

RATE CARD 2026

**THE MEDIA
ONLINE**
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

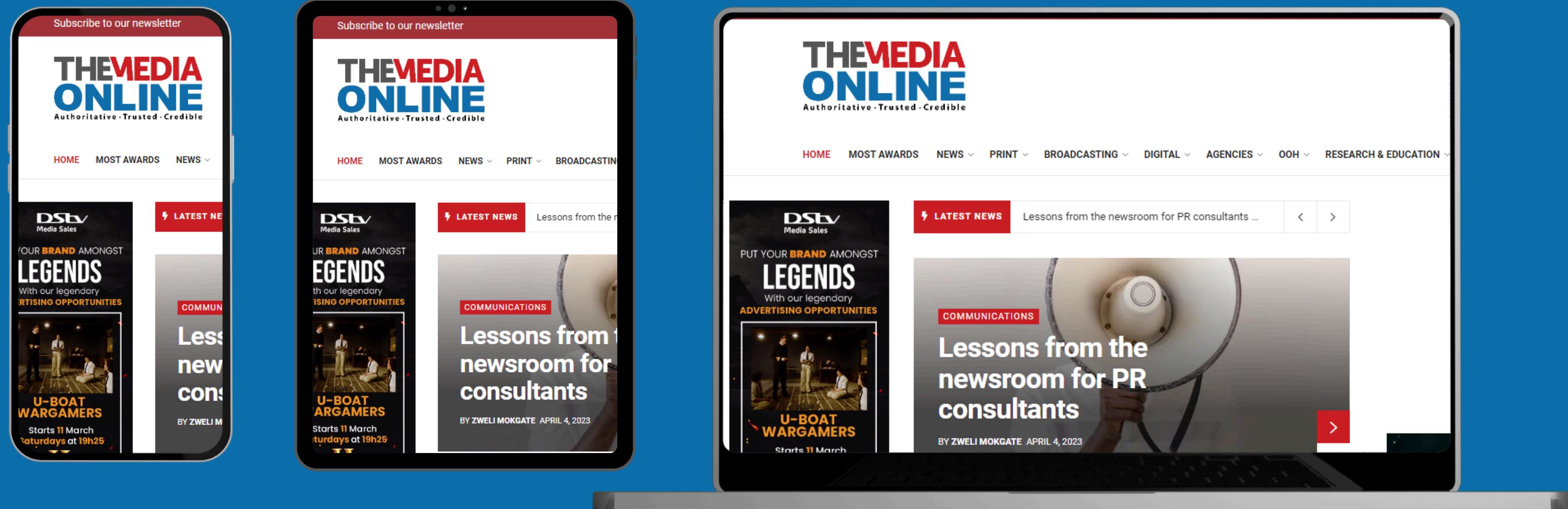


MEDIA AGENCIES



GENERAL PUBLIC

Available on all devices



Authoritative. Trusted. Credible

How we help brands;



Homepage banners &
Sectional page
banners



Quarterly digital
publications



12-MONTH PRESS
OFFICE



Partner content
articles



Weekly digital
newsletters

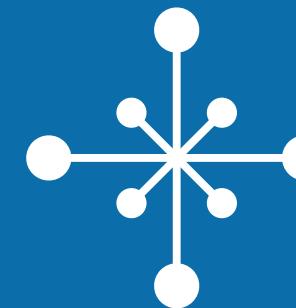


Event coverage



Social media

Banners



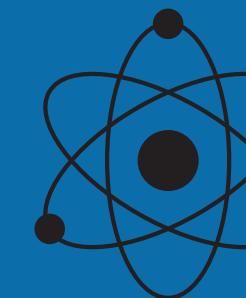
BANNER ON THE HOMEPAGE
OR SECTIONAL PAGES

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



CAPTIVATE READERS

Banner can be static, rotational or animated

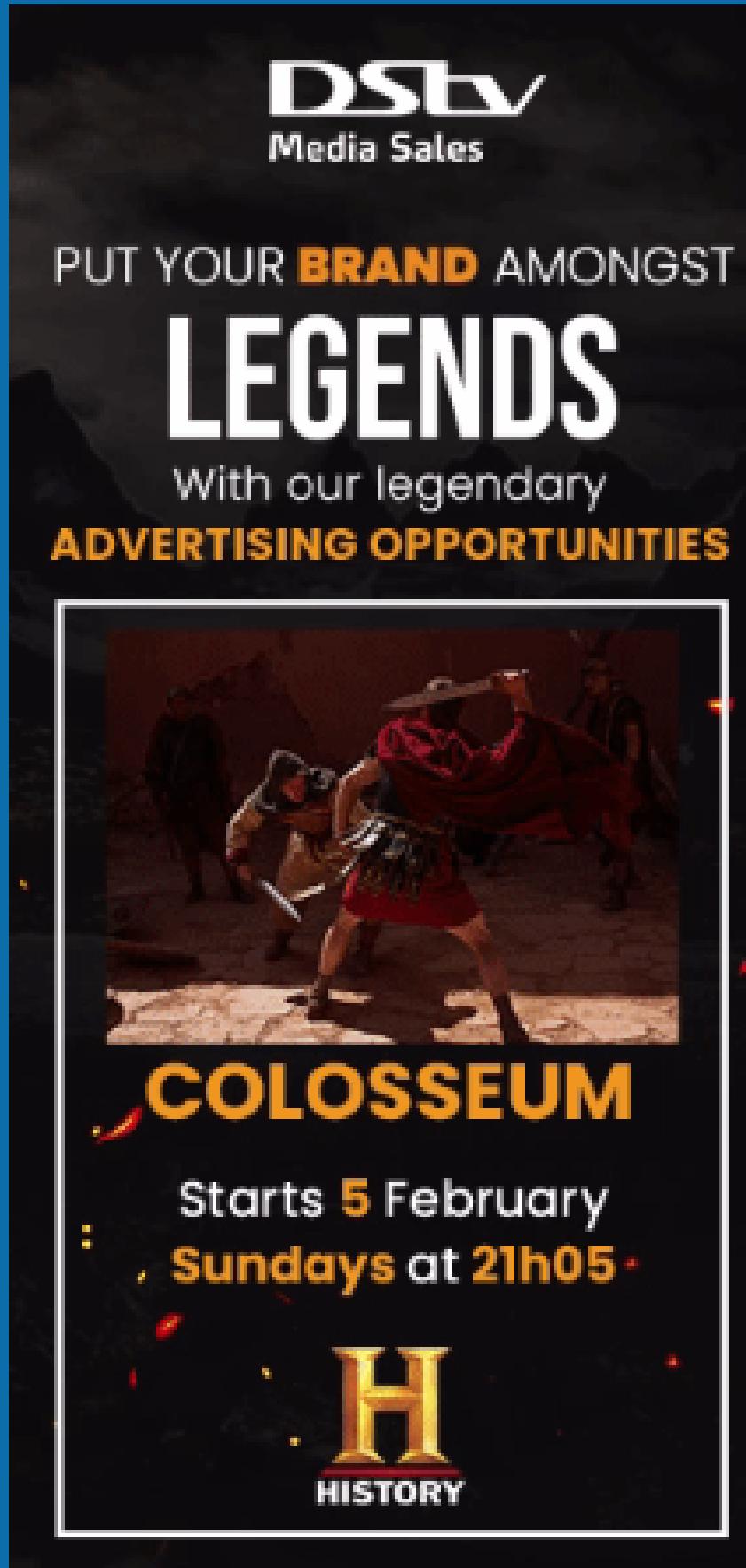


PREMIUM BRAND EXPOSURE

Banner linked directly to URL or article

Authoritative. Trusted. Credible

600 x 300 pixels



300x 250 pixels



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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 page takeover		R16 000



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?

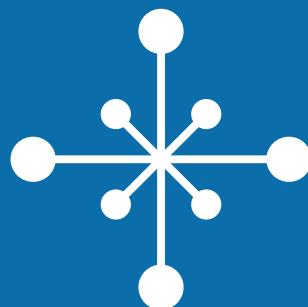
- Consistent, exclusive exposure in the space booked and in the faces of the marketers
- No ad spend wastage
- Focused content on issues facing marketers
- Intricately involved with the industry

Rate:

R16 500

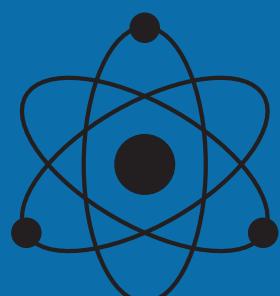
Contact: Tarin-Lee Watts twatts@themediaonline.co.za [087 379 7119](tel:0873797119) / [079 504 7729](tel:0795047729)

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)

the abundant media group



Ad industry needs to wake up to the reality of offensive advertising

The advertising industry shouldn't be complacent to the regulations about what should be in the content being served off-air. They need to look to the media. The new Kite and Beagle process to get the media self their long-term and meaningful ARBC advertising rules without spin-offs. So, you're being compliant... but are you breaking the law?... take a long hard look at the whole process of advertising regulation and use your influence to make sure the media is making the most of the rules that are put in place in the ARBC's committee, and start protecting your clients.

[Read More](#)

Worrying digital skills gap, but opportunity lies in boarding training and education

A new digital skills gap report has found that digital proficiency in South Africa is at such a low level with digital marketing skills, digital marketing automation, search engine optimisation, digital media marketing and digital content marketing. South Africa's universities reported a lack of skills in the media industry including the advertising media and online publishing sectors.

[Read More](#)

Research into the minds of online South Africans

The Publishers' Monitoring Council (PMC) recently announced findings. Consulting is considered a priority among content consumers. This is what they discovered.

[Read More](#)

Media Moves: Nossa Group launches media monitoring app; NFT call for advisory panel nominations; Telkom Appoints Lawyer

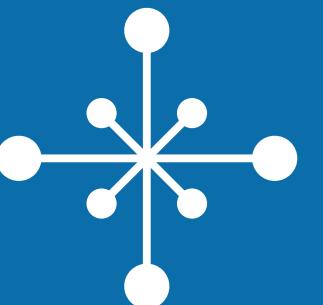
Our weekly round-up of people, account and business moves in media.

[Read More](#)



For editorial and business, kindly go to the media, using the info, advertising information or press, column, please contact.

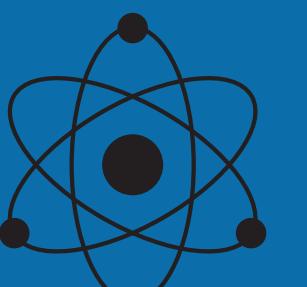
Weekly Newsletters



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

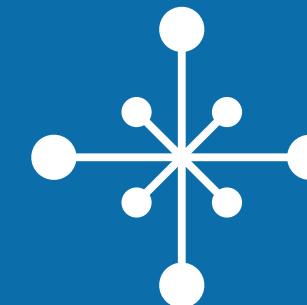
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THE MEDIA ONLINE



The Media Online Facebook page screenshot. The page has 4.8 8 reviews and is a News & media website. It shows a post from BBC Lifestyle about a casting call for Come Dine with Me South Africa. The post has 452,655 people reached, 57,296 engagements, 3K comments, and 2.2K shares. The post includes a survey for potential contestants and a 'Boost post' button.

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

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Let's connect



WEBSITE

www.themediaonline.co.za



EMAIL - TARIN-LEE WATTS

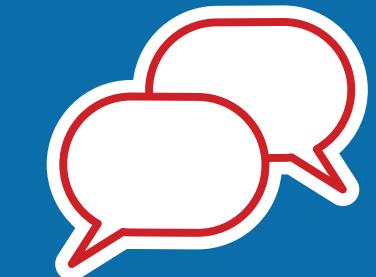
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