

INDEPENDENT INDUSTRY INTELLIGENCE

# THE MEDIA

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

### 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**

The tech stack that has been to make sure we retain those readers by continuing to be a source of credible information and relevant analysis. Fortunately, we were better prepared than most. Since it is our job to know what is happening before anyone else, we had had most of developments in the mind of the world, and we had already been working on a plan long before the lockdown was announced.

**RAPID ADAPTATION**

We learned a lot in these early days about adapting to a new situation, as lockdown regulations changed from week to week, or what had to be done to get our duty to be an up-to-date, credible source. We also learned that we could not just rely on our content, but also on our technology to help us reach our audience.

**CONSUMER INSIGHTS AND THE POWER OF RADIO**

Instead of selling products or services, advertisers provide relevant and useful

### 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 lot hotter, and darker ...

**THE BLACK DOOR IS A DANGEROUS DREAM**

At a young, long-haired and a little older, Khaya, has a dream to own a fleet of buses with his older brother. With fate on their side, his brother suddenly comes into money and they both quit their jobs, but Khaya, by the time he finally gets home, learns that his brother has been mysteriously murdered.

Khaya is then thrust into a deadly world of sex, drugs and tender fraud, none that he is forced to pay back the money to his brother's creditors from his own blood.

**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**

The night of the murder of Khaya's brother, the Bridge family's future hangs by a delicate thread. Since the death of the patriarch, Zimbo, the family has been a source of contention. The discovery of a murder case on family land in Umkhumbane brings the dilemma to a head and the family is torn apart.

Divisions are drawn between Zimbo and Makhulu, both legitimate successors in their own right, forcing the Bridge family to choose sides. This life-changing discovery threatens to destroy everything the Bridge family has long sought to protect - a unity. For the first time in its history, the Bridge family runs the risk of being a family divided.

This is sponsored content.

## PUBLISHER

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