

RATE CARD 2026

**THE MEDIA
ONLINE**
Authoritative • Trusted • Credible

Authoritative. Trusted. Credible

Overview

The Media Online is South Africa's definitive online reference point for the media industry, delivering relevant, focused, and topical news across the sector. We publish daily industry insights, guest columns, case studies, and thought-leading content from both local and global contributors, alongside breaking news, expert views, and in-depth interviews.

Audience reach:

- An average of 114,000 unique visitors per month
- The most recent featured homepage article achieved 395,731 page views



Audience:



BUSINESS OWNERS
AND TOP BUSINESSES



MEDIA
PROFESSIONALS



MEDIA OWNERS



JOURNALISTS



PRINT & DIGITAL MEDIA



BROADCASTING



RADIO



ADVERTISING
AGENCIES



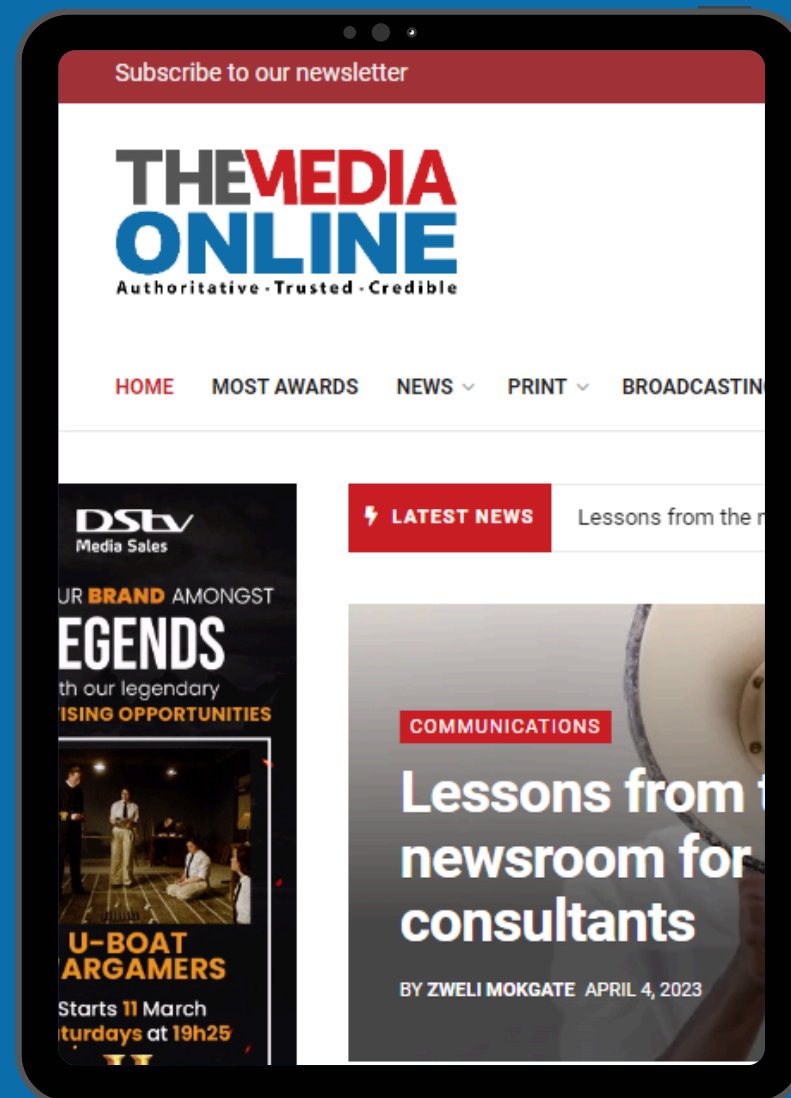
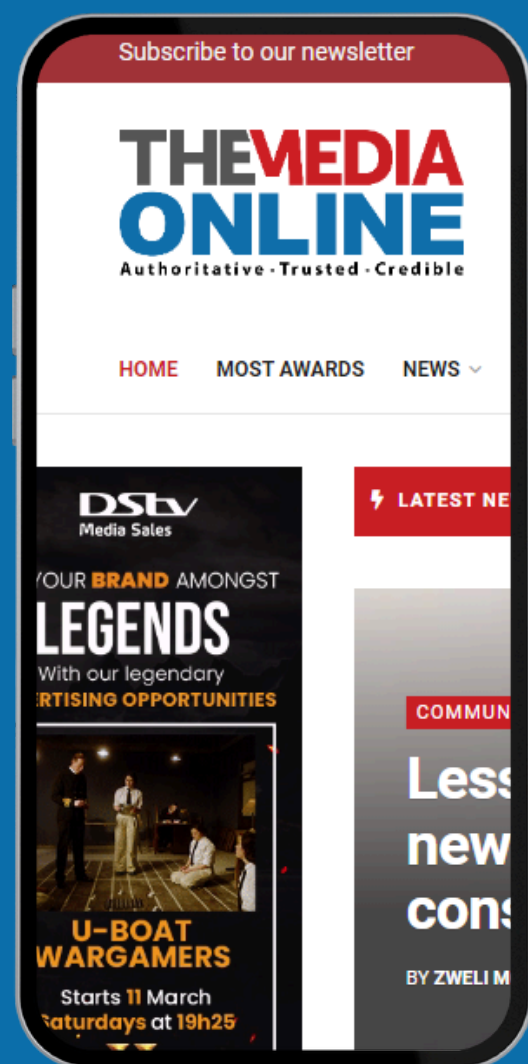
MEDIA AGENCIES



GENERAL PUBLIC

Authoritative. Trusted. Credible

Available on all devices



Authoritative. Trusted. Credible

How we help brands;



**HOMEPAGE BANNERS &
SECTIONAL PAGE
BANNERS**



**12-MONTH PRESS
OFFICE**



**WEEKLY DIGITAL
NEWSLETTERS**



SOCIAL MEDIA



**QUARTERLY DIGITAL
PUBLICATIONS**



**PARTNER CONTENT
ARTICLES**

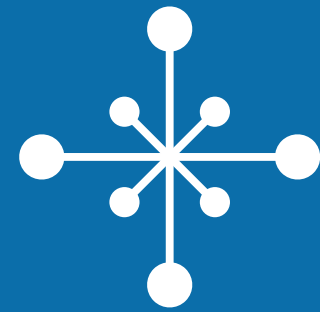


EVENT COVERAGE

Authoritative. Trusted. Credible



Banners

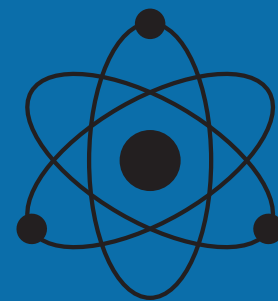


BANNER ON THE HOMEPAGE
OR SECTIONAL PAGES

600 pixels (L) x 300 pixels (W)
300 pixels (L) x 250 pixels (W)

●
CAPTIVATE READERS

Banner can be static, rotational or animated



PREMIUM BRAND EXPOSURE

Banner linked directly to URL or article

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600 x 300 pixels

DStv
Media Sales

PUT YOUR **BRAND** AMONGST
LEGENDS
With our legendary
ADVERTISING OPPORTUNITIES

COLOSSEUM
Starts **5** February
Sundays at 21h05

H
HISTORY

300x 250 pixels

PROVANTAGE

A company evolving.
Elevating the marketing services and OOH media industry.

YOU FM

YOU

Home page

Position	size	rates
Top billboard banner	728 x 90	R12 500
Block banner 1	300 x 250	R10 500
Block banner 2	600 x 300	R8 500
Block banner 3	300 x 250	R7 500
Block banner 4	300 x 250	R6 500
Block banner 5	300 x 250	R5 500
Skyscrapers		R18 000
Homepage takeover		R35 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
Sectional pagetakeover		R16 000

**THE MEDIA
ONLINE**


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Press Office



 We offer a standard **Press Office** package plus add-on features

 **Press Office** releases assessed for uploading to home page

 Sidebar widget inclusion for a minimum of 24 hours

 Design and development of a personalised landing page including pics and branding

 Social media functionality

 Guaranteed 12 press releases over 12 months

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

Add-on features are available and will be quoted on by request:

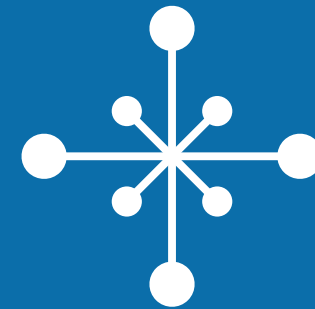
- Cybertorial packages
- Newsletter take overs/ special newsletters
- Tailored print/digital packages available

Rate:

R16 500

Contact: Tarin-Lee Watts ✉ twatts@themediainline.co.za ☎ 087 379 7119 / 079 504 7729

Press office



12 -month Press Office

700 Words

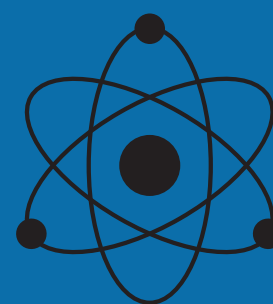
Social media handles + links

Feature image

Videos x 2 under 2MB (optional)

Audio clip (optional)

In-article banner – (optional)

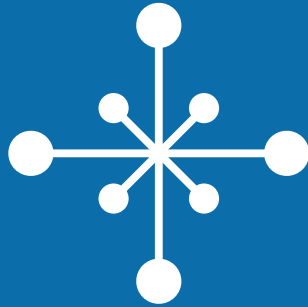
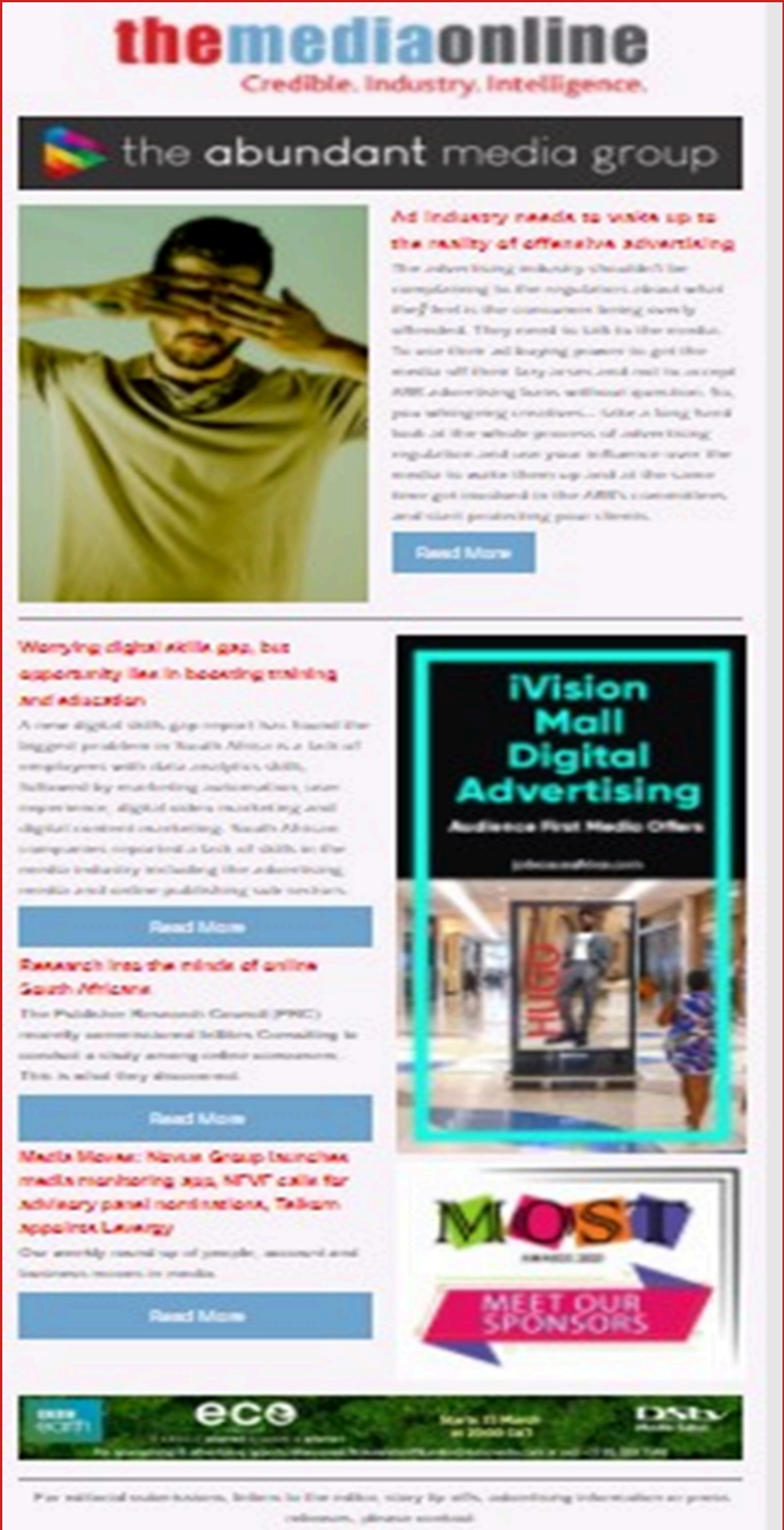


In-article banners -

• 728 x 90 Pixels - ability to rotate (Under 2MB)

• 300 x 600 Pixels - Ability to rotate (Under 2MB)

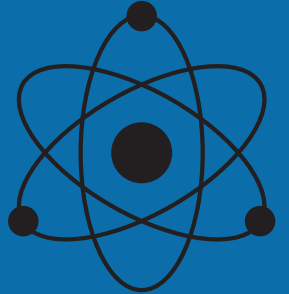
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Banner in the weekly newsletters



Distributed every Tuesday and Thursday



7000 subscribers - High open and read rate

Newsletter

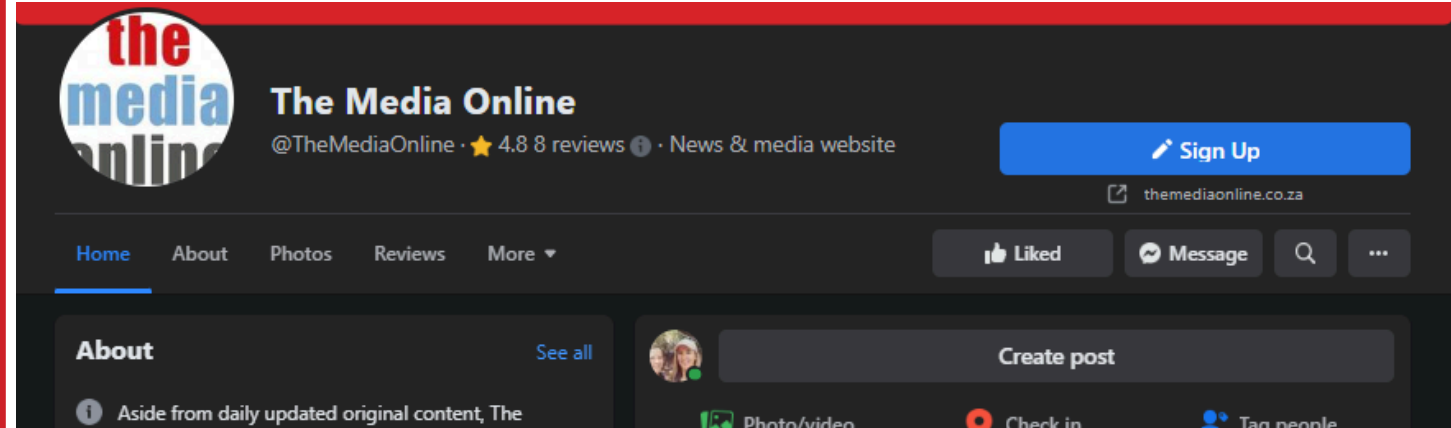
Position	size	rates
Top billboard banner	728 x 90	R12 500
Block banner 1	300 x 250	R9 500
Block banner 2	300 x 250	R8 500
Block banner 3	300 x 250	R7 500
Newsletter takeover		R15 500

Special newsletter

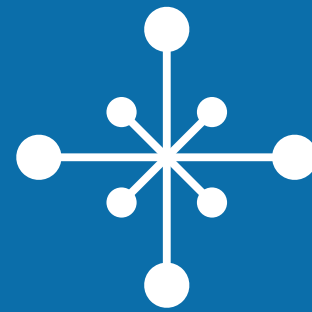
Description	rates
Executive newsletter Own design, banners and articles	R18 000
Jobs newsletter. POP required prior to publishing	R850 per post

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THE MEDIA ONLINE



Social media posts



Boosted, sponsored and organic posts.

Facebook – 7 665 followers
LinkedIn - 13 615 followers
Twitter – 22 300 followers

Social media posts

rates per post

Twitter	R700
Facebook	R400
LinkedIn	R950

Special Services

- Write your press releases or partner content
- Book a video Interview
- Tailored packages available

Prices on request

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Digital publications: 2026



PRESS FORWARD
APRIL 2026



THE BUSINESS OF
MEDIA JUNE 2026



RADIO AWARDS 2026




WOMEN IN THE MEDIA
AUGUST 2026



THE MOST AWARDS
2026

Cutting the clutter around content

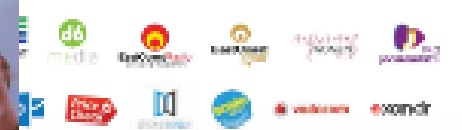


Creating the right message is one thing, but understanding how messages are received and how they should be curated will ensure that your content has an impact.

More than ever, we are in a content-driven world. To succeed, you need to understand the right message, the right time, the right place, and the right person. This is the challenge of content marketing. It's not just about creating content, it's about creating content that resonates with your audience. This is the challenge of content marketing. It's not just about creating content, it's about creating content that resonates with your audience.



back in the office, and ready to engage.



New Media

Story time



Enrich your customers' lives with Internationally award-winning content marketing

At New Media we tell the stories that matter most on platforms people love to use

For real ROI on your marketing spend, contact us today at info@newmedia.co.za

2021 Global & State Awards (New York)
A highly-placed member of the top 100 (most influential) professionals in Content Marketing

2021 International Content Marketing Awards (London)
2021 award, including Best use of innovative technology

GLOBAL MEMBER OF THE CONTENT MARKETING ASSOCIATION  

ADVERTISING RATES DIGITAL PUBLICATION

All rates exclude Vat

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/ 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 Articles 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 Articles 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

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.

Let's connect



WEBSITE

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@themediainline



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