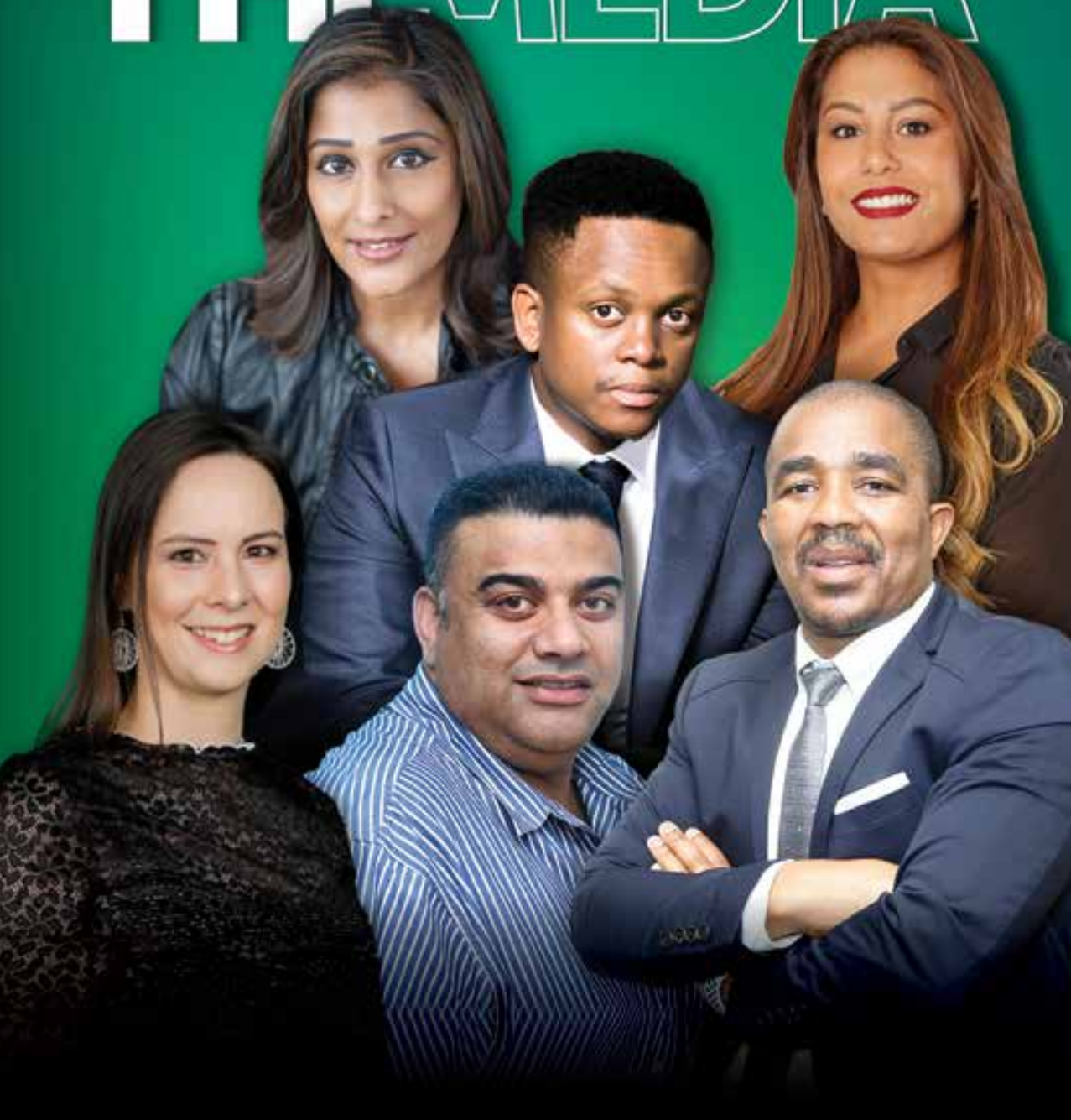


THE MEDIA



THE MEDIA 2021

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

- Facebook: @TheMediaOnline
- Twitter: @MediaTMO
- Instagram: @the_media_online
- LinkedIn: @tmo.live

MAGAZINE ADVERTISING RATES

(All rates are exclusive of VAT and agency commission)

FP	IFC	DPS	DPS	IBC	OBC	1/2 PAGE	3 RD PAGE	FULL PAGE + COVER LOGO (LIMITED):
R15 500	R18 500	R25 500	R25 600	R17 500	R19 500	R10 500	R7 500	R25 500

CREATIVE EXECUTIONS

Island	R5 500
Strap	R3 500

Material specifications – 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.)

MATERIAL SPECIFICATIONS

Full page	240mm high x 210mm wide
DPS	240mm high x 420mm wide
Half page (horizontal)	120mm high x 210mm wide
Halfpage (vertical)	240mm high x 105mm wide
1/3 Page (horizontal)	80mm high x 210mm wide
1/3 Page (vertical)	240mm high x 70mm wide
Quarter	120mm high x 105mm wide
Island	85mm high x 85mm wide
Strap-line	56mm high x 210mm wide

CONTACT DETAILS

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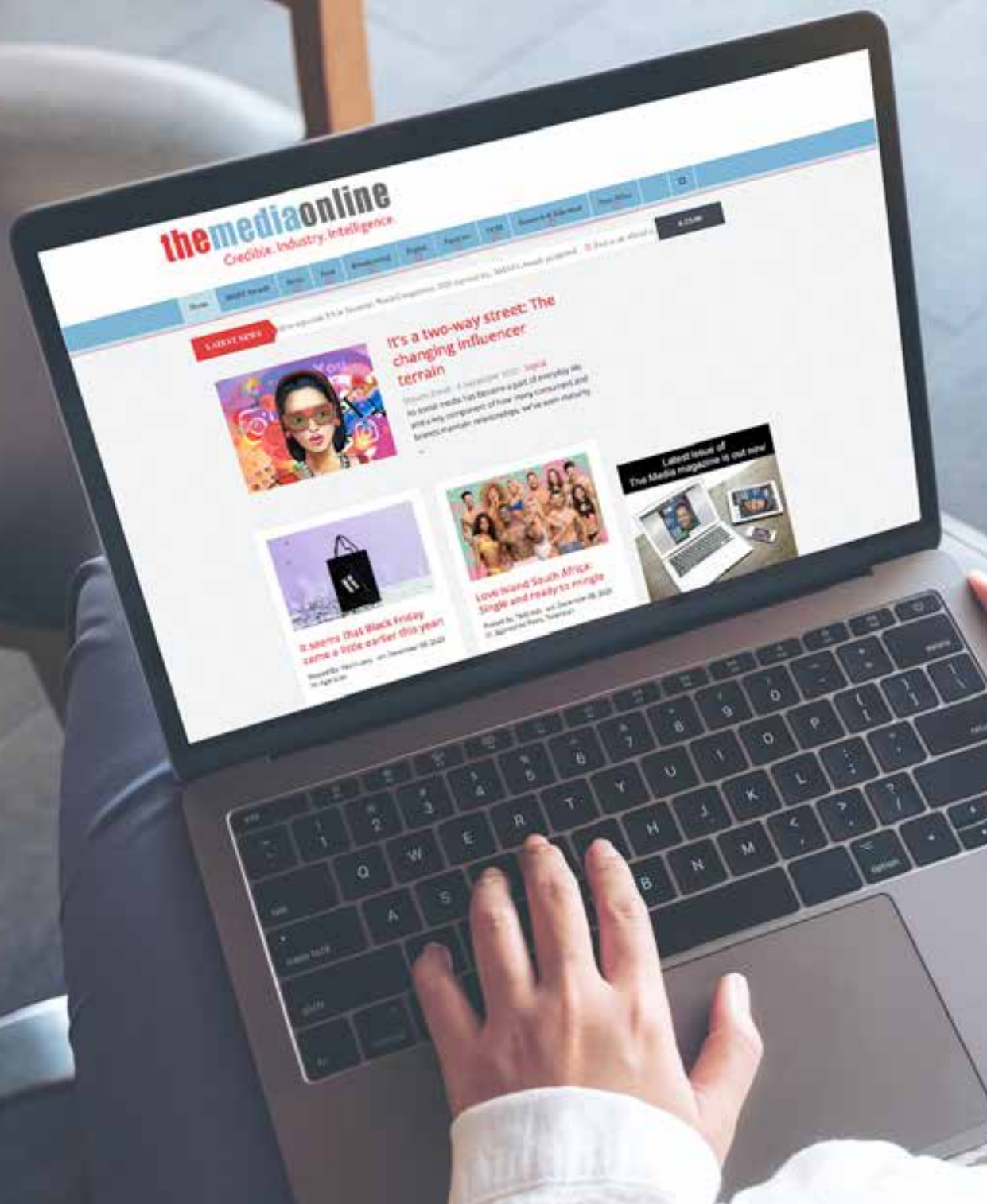
PUBLISHING DETAILS

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Hill on Empire, 16 Empire Road (cnr Hillside Road),
Parktown, Johannesburg, 2193
Postal Address: PO Box 12500, Mill Street, Cape Town, 8010



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The Media Online 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

PARTNER CONTENT 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 images with author details

Follow Us

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- Twitter: @MediaTMO
- Instagram: @the_media_online
- LinkedIn: @tmo.live

CONTACT

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ONLINE ADVERTISING RATES

(All rates are exclusive of VAT and agency commission)

HOME PAGE

Position	Size	Rates
Top billboard banner	728 x90	R12 000
Block banner 1	300 x250	R10 500
Block banner 2	300 x250	R8 500
Block banner 3	300 x250	R8 500
Block banner 4	300 x250	R6 500
Block banner 5	300 x250	R5 000
Top billboard banner	728 x90	R 8 000
Skyscrapers		R12 000
Homepage takeover	All the above rates	R35 000

SECTIONAL PAGE

Position	Size	Rates
Top Billboard banner	728 x90	R9 000
Block banner 1	300 x250	R6 500
Block banner 2	300 x250	R5 000
Mini billboard banner 1	1 468 x 60	R4 500
Sectional page take over	All of the above	R16 000
Top billboard banner	300 x250	

NEWSLETTER

Position	Size	Rates
Top billboard banner	728 x90	R12 000
Block banner 1	300 x250	R10 500
Block banner 2	300 x250	R9 500
Block banner 3	1 468 x 60	R7 500
Newsletter takeover	All of the above	R15 000

Material must be supplied in a jpeg or gif format. All sizes are in pixels@ 120dpi.

Partner content		Social media posts	
Rates		Rates per post	
Once off	R8 000	Twitter	R700
3	R6 000	Facebook	R400
6	R4 000	LinkedIn	R1000

SPECIAL NEWSLETTERS

Executive newsletter: Own design, banners and articles - **R18 000**
Jobs newsletter -POP required prior to publishing - **R850** per post

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.

PICASSO
HEADLINE
Excellence in niche publishing

ARENA
HOLDINGS

themediaonline

Authoritative. Trusted. Credible.

Placement/advertising options

HOMEPAGE

The homepage layout features a top billboard banner, a main article titled "Racism in the media and marketing industries: Has anything changed in 22 years?", and several mini billboard banners. The main content area is organized into a grid of articles, each accompanied by a small image and a text snippet. On the right side, there are vertical sections for "FOLLOW US" (social media icons), "ADVERTISING" (Block banner 2), "VIDEO" (Block banner 3), "POPULAR STORIES" (Block banner 5), and "FACEBOOK" (Block banner 6). The footer includes "ONLINE" and "MEDIA AGENCY" links.

SECTIONAL PAGES

The sectional page layout includes a top billboard banner, a "TV" section with a "Where to for a tv?" article, and a "Why 'binge watching' is to blame for kids not learning" article. It also features a "Why we all need to keep up with the Kardashians" article. On the right side, there are sections for "FOLLOW US" (social media icons), "NEWSLETTER" (subscription form), and two vertical "Block banner" areas. A "Mini billboard banner 2" is located at the bottom of the main content area.

NEWSLETTER

The newsletter page layout features a top billboard banner, a main article titled "Facebook and the Fourth Estate", and several other articles including "The new symposium of communications 2017", "It's a year when entrepreneurs take the stage", "A year of big moves for media executives", "The power of business events and brand experiences", "When do you give your news story?", and "What does AI really mean for marketers?". On the right side, there are three vertical "Block banner" areas. The footer includes a "Mini billboard banner 1" and a "Facebook" link.