

# RATE CARD 2020

## THE MEDIA

INDEPENDENT INDUSTRY INTELLIGENCE



Digital version also available online.

### We reach media people that matter

The Media is the only magazine devoted 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.

### Why The Media?

- Unsurpassed reach
- Personally addressed and hand delivered
- List updated monthly – no wastage
- Only media magazine in South Africa
- Broad coverage of media issues
- In depth feature articles in each edition
- Experienced and influential contributors
- By the media for the media

### The Media Magazine's reach

- **Media agencies:**  
Strategists, planners, management and buyers
- **Advertisers:**  
In-house media, marketing and brand teams
- **Media owners:**  
Management and sales teams
- **Relevant government and regulatory bodies**

### Follow Us



@MediaTMO



TMO Live



@mediagramsa



@Themedia

### Editor

Glenda Nevill

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### Advertising sales

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### Advertisement and advertorial rates:

All rates are exclusive of VAT and agency commission

#### Rates

Full:	R22 000
DPS:	R38 000
Half:	R15 000
Third:	R13 500
Island:	R10 000
Strap-line/quarter:	R8 000

#### Special positions:

IFC: +20%  
OBC: +25%  
IBC: +15%

Loose inserts: R10 000

### Material specifications:

Full page	Trim size: Type area: Bleed:	240mm high x 210mm wide 220mm high x 190mm wide 3mm all round
DPS	Trim size: Type area: Bleed:	240mm high x 420mm wide 222mm high x 370mm wide 3mm all round
Half page (Horizontal)	Trim size: Type area: Bleed:	120mm high x 210mm wide 100mm high x 185mm wide 3mm all round
Half page (Vertical)	Trim size: Type area: Bleed:	240mm high x 105mm wide 220mm high x 95mm wide 3mm all round
1/3 Page (Horizontal)	Trim size: Type area: Bleed:	80mm high x 210mm wide 60mm high x 185mm wide 3mm all round
1/3 Page (Vertical)	Trim size: Type area: Bleed:	240mm high x 70mm wide 220mm high x 55mm wide 3mm all round
Quarter	Trim size: Type area: Bleed:	120mm high x 105mm wide 110mm high x 95mm wide 3mm all round
Island		85mm high x 85mm wide
Strap-line		56mm high x 210mm wide 3mm all round

### Marketplace:

#### Rates

Full:	R14 900
Half:	R9 900
Quarter:	R4 500
Business card:	R2 500

### Material data:

Material to be emailed as a **high resolution PDF file** (minimum 300dpi) with printer and screen fonts embedded. Black must be 100% (solid) and not CMYK breakdown.

### Bound-in or stand alone supplements; and ezines Tailored print/digital packages available

- prices on request

**Cover package: full page plus cover logo (limited)  
R32 000**



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



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# RATE CARD 2020

**themediainline**  
Credible. Industry. Intelligence.



## 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

## The Media Online's successful growth

- Unique users up 11% YOY
- Page views up 14% YOY
- Twitter followers up 10% YOY
- Facebook fans up 17% YOY
- Over 6 000 newsletter subscribers

## Cybertorial packages

### Standard

- Guaranteed content on The Media Online homepage in one of the top 3 positions above the fold
- Promotion through The Media Online's social media channels
- Up to 700 words and 5 pics with author details
- Inserted into our newsletter

## Production fees

We have the facilities to create your online ad for you

**R550 p/h standard HTML**

**R690 p/h Flash animation**

All prices exclude VAT.

## Rates:

All rates are exclusive of VAT and agency commission

## Homepage

Position	Size	Rates
Top billboard banner	728 x 90	R12 000
Block banner 1	300 x 250	R10 500
Block banner 2	300 x 250	R8 500
Block banner 3	300 x 250	R8 500
Block banner 4	300 x 250	R6 500
Block banner 5	300 x 250	R5 000
Skyscrapers		R 8 000
Homepage takeover	all of the above	R 35 000

## 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
Mini billboard banner 1	468 x 60	R4 500
Sectional page takeover	all of the above	R16 000

## Newsletter

Position	Size	Rates
Top billboard banner	728 x 90	R12 000
Block banner 1	300 x 250	R10 500
Block banner 2	300 x 250	R9 500
Block banner 3	300 x 250	R7 000
Newsletter takeover	all of the above	R15 000

## Special newsletters

SPECIAL NEWSLETTER	Exclusive branding
Executive newsletter - own design, banners and articles	R18 000
Jobs newsletter - POP required prior to publishing	R850 per post

## Cybertorial

Rates
Once off
3
6

## Social media posts

Rates per post
Twitter
Facebook
LinkedIn

## Material

Must be supplied in a jpeg or gif format.  
All sizes are in pixels @ 72dpi.

## Tailored print/digital packages available

- prices on request

## Event coverage

- Live tweeting and social media coverage.
- Photographs and video interviews.
- Press release/online article. Subject to quotation.

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

## Follow Us



@MediaTMO



TMO Live



@mediagramsa



@Themediainline

## Placement/advertising options

### HOMEPAGE

The screenshot shows the homepage layout with several ad placements marked with black boxes and labels:

- Top billboard banner:** Located at the top right of the page, above the navigation menu.
- Block banner 1:** A large black box on the right side of the main content area.
- Mini billboard banner:** A smaller black box located below the main article.
- Block banner 2:** A large black box on the right side, below Block banner 1.
- Block banner 3:** A large black box on the right side, below Block banner 2.
- Block banner 4:** A large black box on the right side, below Block banner 3.
- Block banner 5:** A large black box on the right side, below Block banner 4.
- Block banner 6:** A large black box on the right side, below Block banner 5.

### SECTIONAL PAGES

The screenshot shows a sectional page layout with several ad placements marked with black boxes and labels:

- Top billboard banner:** Located at the top right of the page.
- Mini billboard banner 1:** A black box located below the top banner.
- Block banner 1:** A large black box on the right side of the page.
- Block banner 2:** A large black box on the right side, below Block banner 1.
- Mini billboard banner 2:** A black box located at the bottom of the page.

### NEWSLETTER

The screenshot shows a newsletter page layout with several ad placements marked with black boxes and labels:

- Top billboard banner:** Located at the top of the newsletter content area.
- Block banner 1:** A large black box on the right side of the newsletter content.
- Block banner 2:** A large black box on the right side, below Block banner 1.
- Block banner 3:** A large black box on the right side, below Block banner 2.
- Mini billboard banner 1:** A black box located at the bottom of the newsletter content.