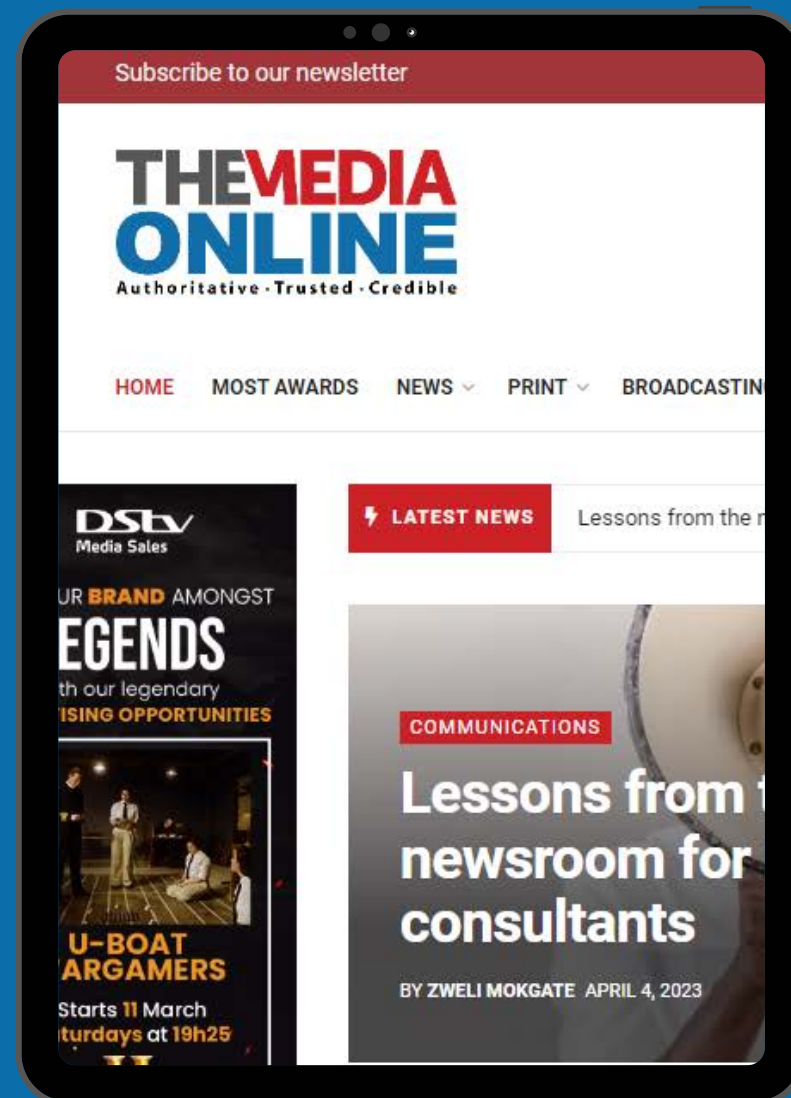
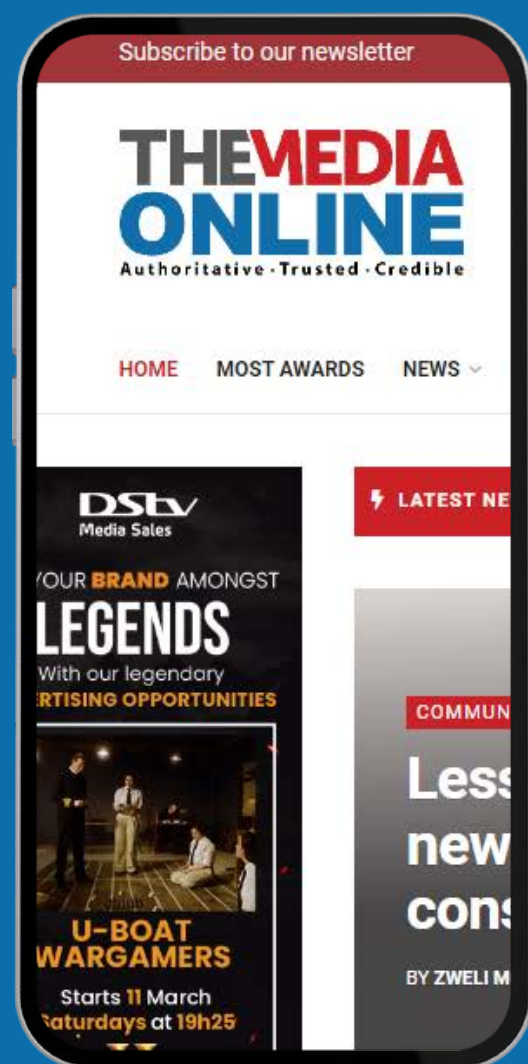
MEDIA AGENCIES



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**

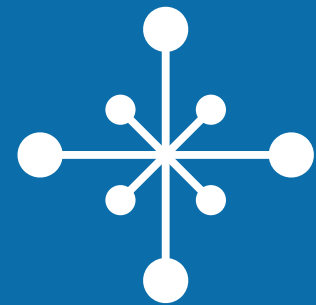


EVENT COVERAGE

Authoritative. Trusted. Credible



Banners



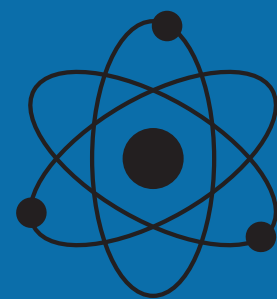
BANNER ON THE HOMEPAGE
OR SECTIONAL PAGES

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

Authoritative. Trusted. Credible

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

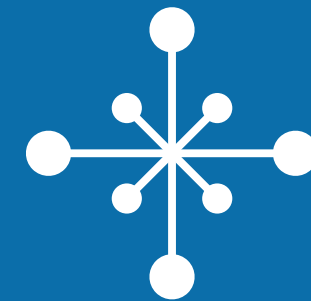
Home page

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

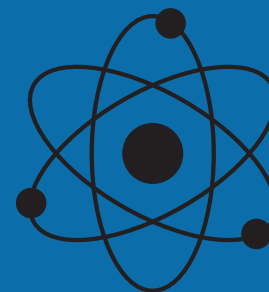
Social media handles + links

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

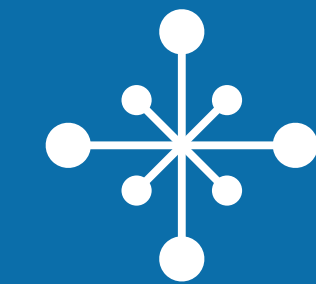
Rate:

R16 500

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

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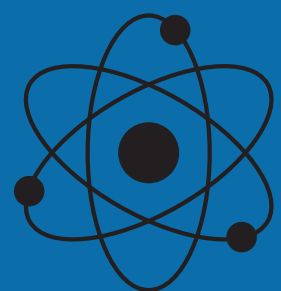
Weekly Newsletters



Banner in the weekly newsletters



Distributed every Tuesday and Thursday



7000 subscribers - High open and read rate

the media online
Credible. Industry. Intelligence.

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 find as the consumers bring newly unveiled. They need to talk to the media. To win their ad buying power to get the media off their big noses and not to accept RFP advertising fees without questions. To give advertising creatives... take a long hard look at the whole process of advertising regulation and use your influence with the media to make them upgrade at the same time they get involved in the RFP's conditions, and start producing your vision.

[Read More](#)

Worrying 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 analytics 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 Public Research Council (PRC) recently commissioned iVision Consulting to conduct a study among online consumers. This is what they discovered.

[Read More](#)

Media Monitor: Novus Group launches media monitoring app, MVT calls for advisory panel nominations, Telkom appoints Leverage
Our weekly round up of people, events and business news in media.

[Read More](#)

iVision Mail Digital Advertising
Audience First Media Offers
ivisionmail.com

MOST
MEET OUR SPONSORS

ece **DSV**

For national advertisements, letters to the editor, story by wire, advertising information or press releases, please contact:

Newsletter

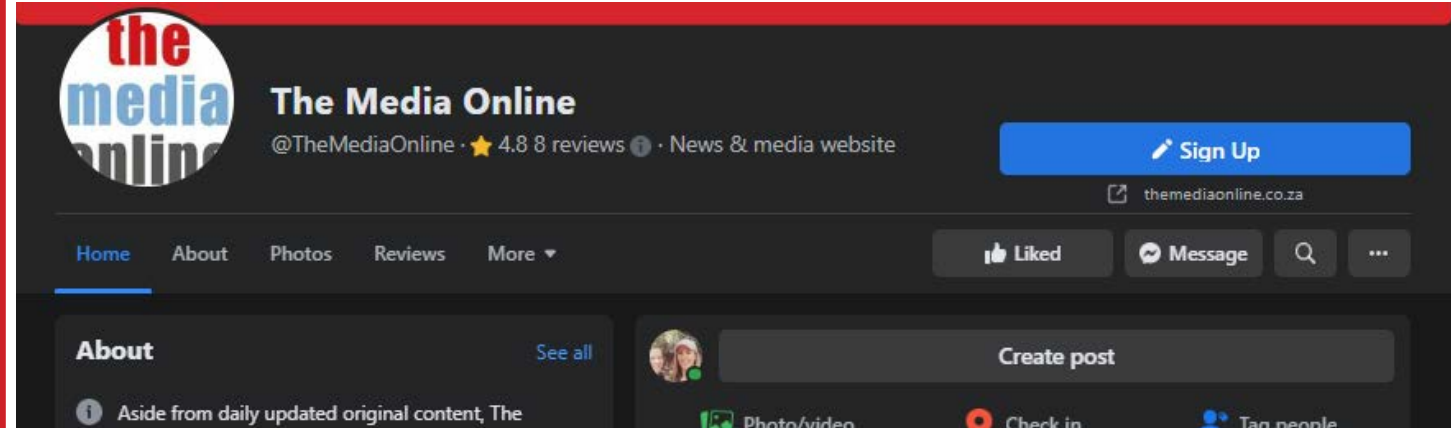
Position	size	rates
Top billboard banner	728 x 90	R12 500
Block banner 1	300 x 250	R9 500
Block banner 2	300 x 250	R8 500
Block banner 3	300 x 250	R7 500
Newsletter takeover		R15 500

Special newsletter

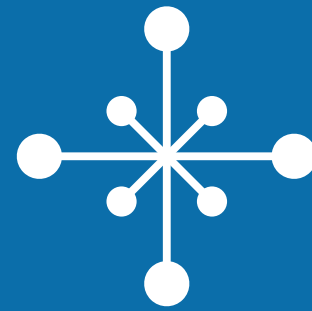
Description	rates
Executive newsletter Own design, banners and articles	R18 000
Jobs newsletter. POP required prior to publishing	R850 per post

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THE MEDIA ONLINE



Social media posts



Boosted, sponsored and organic posts.

Facebook – 7 665 followers
LinkedIn - 13 615 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

Cutting the clutter around content

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

More than ever, content marketing is a must for businesses. It's not just about creating content, it's about creating the right content for the right audience at the right time. This is where content marketing comes in. It's about understanding your audience and their needs, and then creating content that speaks to them. This is how you can cut through the clutter and reach your target audience. Content marketing is a powerful tool for businesses of all sizes, and it's essential for success in today's digital landscape. It's about creating a consistent and valuable message that resonates with your audience and drives results. This is how you can stand out from the competition and build a loyal customer base. Content marketing is a long-term strategy, and it takes time to see results. But the rewards are worth the investment. It's about building a strong brand and creating a lasting impact. This is how you can achieve your business goals and grow your company. Content marketing is a key component of a successful marketing strategy, and it's essential for businesses that want to thrive in the digital age. It's about creating a strong and consistent message that resonates with your audience and drives results. This is how you can stand out from the competition and build a loyal customer base. Content marketing is a powerful tool for businesses of all sizes, and it's essential for success in today's digital landscape.

NEW MEDIA COMPANY
From the top 1000, the world's most innovative...



back in the office,
and ready to engage.

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 & Middle Africa (New York)
A global, multi-brand, team of the year and award-winning professionals in content marketing.

2021 International Content Marketing Awards (London)
A global, leading team use of innovative technology.

INDUSTRY MEMBER OF THE CONTENT MARKETING ASSOCIATION  



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

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

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.

Let's connect



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@themediaonline



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