RATE CARD 2019-2020





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.

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
- In depth feature articles in each edition
- Experienced and influential contributors
- By the media for the media

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

Follow Us











@Themedia

Advertisement and advertorial rates:

All rates are exclusive of VAT and agency commission

Rates

Full:	R22 000
DPS:	R38 000
Half:	R15 000
Third:	R13 500
Island:	R10 000
Strap-line/quarter:	R8 000

Special positions: IFC: +20% **OBC: +25%** IBC: +15%

Loose inserts: R10 000

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
Quarter	Trim size: Type area: Bleed:	120mm high x 105mm wide 110mm high x 95mm wide 3mm all round
Island	85mm high x 85mm wide	
Strap-line	56mm high x 210mm wide 3mm all round	

Marketplace:

	Kates
Full:	R14 900
Half:	R9 900
Quarter:	R4 500
Business card:	R2 500

Material data:

Material to be emailed as a high resolution PDF file (minimum 300dpi) with printer and screen fonts embedded. Black must be 100% (solid) and not CMYK breakdown.

Bound-in or stand alone supplements; and ezines Tailored print/digital packages available

- prices on request

Cover package: full page plus cover logo (limited) R32 000

www.themediaonline.co.za

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RATE CARD 2019-2020

themediaonline

Credible. Industry. Intelligence.



- 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

The Media Online's successful growth

- Unique users up 11% YOY
- Page views up 14% YOY
- Twitter followers up 10% YOY
- 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
- Promotion through The Media Online's social media channels
- Up to 700 words and 5 pics with author details
- Inserted into our newsletter

Production fees

We have the facilities to create your online ad for you R550 p/h standard HTML

R690 p/h Flash animation

All prices exclude VAT.

Rates:

All rates are exclusive of VAT and agency commission

Homepage

• •		
Position	Size	Rates
Top billboard banner	728 x 90	R12 000
Block banner 1	300 x 250	R10 500
Block banner 2	300 x 250	R8 500
Block banner 3	300 x 250	R8 500
Block banner 4	300 x 250	R6 500
Block banner 5	300 x 250	R5 000
Skyscrapers		R 8 000
Homepage takeover	all of the above	R 35 000

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
Mini billboard banner 1	468 x 60	R4 500
Sectional page takeover	all of the above	R16 000

Newsletter

Position	Size	Rates
Top billboard banner	728 x 90	R12 000
Block banner 1	300 x 250	R10 500
Block banner 2	300 x 250	R9 500
Block banner 3	300 x 250	R7 000
Newsletter takeover	all of the above	R15 000

Special newsletters

SPECIAL NEWSLETTER	Exclusive branding
Executive newsletter - own design, banners and articles	R18 000
Jobs newsletter - POP required prior to publishing	R850 per post

Cybertorial

Rates		
Once off	R8 000	
3	R6 000	
6	R4 000	

Social media posts

Rates per post	
Twitter	R 700
Facebook	R 400
LinkedIn	R1 000

Material

Must be supplied in a jpeg or gif format. All sizes are in pixels @ 72dpi.

Tailored print/digital packages available

- prices on request

Event coverage

 Live tweeting and social media coverage.
Photographs and video interviews.
Press release/online article. Subject to quotation.

www.themediaonline.co.za

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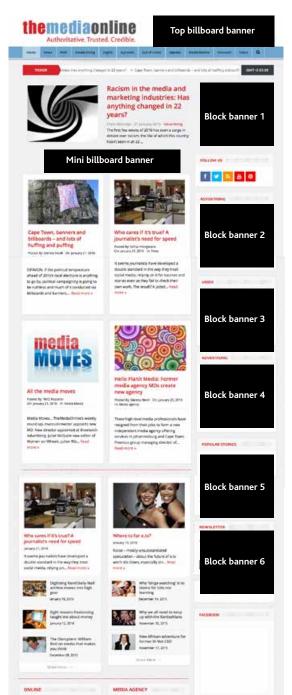


themediaonline

Authoritative. Trusted. Credible.

Placement/advertising options

HOMEPAGE



SECTIONAL PAGES



NEWSLETTER

