

INDEPENDENT INDUSTRY INTELLIGENCE

THE MEDIA

www.themediaonline.co.za

RATE CARD 2023

DISTRIBUTION: MARCH 2023

THE MEDIA YEARBOOK

That Covid-19 spurred digital transformation in media businesses across the world is no secret. Deloitte's, in its 2022 Media and Entertainment Industry Outlook, reckons the sector "will continue to evolve quickly, not only reckoning with ongoing trends and disruptions within the industry, but also in its continued response to pandemic-led behavioural changes".

With socioeconomic dynamics converging with technology and "amplifying change", the media industry is "riding a wave of tremendous opportunity amid the turbulence that attends times of significant change like the one we're in".

From ecommerce, community commerce and social commerce to the role of artificial intelligence in media and on to the opportunities inherent in the metaverse and programmatic advertising, the media business is on fast forward.

The Media Yearbook 2023 is taking a deep dive into the future, and what it might look like at home and abroad. What are YOU doing to confront the future of media head-on?



**CLICK HERE
FOR OUR WEBSITE**
[HTTP://THEMEDIAONLINE.CO.ZA/](http://themediaonline.co.za/)



WHY THE MEDIA DIGI-MAG?

- **Unsurpassed reach**
- **No ad spend wastage**
- **Only digi-mag on the business of media in South Africa**
- **Broad coverage of media issues**
- **In depth features each edition**
- **Experienced and influential contributors**
- **By the media for the media**

DISTRIBUTION

Showcased on
THE MEDIA ONLINE

+
TimesLIVE

+
BusinessLIVE

STATS

The Media online

82 000 UNIQUE VISITORS

193 852 IMPRESSIONS

TimesLIVE

Unique browsers **4 914 864**

Page views **21 098 812**

Facebook **1 385 406**

Twitter **508 925**

Instagram **16 454**

BusinessLIVE

Unique browsers **2 714 075**

Page views **7 636 356**

Facebook **126 636**

Twitter **295 86**

In addition The Media Yearbook is also sent out to

7 200

NEWSLETTER SUBSCRIBERS

The Media Yearbook digi-mag will be promoted and available on Sunday Times website (link) <https://www.timeslive.co.za/sunday-times/>

The Media is available on <http://themediaonline.co.za/>

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**

THE MEDIA

RATE CARD 2023

ADVERTISING RATES DIGITAL PUBLICATION

All rates exclude Vat

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/ CENTRE ISLAND	R3 500

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 - Strip ad
 - Exposure in our newsletter
- R26 500** excl vat

GOLD SPONSOR:

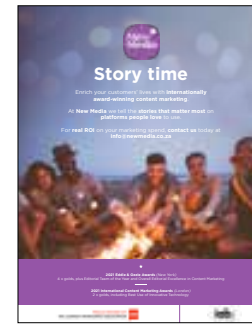
- DPS advert
 - DPS - Partner content articles
 - Hyperlink in the digimag
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 - 2 x stories on The Media Online
- R22 500** excl vat

SILVER SPONSOR:

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 - Logo on the cover
 - 1 X Article on The Media Online
- R18 500** excl vat

MATERIAL SPECIFICATIONS

	DPS	Full page	1/2 Page Horizontal	Centre island	Strip advert
Trim	420 x 275mm	210 x 275mm	200 x 128mm	85 x 85mm	200mm x 32.5 mm
Safe type area	370 x 235mm	190 x 260mm	180 x 112mm		



FULL PAGE



DPS



ISLAND AD

Covering Covid-19 showed our true potential

In the face of great upheaval and adversity, THABILE NOWATO saw the Newsworld Afrika team rise to the occasion.

WE FOUND THAT WE COULD DO MORE WITH LESS BY TAKING FULL ADVANTAGE OF THE TECHNOLOGY WE HAD

RAPID ADAPTATION

THE MEDIA YEARBOOK 2022

e.tv shakes up prime time with new dramas

The Gift and the Curse, Dangerous Dreams. These are just some of the themes in e.v's new prime-time viewing. Things will be getting a bit hotter, and darker ...

FOR THE FIRST TIME IN ITS HISTORY, THE BRIDGE FAMILY RUNS THE RISK OF BEING A FAMILY DIVIDED

IMBEWU THE GIFT AND THE CURSE

55 HOURS IN A ROW INSIDE AT 2100

OLD OF SEX, DRUGS AND TO PAY BACK THE OM HIS BOSS

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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 meaning and value.

TRUST THE VARIOUS RADIO BOARDS TO KNOW THEIR AUDIENCES WELL ENOUGH TO UNDERSTAND HOW MESSAGES AND EXECUTIONS SHOULD BE WEAVED TO LEVERAGE SUFFICIENT RESPONSE TO YOUR INVESTMENT LARGER REACH

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