

RATE CARD 2019



We reach media people that matter

The Media is the only magazine devoted 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.

We cover every aspect of the media owner and media agency terrain, including newspapers, magazines, radio, television, print, digital and social media, out of home, activations, cinema, media education, media research and marketing.

Our stories are written by respected journalists and industry professionals, offering unparalleled insights into this constantly evolving world. We offer features, profiles, news, opinions and research insights. Our readers are media professionals, from decision makers and leaders at the top of their game, to middle management and those just starting their careers.

The Media. Got to love it.

Why The Media?

- Unsurpassed reach
- Personally addressed and hand delivered
- List updated monthly – no wastage
- Only media magazine in South Africa
- Broad coverage of media issues
- Indepth feature articles in each edition
- Experienced and influential contributors
- By the media for the media
- Well respected publishing and editorial team

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**



Publisher

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

Advertising sales

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

Vanessa Tiddy
vanessa@wagthedog.co.za
072 789 9800

Contact

Wag the Dog
243 Jan Smuts Avenue (cnr 12th Avenue)
Parktown North, 2198
Tel: 011 447 7741 | Fax: 011 447 6179

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: Type area: Bleed:	240mm high x 210mm wide 220mm high x 190mm wide 3mm all round
DPS	Trim size: Type area: Bleed:	240mm high x 420mm wide 222mm high x 370mm wide 3mm all round
Half page (Horizontal)	Trim size: Type area: Bleed:	120mm high x 210mm wide 100mm high x 185mm wide 3mm all round
Half page (Vertical)	Trim size: Type area: Bleed:	240mm high x 105mm wide 220mm high x 95mm wide 3mm all round
1/3 Page (Horizontal)	Trim size: Type area: Bleed:	80mm high x 210mm wide 60mm high x 185mm wide 3mm all round
1/3 Page (Vertical)	Trim size: Type area: Bleed:	240mm high x 70mm wide 220mm high x 55mm wide 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	Wednesday 27 March	Friday 5 April
June	Friday 24 May	Monday 3 June



RATE CARD 2019

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
- Active social media involvement

The Media Online's successful growth

- Over **50 323** unique users per month (up 11% YOY)
- Page views average **85 230 p/m** (up 14% YOY)
- Record page views **98 092** (August 2018)
- Over **20 680** Twitter followers (up 5% YOY)
- Over **4 100** Facebook fans (up 17% 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 channels
- Inserted into our newsletter

Super premium

- As above, PLUS on the homepage in one of the 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

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	Once off	R13 000
3 inserts	R10 000	3 inserts	R11 000
6 inserts	R9 000	6 inserts	R10 000
12 inserts	R7 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



@MediaTMO



YouTube:
TMO Live



Instagram:
@mediagramsa

themediaonline

Authoritative. Trusted. Credible.

Placement/advertising options

HOMEPAGE

The screenshot shows the homepage layout with several ad placements:

- Top billboard banner:** Located at the top right of the page.
- Block banner 1:** A large black box on the right side, partially overlapping the main content area.
- Mini billboard banner:** A smaller black box located below the main article.
- Block banner 2:** A black box on the right side, below Block banner 1.
- Block banner 3:** A black box on the right side, below Block banner 2.
- Block banner 4:** A black box on the right side, below Block banner 3.
- Block banner 5:** A black box on the right side, below Block banner 4.
- Block banner 6:** A black box on the right side, below Block banner 5.

SECTIONAL PAGES

The screenshot shows a sectional page layout with several ad placements:

- Top billboard banner:** Located at the top right of the page.
- Mini billboard banner 1:** A black box at the top of the main content area.
- Block banner 1:** A black box on the right side, below the first article.
- Block banner 2:** A black box on the right side, below Block banner 1.
- Mini billboard banner 2:** A black box at the bottom of the main content area.

NEWSLETTER

The screenshot shows a newsletter page layout with several ad placements:

- Top billboard banner:** Located at the top right of the page.
- Block banner 1:** A black box on the right side, below the first article.
- Block banner 2:** A black box on the right side, below Block banner 1.
- Block banner 3:** A black box on the right side, below Block banner 2.
- Mini billboard banner 1:** A black box at the bottom of the main content area.