

# RATE CARD 2021

## THE MEDIA

INDEPENDENT INDUSTRY INTELLIGENCE



Digital version also available online.

### 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



@MediaTMO



TMO Live



@mediagramsa



@Themediamag

### Editor

Glenda Nevill

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### Advertising Manager:

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060 642 5177

Full:	R17 500	<b>Advertisement and advertorial rates:</b> <i>All rates are exclusive of VAT and agency commission</i>
DPS:	R30 500	
Half:	R11 500	
Third:	R10 000	
Island:	R8 000	
Strap-line/quarter:	R6 000	<b>Special positions:</b> FC: +20% OBC: +25% IBC: +15%
		Loose inserts: R10000

### 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:

	Rates
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

[www.themediamag.co.za](http://www.themediamag.co.za)



**ARENA**  
HOLDINGS

Hill on Empire  
16 Empire Road  
Johannesburg, 2193  
PO Box 1746  
Saxonwold, 2132

# RATE CARD 2020

**themedialonline**  
Credible. Industry. Intelligence.



## 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

## 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	<b>R12000</b>
Block banner 1	300 x 250	<b>R10500</b>
Block banner 2	300 x 250	<b>R8500</b>
Block banner 3	300 x 250	<b>R8500</b>
Block banner 4	300 x 250	<b>R6500</b>
Block banner 5	300 x 250	<b>R5000</b>
Skyscrapers		<b>R8000</b>
Homepage takeover	all of the above	<b>R35000</b>

## Sectional page

Position	Size	Rates
Top billboard banner	728 x 90	<b>R9000</b>
Block banner 1	300 x 250	<b>R6500</b>
Block banner 2	300 x 250	<b>R5500</b>
Mini billboard banner 1	468 x 60	<b>R4500</b>
Sectional page takeover	all of the above	<b>R16000</b>

## Newsletter

Position	Size	Rates
Top billboard banner	728 x 90	<b>R12000</b>
Block banner 1	300 x 250	<b>R10500</b>
Block banner 2	300 x 250	<b>R9500</b>
Block banner 3	300 x 250	<b>R7000</b>
Newsletter takeover	all of the above	<b>R15000</b>

## Special newsletters

Executive newsletter - own design, banners and articles

**R18000**

Jobs newsletter - POP required prior to publishing

**R850 per post**

## Cybertorial

Rates	
Once off	<b>R8000</b>
3	<b>R6000</b>
6	<b>R4000</b>

## Social media posts

Rates per post	
Twitter	<b>R700</b>
Facebook	<b>R400</b>
LinkedIn	<b>R1000</b>

## 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.themedialonline.co.za](http://www.themedialonline.co.za)

## Follow Us



@MediaTMO



TMO Live



@mediagramsa



@Themedial

# the mediaonline

Authoritative. Trusted. Credible.

Placement/advertising options

## HOMEPAGE

The homepage layout includes a top billboard banner, a main article titled "Racism in the media and marketing industries: Has anything changed in 22 years?", a "Mini billboard banner", a grid of articles with "Block banner 1" through "Block banner 5" overlaid, a "media MOVES" section, and a "Who cares if it's true?" article. At the bottom, there are sections for "ONLINE" and "MEDIA AGENCY".

## SECTIONAL PAGES

This sectional page features a top billboard banner, a "Mini billboard banner 1", an article "Where to for a tv?", another "Mini billboard banner 2", an article "Why things watching is to blame for kids not learning", a "Block banner 1", an article "Why we all need to keep up with the Kardashians", a "Block banner 2", and a "Mini billboard banner 2" at the bottom.

## NEWSLETTER

The newsletter page contains a top billboard banner, a "Block banner 1", a "Block banner 2", a "Block banner 3", a "Mini billboard banner 1", and a "Block banner 1" at the bottom. The main content area includes articles such as "Facebook and the Fourth Estate", "The new paraphernalia of communications 2017", "It's a year of big moves for media executives", "The power of business events and brand experiences", and "When do you get your news? The South African radio landscape".