

# RATE CARD 2026

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

# Overview

The Media Online is the definitive online point of reference for South Africa's media industry offering relevant, focused and topical news on the media sector. We deliver up-to-date industry insights, guest columns, case studies, content from local and global contributors, news, views and interviews on a daily basis.

- The Media Online attracts on average 114 000 unique visitors per month
- Latest article read on homepage received 395 731 page views



# Audience:



BUSINESS OWNERS  
AND TOP BUSINESSES



MEDIA  
PROFESSIONALS



MEDIA OWNERS



JOURNALISTS



PRINT & DIGITAL MEDIA



BROADCASTING



RADIO



ADVERTISING  
AGENCIES

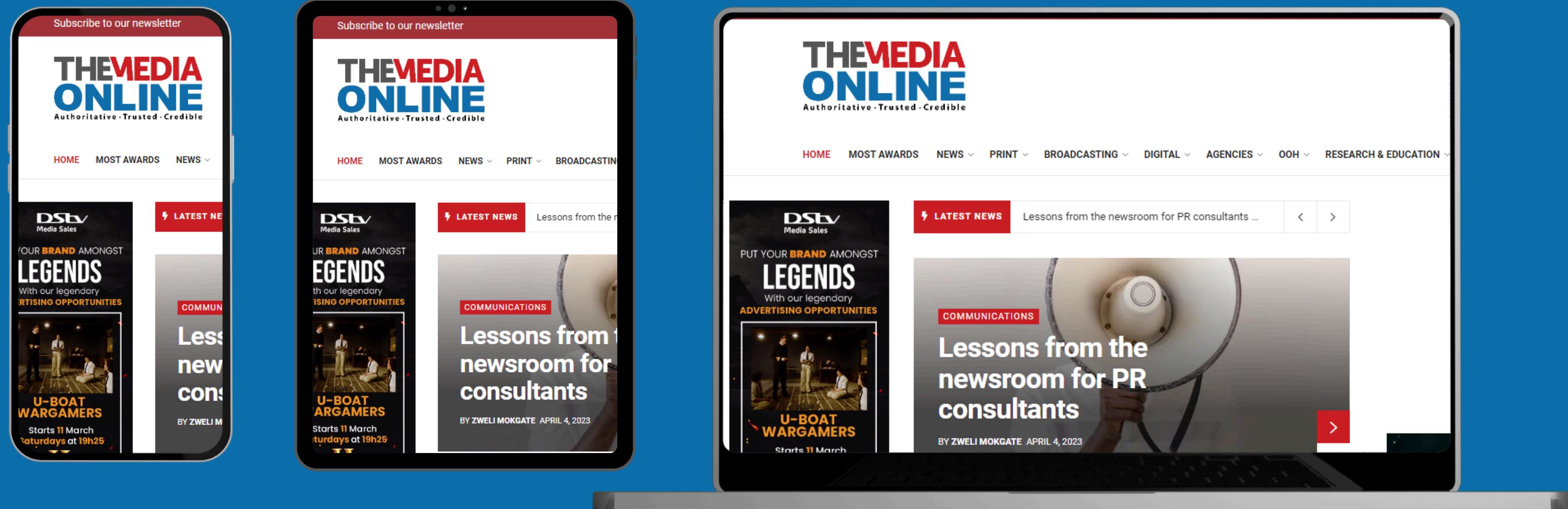


MEDIA AGENCIES



GENERAL PUBLIC

# Available on all devices



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# How we help brands;



Homepage banners &  
Sectional page  
banners



Quarterly digital  
publications



12-MONTH PRESS  
OFFICE



Partner content  
articles



Weekly digital  
newsletters

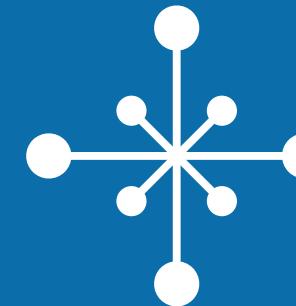


Event coverage



Social media

# Banners



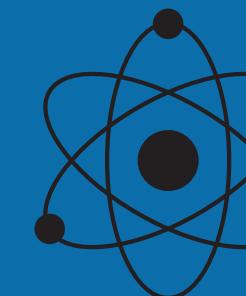
BANNER ON THE HOMEPAGE  
OR SECTIONAL PAGES

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



CAPTIVATE READERS

Banner can be static, rotational or animated

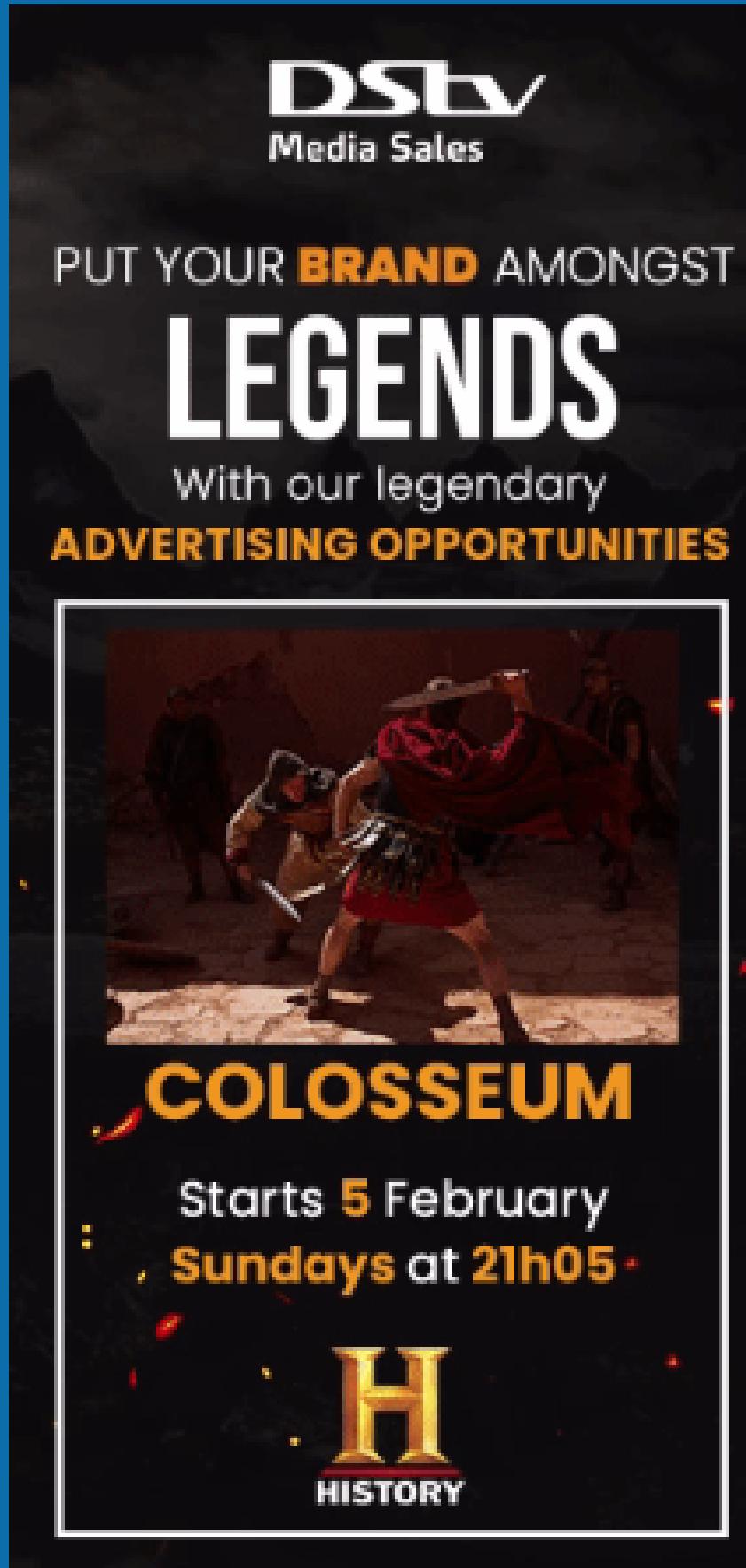


PREMIUM BRAND EXPOSURE

Banner linked directly to URL or article

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600 x 300 pixels



300x 250 pixels



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## Home page

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

## Sectional page

Position	size	rates
Top billboard banner	728 x 90	<b>R9 000</b>
Block banner 1	300 x 250	<b>R6 500</b>
Block banner 2	300 x 250	<b>R5 500</b>
Sectional page takeover		<b>R16 000</b>

# Press Office

**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

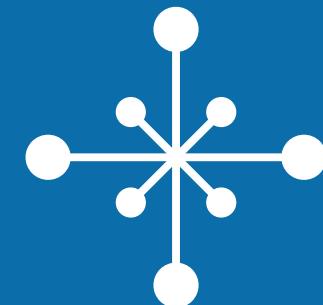
### Why The Media Online?

- 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:

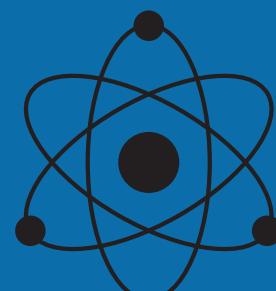
**R16 500**

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



12 -month Press Office

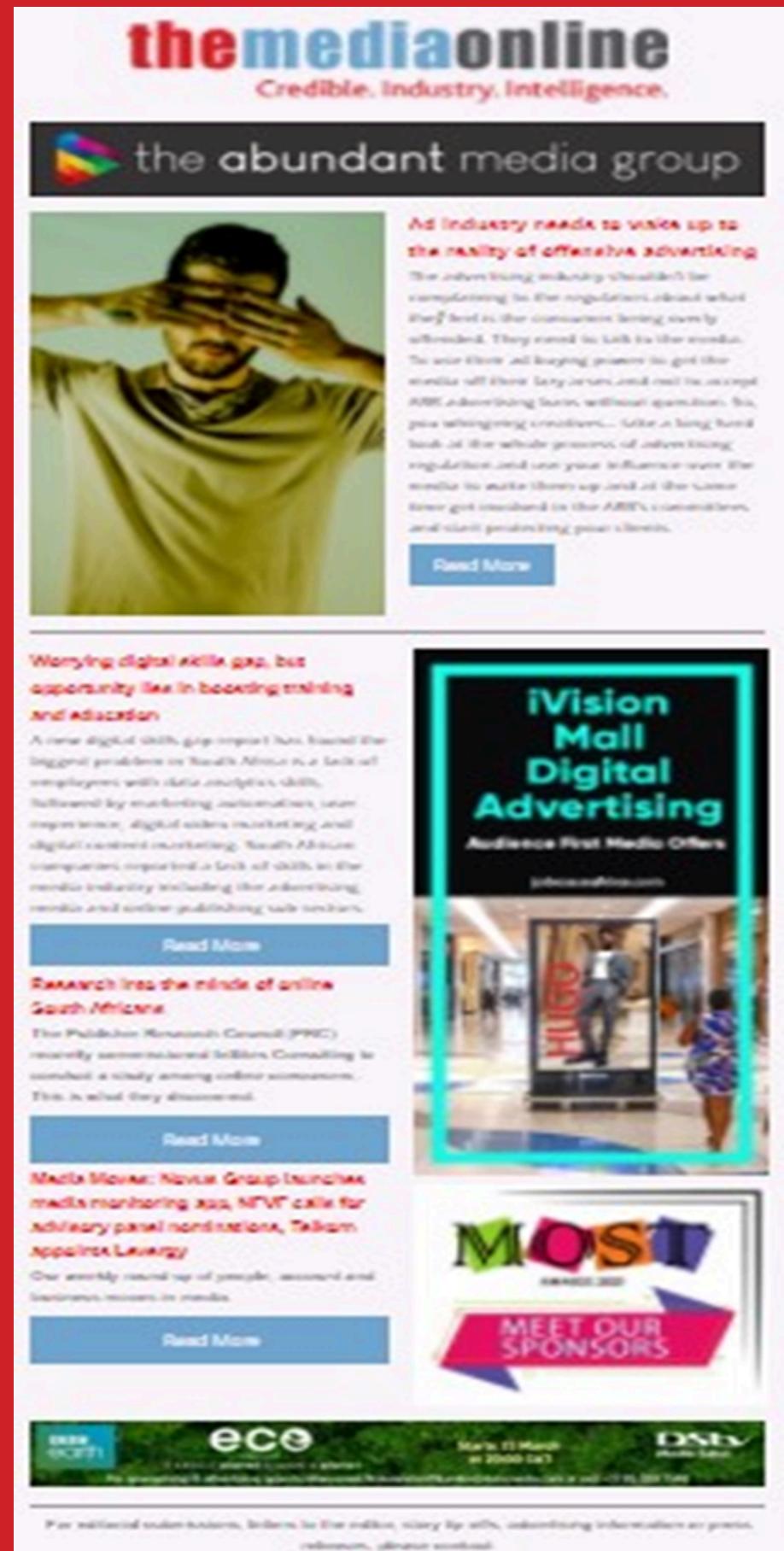
700 Words  
Social media handles + links  
Feature image  
Videos x 2 under 2MB (optional)  
Audio clip (optional)  
In-article banner – (optional)



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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# Weekly Newsletters



**themediaonline**  
Credible. Industry. Intelligence.

**the abundant media group**

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

The advertising industry shouldn't be complacent in its regulations, which aren't as strict as the consumer being overly offended. They need to look to the media. To use their advertising power to get the media to take long-term and real-life impact. ARB advertising laws, self-regulation, the power of advertising, ... take a long hard look at the whole process of advertising regulation and use your influence over the media to make them up-stand at the same time get involved in the ARB's committees, and client 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 the biggest problem in South Africa is a lack of employment with digital competencies, skills, knowledge by marketing practitioners, user experience, digital media marketing and digital content marketing. South Africa's practitioners 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 Research Council (PRC) recently commissioned Telltex Consulting to conduct a study among online consumers. This is what they discovered:

[Read More](#)

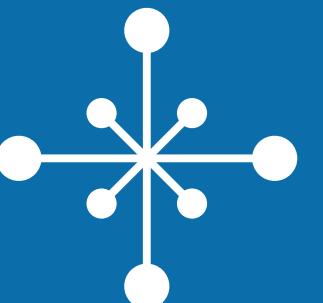
**Media Monitor: Novus Group launches media monitoring app, MNP; call for Advisory panel nominations; Telkom AppLink; Leverage**

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

[Read More](#)

**ecce** **DSB**

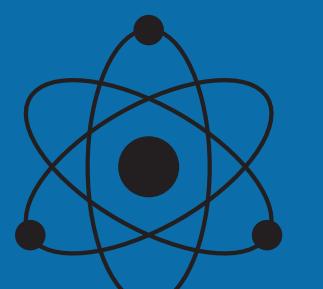
Starts 11 March at 20000 Sat  
For editorial submissions, stories to the editor, story by story, advertising information or general questions, please contact



Banner in the weekly newsletters



Distributed every Tuesday and Thursday



7000 subscribers - High open and read rate

## Newsletter

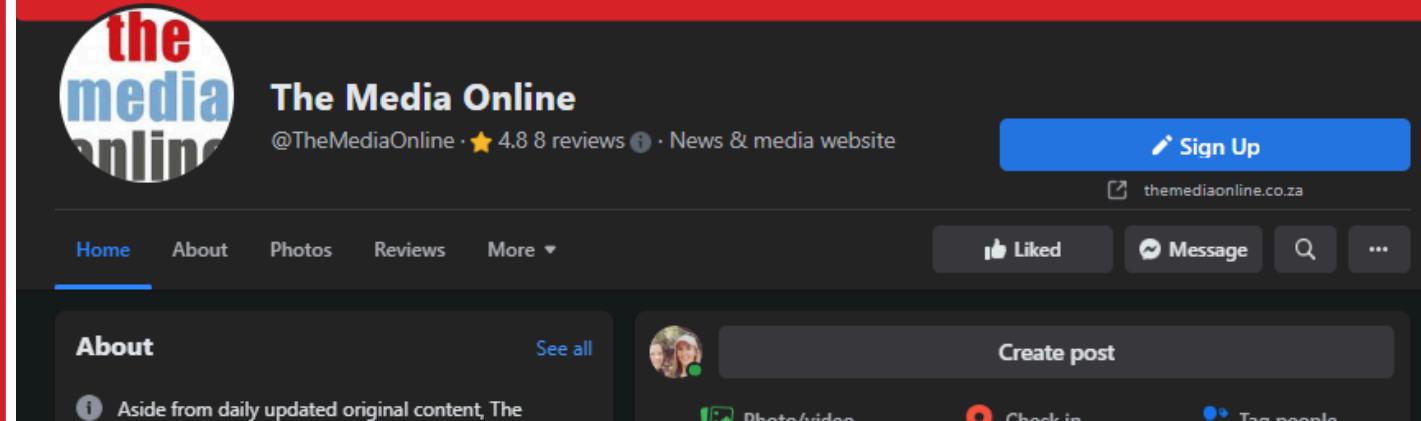
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Block banner 3	300 x 250	<b>R7 500</b>
Newsletter takeover		<b>R15 500</b>

## Special newsletter

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

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# THE MEDIA ONLINE



The Media Online

@TheMediaOnline • 4.8 8 reviews • News & media website

Sign Up

themediaonline.co.za

Home About Photos Reviews More

Like Liked Message Search ...

About See all

Aside from daily updated original content, The

Create post Photo/video Check in Tag people

The Media Online Published by Glenda Nevill 12 May at 09:26

Are you a Come Dine With Me SA fan? Yes I am. But I have seven pets. There will ALWAYS be a hair or two in the food! BBC Lifestyle's SAFTA winning show Come Dine With Me South Africa is looking for contestants for its seventh season set to launch later this year. Calling all those that would like to be on Come Dine with Me SA, entries will open on 12 May 2021... See more

Lifestyle

CASTING CALL

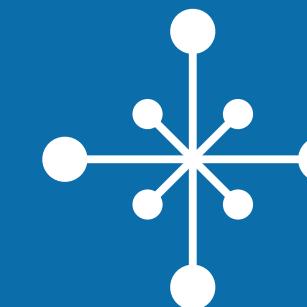
Are you 18 or older? Do you consider yourself the ultimate dinner party host? Would you like to be on TV? Can you (sort of) cook? Do you reside in South Africa (Cape Town or Johannesburg)? Would you like to win R10,000? Then, Come Dine with Me South Africa is looking for you! Visit [www.comedinewithmesa.co.za](http://www.comedinewithmesa.co.za) to apply and for more information.

452,655 People reached 57,296 Engagements 3K comments 2.2K shares

Boost post



# 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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# Quarterly digital publications



THE MEDIA YEARBOOK  
MARCH 2023

THE AGENCY EDITION  
JUNE 2023

RADIO AWARDS

WOMEN IN THE MEDIA  
AUGUST 2023

THE MOST AWARDS

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# 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.

**M**edia outlets are used to receiving the “spam” that probably they receive from their Content Marketing clients. If there is a client marketing director or a marketing manager who brings in only promotional brochures and leaflets, but also digital advertising with its targeting abilities, impressional marketing influence on engagement capabilities, and through the use of technology, such as banners, valuable and informative content insights.

If the fundamentals of marketing have not changed, but the way people want, purchase and interact has, then it is time to change the “style” of your messaging and marketing content.

Media and marketing constantly deliver new information. For instance, one of the key areas of focus is on “Digital Content Analysis” (DCA) and their valuable “Influencer” “Competitor” “Engagement” and many “Content” that have taken on new meanings in an ever changing media marketing landscape.

“Performance, consistency, loyalty and relevance are the drivers when you need to succeed.”

**WHAT'S IN IT FOR YOU?**

From the late 2000s, the need to...



## 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](mailto:info@newmedia.co.za)



2020 Media & Content Awards - New York  
A gold medal, plus a Special Award for Content Marketing

2021 International Content Marketing Awards (ICMA)  
A gold medal, including Best Use of Innovative Technology

PROUD MEMBER OF CMA



## ADVERTISING RATES DIGITAL PUBLICATION

All rates exclude Vat

<b>FULL PAGE</b>	<b>R8 500</b>
<b>DPS</b>	<b>R14 000</b>
<b>HALF PAGE</b>	<b>R5 000</b>
<b>FULL PAGE + COVER LOGO (LIMITED)</b>	<b>R10 500</b>
<b>OBC</b>	<b>R9 500</b>
<b>QUARTER PAGE/ STRIP AD/ CENTRE ISLAND</b>	<b>R3 500</b>

## 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.

## 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**

# Let's connect



WEBSITE

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



EMAIL - TARIN-LEE WATTS

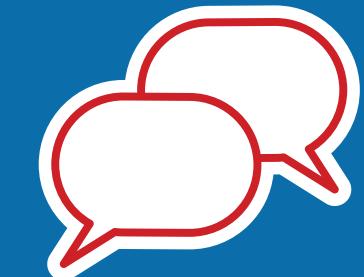
[twatts@themediaonline.co.za](mailto:twatts@themediaonline.co.za)



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