

INDEPENDENT RESEARCH AND OPINION

THE MEDIA

www.themediamonline.co.za

PRESS FORWARD 2026

EDITORIAL CONTENT

The magazine opens with a series of thought-provoking sectoral overviews by key C-Suite media professionals.

South African, African and global contributors are writing on:

- Media business
- Artificial Intelligence
- Advertising (media agency)
- Advertising (creative)
- Out of home media
- Audio
- Television
- Streaming
- Podcasts
- Publishing
- News business
- Strategic communications
- Brand marketing
- Digital marketing
- Video
- Advertising technology
- Marketing technology
- Media research

Publication date: April 2026

THE MEDIA'S PRESS FORWARD

The Media's Press Forward: What you need to know for 2026 issue opens the lines to South Africa's media community, across all sectors. We are asking media professionals to share their thoughts, ideas, insights, research and opinions on the year ahead in a series of useful, relevant articles that will inform our sector on what we can expect in the current volatile media environment. There's so much happening in the media space in terms of business models, leadership and talent, technology, media trading, marketing, journalism and advertising. Oh, and it's an election year too!



Click on the cover to read
The Media Yearbook 2024 online.

DISTRIBUTION

The Media's digital publication is distributed to our database and promoted across Arena Holdings titles, clicking through to TimesLIVE and BusinessDay.

Through our partnership with the AMF, The Media will also be distributed to the Advertising Media Forum's database and included on the industry body's website. It is also distributed on social media channels including on Facebook, LinkedIn, Instagram and X.



STATS

The Media Online:
1 Jan 2025 - 1 Jan 2026
438 805 total users
532 170 pageviews
35.68% engagement rate

Facebook: **7.5K** followers
X: **23 600+** followers
YouTube: **644 717** views

ADVERTISING RATES

RATES: excl VAT and agency commission

FULL PAGE	DOUBLE PAGE SPREAD	OUTSIDE BACK COVER	FULL PAGE + COVER LOGO	HALF PAGE	QUARTER PAGE/ STRIP AD/ CENTRE ISLAND
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