

DESIGN
INDABA

MEDIA KIT



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ANNOUNCEMENT!

Any advertisements placed by agencies in Times Media titles from 1 May 2016 will attract new early settlement discounts, the Times Media Group has announced.

“Apart from creating a model that supports the viability of our business, and that of our clients, we have been reviewing our structures. As such revised rates have been introduced for both accredited and non-accredited media agencies across all of Times Media’s media platforms,” said Trevor Ormerod, general manager of sales and marketing for the Group.

Accredited media agencies will see their **early settlement discount increase** to 17% (up from 16.5%), provided settlement is on 45 days. An additional 0.25% increase will be effective for every 15 days of advance settlement. Settlement between 46 -60 days will see early settlement discount unchanged at 15%. There is no settlement discount after 61 days.

Unaccredited media agencies will also see the **early settlement discount** being increased to 15.5% (up from 15%), provided settlement occurs on 30 days. Similarly a 0.25% increase will be effective for every 15 days of advance settlement. There is no settlement discount after 31 days.

In both instances above, these new rates would apply only where there are no individually negotiated arrangements to the contrary, which is the case with a number of our clients.

“Since we are all operating in difficult times, we believe any adjustments that reward agencies for timeous payment are essential. We look forward to driving further mutual benefit between ourselves and media agencies, and assuring them of our on-going support of their businesses,” Ormerod said in a statement.

01 May 2016

ONLINE ADVERTISING OPPORTUNITIES

A better world is possible through creativity, innovation and design. Design Indaba's mission is to grow this ideology by sharing inspiration and information on how other are achieving this goal as well as stories of design coming out of developing countries and give you learnings from creative greats from across the world.

Design Indaba seeks to galvanize the creative class to design a better future.

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INTRODUCTION

Founded in 1995, Design Indaba is a global creative platform and produces premium multimedia content about design, creativity and innovation. The online publication, which started in 2013 in place of the printed magazine, acts as a cultural curator showcasing design that will positively impact our world.

Design Indaba has received critical acclaim and cemented itself as a trusted pillar in contemporary creative culture.

Advertising on [designindaba.com](https://www.designindaba.com) gives you access to the creative thinkers and doers from all walks of life. They are savvy, international, fresh thinking, tastemakers who are passionate, influential and creatively engaged.

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INTRODUCTION

“In a world where the media drowns us in tragedies of human folly, [Design Indaba’s publication] is a beacon of hope and a celebration of human creativity, in the widest meaning of the word.”

- MICHAEL WOLFF, FOUNDER OF WOLFF OLINS

- Silver Pixel at IAB Bookmark Awards 2016
– Best Specialised Publication
- Media Partner to AGI, London Design Week, Chicago Architecture Biennale, INDEX Awards, Green Product Awards, and What Design Can Do

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ONLINE AUDIENCE

Design Indaba readers are high income earners, are intelligent and creative enthusiasts. The audience includes design students, young professionals, industry experts or those just looking for design inspiration. Design Indaba also attracts top creative directors, chief executives, owners/proprietors and other influential members of society across the globe.

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ONLINE AUDIENCE



Monthly Users
130 000+



Monthly Pageviews
380 000+



Monthly Visits
180 000+



Twitter Followers
94 000+



Facebook Fans
43 000+



Instagram Followers
10 000+



Newsletter Subscribers
31 000+



YouTube Views
441 000+



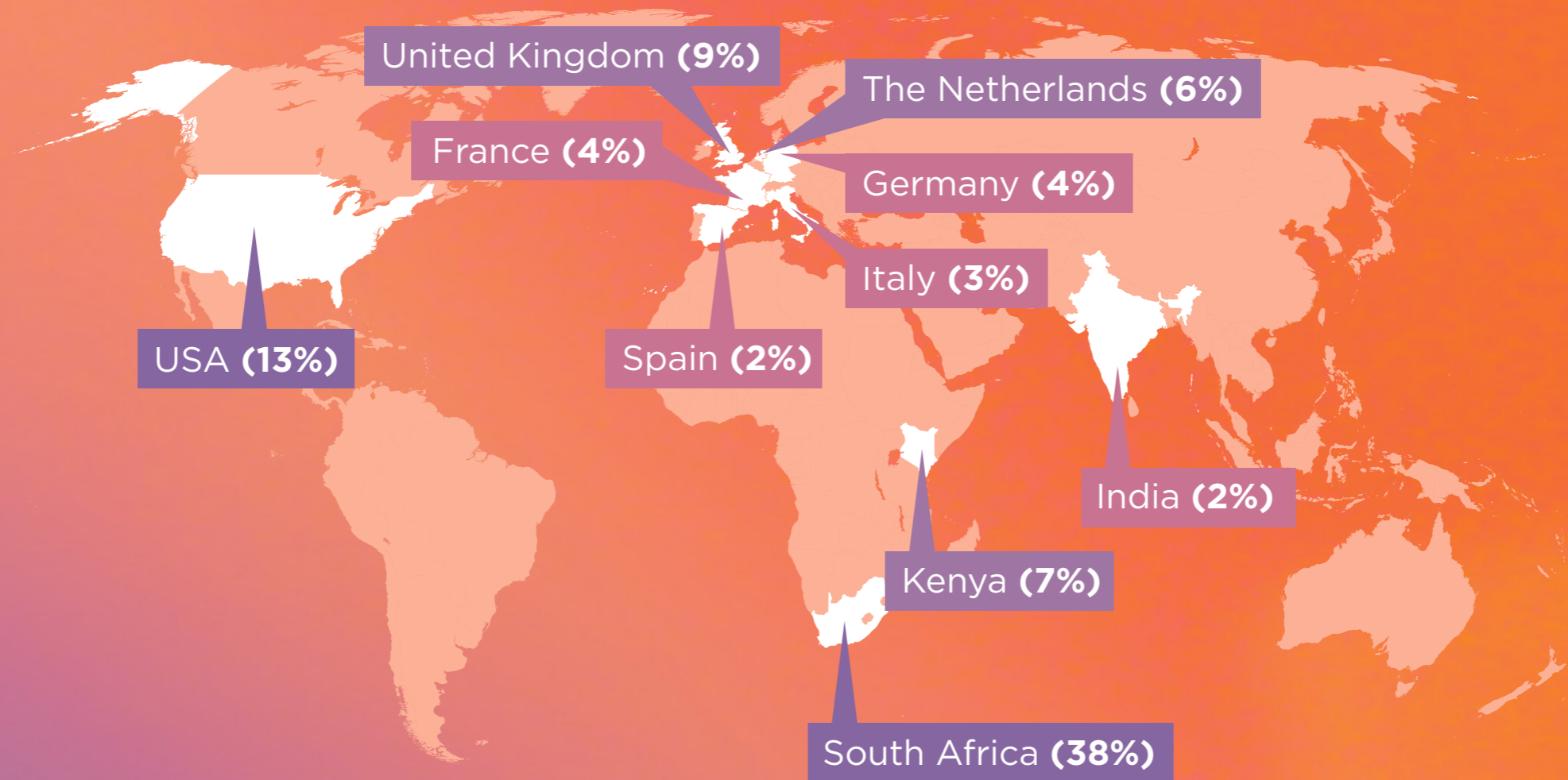
Vimeo Views
481 000+

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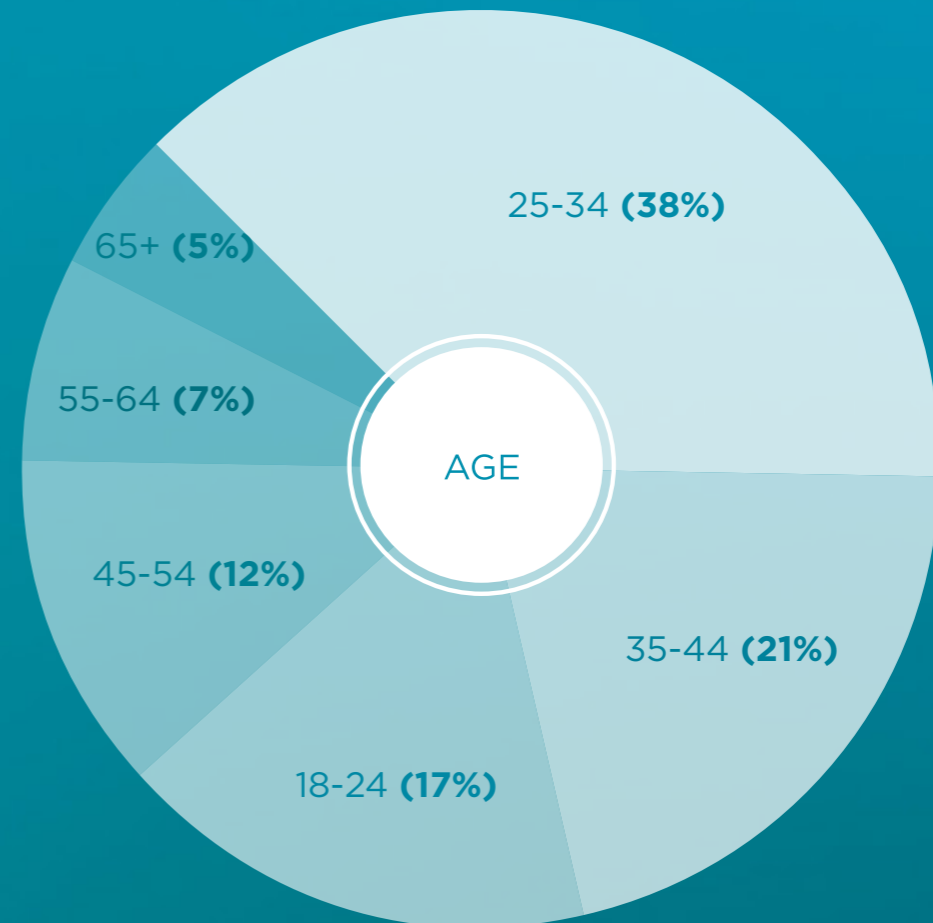
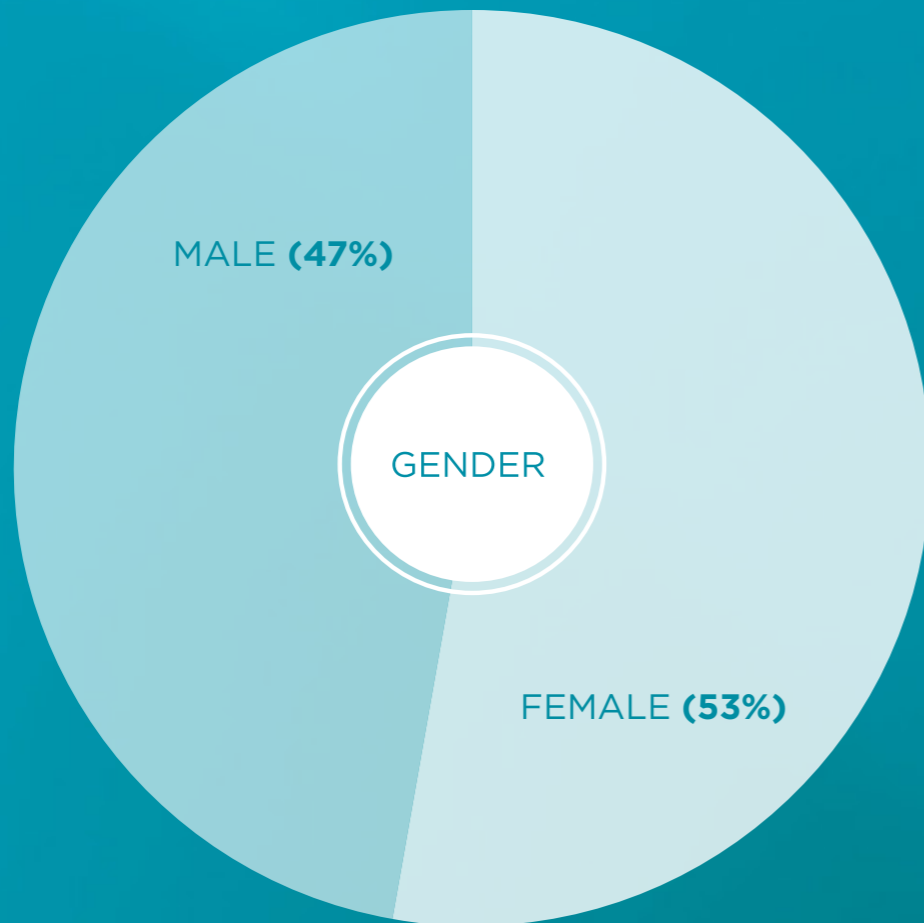
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ONLINE AUDIENCE



ONLINE AUDIENCE



ONLINE ADVERTISING OPTIONS

There are three main ways to advertise on designindaba.com, alongside opportunities to sponsor the publications popular initiatives and features.

R10 000+

Display Advertising – classic online banner advertising

Display adverts are a good way to promote a product or service over a sustained period of time across various units throughout the site. Quoted CPM (per 1 000 impressions) these units will be delivered alongside other Design Indaba and external brand adverts.

All units can be targeted to appear either globally or locally (by country or region). We keep placements to a minimum to allow the user experience of the site to be as beautiful and uninterrupted as possible.

R10 000 – R80 000

Sponsored Content – articles posted on designindaba.com

One of the most effective ways to introduce a message to our readers is through sponsored content.

All articles are composed in Design Indaba's distinctive tone and are in keeping with the rest of the site. Packages include newsletter placements, social media support and can incorporate display advertising to extend reach.

R100 000+

Partnerships – Bespoke editorial & creative campaigns

If you're looking for the most impactful, long-term exposure and continued value from your advertising on Design Indaba, partnerships are your best option. Partnerships can range from events through to video content and animation and are supported with a series of at least four sponsored articles published on our homepage and collated on a unique url. Partnership packages also include display advertising, social media support and increased visibility on the homepage through bespoke advertising banners only available to our partnership clients.

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DISPLAY ADVERTISING

1. Hero Banner

R600 CPM (Dimensions 970 x 250 px)

2. Half Page Banner

R500 CPM (Dimensions 300 x 600 px)

3. In-Content Wide Banner

R500 CPM (Dimensions 728 x 90 px)

4. Leaderboard

R350 CPM (Dimensions 728 x 90 px)

5. MPU

R350 CPM (Dimensions 350 x 250 px)

Seven day geo-targeted all-unit takeovers available from R20 000

Accepted formats: GIF, JPEG, PNG, HTML and Flash*

**please note if you send through Flash banners we will need one of the other formats as a back up*

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The image shows a website layout for 'DESIGN INDABA' with the tagline 'a better world through creativity'. The layout includes a hero banner at the top, a leaderboard below it, a main article titled 'Osborne Macharia on how storytelling can change perceptions', and a right-hand sidebar with 'MPU' (Medium Unit) ads. At the bottom of the page, there is an 'In-Content Wide Banner' and a 'Similar Content' section. The callout boxes are numbered 1 through 5, corresponding to the ad formats listed in the text on the left.



NEWSLETTER ADVERTISING

Weekly Newsletter Leaderboard

R2 000 flat fee per week

Dimensions 728 x 90 px

Weekly Newsletter In-Content Wide Banner

R1 000 flat fee per week

Dimensions 728 x 90 px

Article Insert Into Weekly Newsletter

R1 500 flat fee per insertion

Dimensions 880 x 495 px for the image

(Design Indaba will craft header and teaser for your approval)

Sponsored Content Dedicated Mailer

R4 000 flat fee (minimum of 3 pieces of content)

Dimensions 728 x 90 px

3rd Party Mailer

R8 000 flat fee (limited availability per month)

Dimensions 350 x 250 px

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SPONSORED CONTENT

Bronze Package – R10 000 (total value R13 500)

- 1x Article to appear on Design Indaba
- 4x Social shares
- Article insert into weekly newsletter

Silver Package – R35 000 (total value R44 500)

- 2x Articles to appear on Design Indaba
- 8x Social shares
- 2x Article inserts into weekly newsletter
- 50 000 impressions across a leaderboard and an MPU

Gold Package – R80 000 (total value R107 000)

- 3x Articles to appear on Design Indaba
- 12x Social shares
- 3x Article inserts into weekly newsletter
- 1x Sponsored content dedicated newsletter
- 50 000 Hero Banner impressions
- 100 000 Leaderboard and MPU impressions

Clients will be given the opportunity for sign off on all articles created by the Design Indaba team. We do ask that they observe and respect our team's editorial integrity and our ability to create content that of the highest interest to our audience.

We reserve the right to decline any content we don't feel is appropriate or of interest to our readers.

See previous examples...

designindaba.com/sponsored-content

Any budget for production of bespoke commissioning (photography, video, illustration, etc.) to accompany articles is to be discussed outside of the package fees depending on the scale of execution needed.

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PARTNERSHIPS

Partnership Package – R100 000

(total value R160 000)

- 4x Articles to appear on Design Indaba
- 12x Social shares
- 4x Article inserts into weekly newsletter
- 1x Sponsored content dedicated newsletter
- 1x 3rd party mailer to our newsletter subscriber base
- 50 000 Hero Banner impressions
- 200 000 Leaderboard and MPU impressions

Partnership Package Plus – R150 000

(total value R235 000)

- 6x Articles to appear on Design Indaba
- 18x Social shares
- 3 day Design Indaba Instagram takeover – content to be pre-approved by the Design Indaba team
- 6x Article inserts into weekly newsletter
- 1x Sponsored content dedicated newsletter
- 1x 3rd party mailer to our newsletter subscriber base
- 100 000 Hero Banner impressions
- 200 000 Leaderboard and MPU impressions
- 1x Trend report on client's industry and leadership position within that sector

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CUSTOM PARTNERSHIPS

Don't need all the bells and whistles of the packages set out? Maybe you want more? Talk to us!

We work with clients to come up with tailor-made solutions made to suit their exact needs and goals. Whether that is brand alignment, visibility or creating content that is distributed through our client's channels (as well as our own).

We can work with all budgets and all needs.

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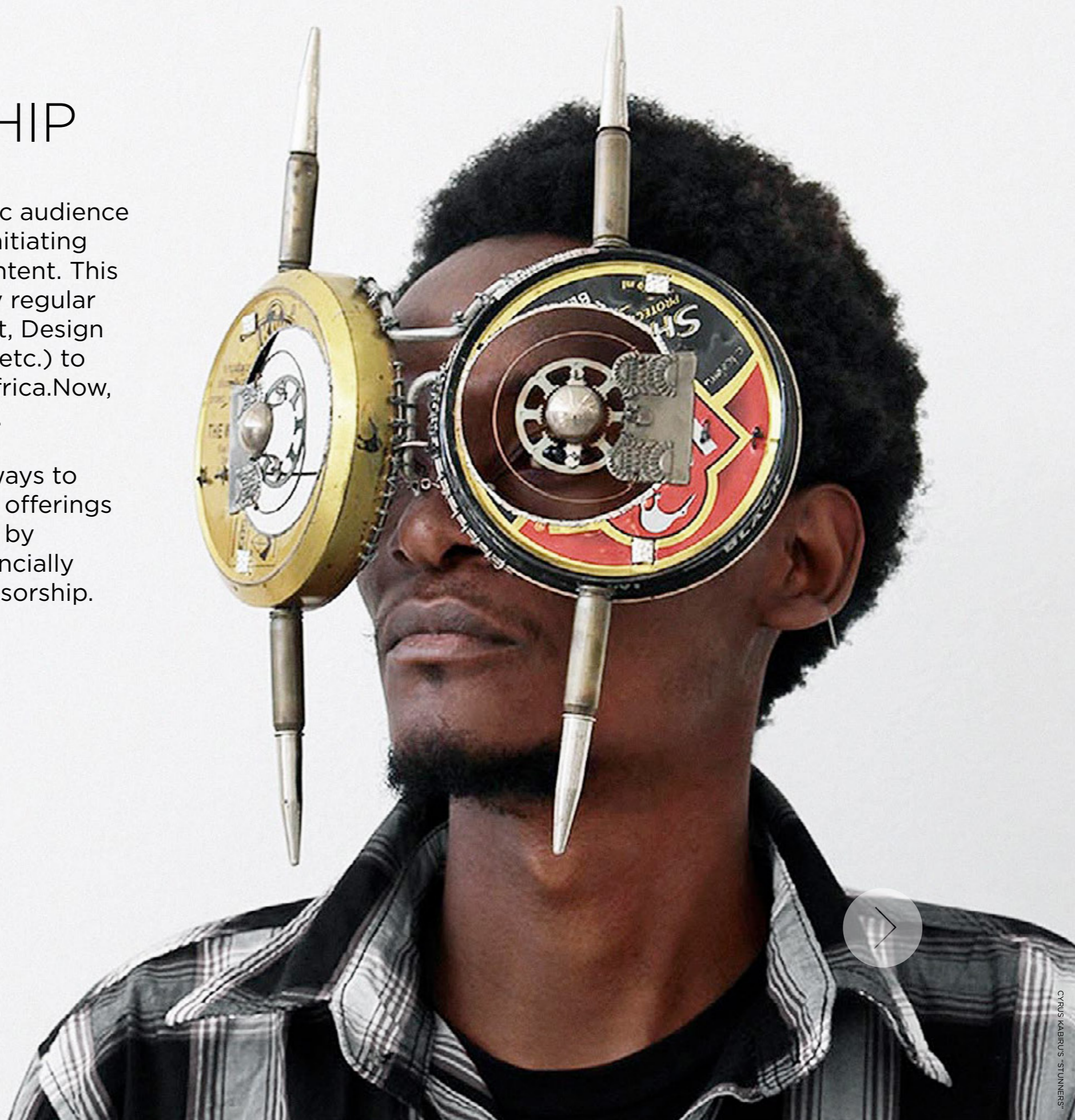
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SPONSORSHIP

We have grown our fantastic audience over time, by consistently initiating and generating our own content. This content ranges from weekly regular features (like African Report, Design Frontiers, Next Generation, etc.) to unique content roll-outs (Africa.Now, Conference Talks, AGI, etc.).

We are always looking for ways to add depth and improve our offerings for our audience, and do so by working with brands to financially support them through sponsorship.



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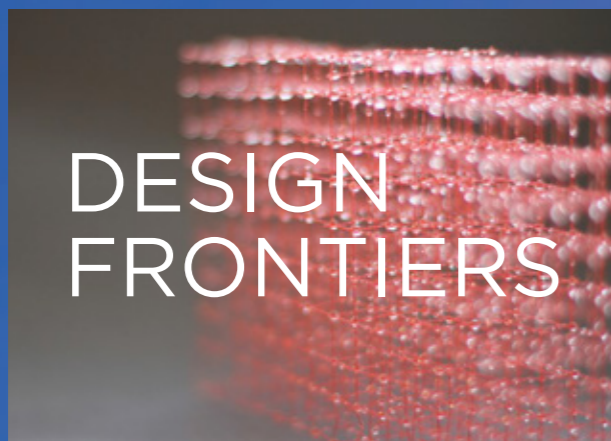


SPONSORSHIP OPPORTUNITIES: REGULAR FEATURES – WEEKLY



AFRICAN REPORT R20 000 / month (4 posts)

From Cape Town to Cairo, we bring you in-depth reports, video interviews, galleries and opinion pieces that showcase the myriad and diverse creative innovations coming out of Africa.



DESIGN FRONTIERS R16 000 / month (4 posts)

News from the crest of the design wave – inventions and applications breaking new ground and solving old problems in the industry.

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SPONSORSHIP OPPORTUNITIES: REGULAR FEATURES – WEEKLY



NEXT GENERATION R16 000 / month (4 posts)

We profile fresh thinkers and emerging talent from around the world, including top graduates from leading global design schools, from avant-garde fashion to quirky illustration.

**INSIDE
VIEW**



INSIDE VIEW R16 000 / month (4 posts)

Thought-provoking inside views of the design profession, economic issues facing designers, as well as advice and useful insights on topical design matters from experts in their fields.

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SPONSORSHIP OPPORTUNITIES: REGULAR FEATURES – ANNUALLY



DESIGN INDABA CONFERENCE TALKS

R500 000 / year (35 videos)

A totally unique content resource. Watch the full speaker talks from Design Indaba's world-renowned 21-year Conference in our archive of videos dating back to 2006.

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SPONSORSHIP OPPORTUNITIES: REGULAR FEATURES – ANNUALLY



SPEAKER INTERVIEW SERIES

R500 000 / year (35 videos)*

Get inside the minds of our Design Indaba creative network with exclusive video interviews with our speakers. We uncover the inspirations and interests of the most exciting creatives in the world.

**If purchased in conjunction with Conference talks R300 000 / year*

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SPONSORSHIP OPPORTUNITIES: REGULAR FEATURES – ANNUALLY



AFRICA.NOW.

R350 000 / year (25 videos)

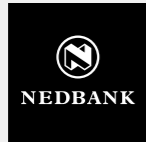
Design Indaba's intrepid journalists set off on a journey into Africa to tell the untold stories of each country's up-and-coming designers. Our first trip in late 2015 was to Uganda, Rwanda and Ethiopia.

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BRANDS WE'VE WORKED WITH



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GET IN TOUCH WITH US

To discuss any opportunities, request more information or to request a booking form please contact us:

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Gardens, Cape Town
South Africa
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