

THE MEDIA

INDEPENDENT INDUSTRY INTELLIGENCE

About The Media Magazine

- Launched in 2002
- Five packed issues a year
- Independently owned
- Essential read for media agencies and clients
- Targeted audience = no adspend wastage
- Only media magazine in Africa

The Media Brand Extensions

- Supplements
- Demystify panels

The Media Magazine's Reach

- **Media agencies:**
Strategists, planners, management and buyers
- **Advertisers:**
In-house media marketing and brand teams
- **Media owners:**
Management and sales teams
- **Relevant government and regulatory bodies**



themedialonline

Authoritative. Trusted. Credible.

About The Media Online

- Launched in 2002
- Africa's definitive media source
- Daily, up-to-date insights, guest columns and additional features
- Content that challenges, provokes, inspires debate and educates
- Direct access to advertisers' target market
- Offers creative and measurable solutions
- Innovative content management

The Media Online's Successful Growth

- Over **55,375** unique users per month (up 64.6% YOY)
- Page views average **75,000 p/m** (up 41.2% YOY)
- Record page views **95,651** (April 2018)
- New visits **80%** p/m (up 7.6% YOY)
- Over **20,000** Twitter followers (up 7.7% YOY)
- Over **3,600** Facebook fans (up 37.8% YOY)
- Over **6,000** 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
- Inserted into our newsletter

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 channels three days out of those five days
- Up to 700 words and 5 pics with author details
- Inserted into our newsletter

Advertising Sales

Kalyn Fagan
kalyn@wagthedog.co.za
060 642 5177

Contact

Wag the Dog
243 Jan Smuts Avenue
(cnr 12th Avenue)
Parktown North, 2198

Publisher

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

Rates:

All rates exclusive of VAT and agency commission

	Casual	2-4	5+
Full:	R25 500	R23 500	R19 500
DPS:	R42 500	R39 500	R35 000
Half:	R17 500	R16 500	R14 500
Third:	R16 500	R15 000	R12 500
Strap-line/island:	R15 500	R12 000	R10 500

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%

OBC: +35%

IBC: +15%

Guaranteed Positions: +20%

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 - 3mm bleed all round.

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

Deadlines

ISSUE	AD BOOKING	AD MATERIAL
March	Monday 12 March	Monday 19 March
June	Friday 11 May	Monday 21 May
September	Wednesday 6 August	Wednesday 13 August
November	Friday 12 October	Wednesday 17 October
January	Friday 7 December	Wednesday 12 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
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
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

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	R10 500
Block banner 1	300 x 250	R6 500
Block banner 2	300 x 250	R5 500
Mini billboard banner 1	468 x 60	R4 500
Mini billboard banner 2	468 x 60	R3 500

Cybertorial

Standard	Super
Once off	R12 000
3 inserts	R10 000
6 inserts	R9 000
12 inserts	R7 000
Once off	R13 000
3 inserts	R11 000
6 inserts	R10 000
12 inserts	R8 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

SPECIAL NEWSLETTER	Exclusive Branding
Executive newsletter - own design, banners and articles	R35 000

Follow Us



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YouTube:
TMO Live



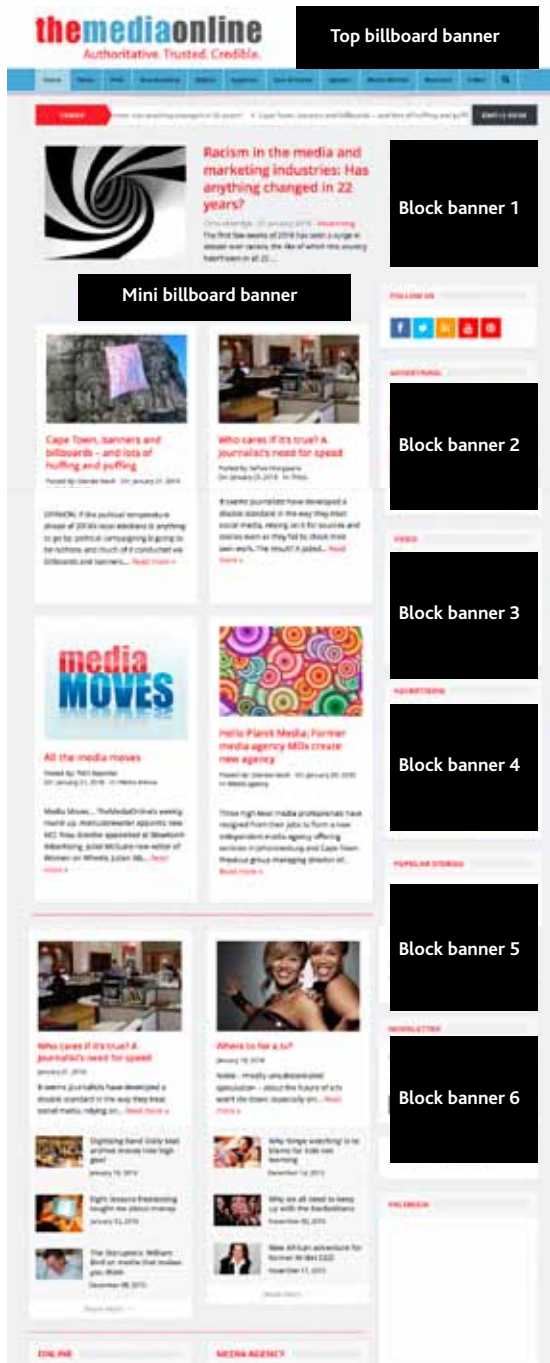
Instagram:
@mediagramsa

themediaonline

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Positioning

Homepage



Sectional Pages



Newsletter

