

INDEPENDENT INDUSTRY INTELLIGENCE

# THE MEDIA

www.themediamediaonline.co.za

## RATE CARD 2022

### 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.

### PUBLICATIONS 2022

#### Special titles

The Media Yearbook 2022 – publication March/April  
Women in The Media 2022 – publication August

#### The Media

The Media (agency focus) – publication May  
The Media (screen focus) – publication July  
The Media (audio focus) – publication September

### WHY THE MEDIA?

- Unsurpassed reach
- Database updated monthly - no wastage
- Broad coverage of media issues
- In-depth feature articles in each edition
- Experienced and influential contributors



### 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 @TheMediaOnline @MediaTMO @the\_media\_online @tmo.live

### ADVERTISING RATES

(All rates exclude Vat)

#### Digital publication

Full Page	R8 500
DPS	R14 000
Half Page	R5 000
Full Page+Cover logo (Limited)	R10 500
OBC	R9 500
Quarter page Strip Ad	R3 500
Centre Island	R3 500

### SPONSORSHIP PACKAGES

#### Digital publication

#### PLATINUM SPONSOR:

- DPS advert
- DPS – Partner content articles
- Hyperlink in the digimag
- Logo on the cover
- 4 x stories 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 stories 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

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## RATE CARD 2022

### 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 REACH

- Over 8 000 newsletter subscribers
- A focused database of media professionals
- Strong social media presence
- Engaged community

### ADVERTISING CONTACT

TARIN-LEE WATTS

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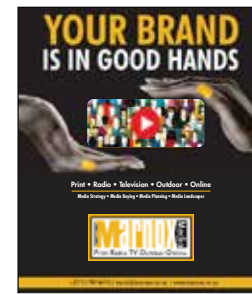
### THE MEDIA ONLINE'S PARTNER CONTENT PACKAGES

- Guaranteed content on The Media Online homepage in one of the top three positions above the fold
- Strong social media reach on Twitter, Facebook, Instagram and LinkedIn
- Promotion through The Media Online's social media channels
- Up to 700 words and five images with author details

### BESPOKE CONTENT

- We have access to professional in-house studios and presenters to produce corporate videos
- Utilise our powerful database to reach media professionals
- Bespoke corporate newsletters or ezines produced in partnership with clients
- Distribution via our databases
- Print options readily available for corporate clients

Follow Us @TheMediaOnline @MediaTMO @the\_media\_online



FULL PAGE



DPS



ISLAND AD



### MATERIAL SPECIFICATIONS

DPS	Full page	1/2 Page Horizontal	Centre island	Strip advert
420 x 275mm	210 x 275mm	200 x 128mm	85 x 85mm	200mm x 32.5 mm

### PUBLISHER

**PICASSO HEADLINE, A PROUD DIVISION OF ARENA HOLDINGS**  
 Hill on Empire 16 Empire Road (cnr Hillside Road), Parktown, Johannesburg  
 Postal Address: PO Box 12500, Mill Street, Cape Town, 8005



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TMO Live



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