REACHING MEDIA PEOPLE WHO MATTER

The Media magazine and its online partner, The Media Online, are established and respected business-to-business titles representing South Africa’s media and advertising sectors. Used together, or separately, the publications reach media people who matter.

Our partners and readers understand The Media is the only magazine devoted entirely 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.

PUBLICATIONS 2022

Special titles
The Media Yearbook 2022 – publication March/April
Women in The Media 2022 – publication August

The Media
The Media (agency focus) – publication May
The Media (screen focus) – publication July
The Media (audio focus) – publication September

WHY THE MEDIA?

• Unsurpassed reach
• Database updated monthly – no wastage
• Broad coverage of media issues
• In-depth feature articles in each edition
• Experienced and influential contributors

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 @TheMediaOnline @MediaTMO @the_media_online @tmo.live

ADVERTISING RATES
(All rates exclude Vat)

Digital publication
Full Page R8 500
DPS R14 000
Half Page R5 000
Full Page+Cover logo (Limited) R10 500
OBC R9 500
Quarter page Strip Ad R3 500
Centre Island R3 500

SPONSORSHIP PACKAGES
Digital publication

PLATINUM SPONSOR:
DPS advert
DPS – Partner content articles
Hyperlink in the digimag
Logo on the cover
4 x stories on The Media Online
Strip ad
Exposure in our newsletter
R26 500 excl vat

GOLD SPONSOR:
DPS advert
DPS – Partner content articles
Hyperlink in the digimag
Logo on the cover
2 x stories on The Media Online
R22 500 excl vat

SILVER SPONSOR:
Dps advert
1 Page – Partner content article
Hyperlink In The Digimag
Logo on the cover
1 X Article on The Media Online
R18 500 excl vat
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 PARTNER CONTENT PACKAGES

- Guaranteed content on The Media Online homepage in one of the top three positions above the fold
- Strong social media reach on Twitter, Facebook, Instagram and LinkedIn
- Promotion through The Media Online’s social media channels
- Up to 700 words and five images with author details

THE MEDIA ONLINE’S REACH

- Over 8 000 newsletter subscribers
- A focused database of media professionals
- Strong social media presence
- Engaged community

BESPOKE CONTENT

- We have access to professional in-house studios and presenters to produce corporate videos
- Utilise our powerful database to reach media professionals
- Bespoke corporate newsletters or e-zines produced in partnership with clients
- Distribution via our databases
- Print options readily available for corporate clients

MATERIAL SPECIFICATIONS

<table>
<thead>
<tr>
<th>DPS</th>
<th>Full page</th>
<th>1/2 Page Horizontal</th>
<th>Centre island</th>
<th>Strip advert</th>
</tr>
</thead>
<tbody>
<tr>
<td>420 x 275mm</td>
<td>210 x 275mm</td>
<td>200 x 128mm</td>
<td>85 x 85mm</td>
<td>200mm x 32.5 mm</td>
</tr>
</tbody>
</table>

PUBLISHER

PICASSO HEADLINE, A PROUD DIVISION OF ARENA HOLDINGS

Hill on Empire 16 Empire Road (cnr Hillside Road), Parktown, Johannesburg
Postal Address: PO Box 12500, Mill Street, Cape Town, 8005

Follow Us @TheMediaOnline @MediaTMO @the_media_online