

**RATE CARD 2024**

**THE MEDIA  
ONLINE**  
Authoritative • Trusted • Credible

Authoritative. Trusted. Credible

# Overview

The Media Online is the definitive online point of reference for South Africa's media industry offering relevant, focused and topical news on the media sector. We deliver up-to-date industry insights, guest columns, case studies, content from local and global contributors, news, views and interviews on a daily basis.

- The Media Online attracts on average **114 000** unique visitors per month
- Latest article read on homepage received **395 731** page views

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# Target Market:



BUSINESS OWNERS  
AND TOP BUSINESSES



MEDIA  
PROFESSIONALS



MEDIA OWNERS



JOURNALISTS



PRINT & DIGITAL MEDIA



BROADCASTING



RADIO



ADVERTISING  
AGENCIES



MEDIA AGENCIES

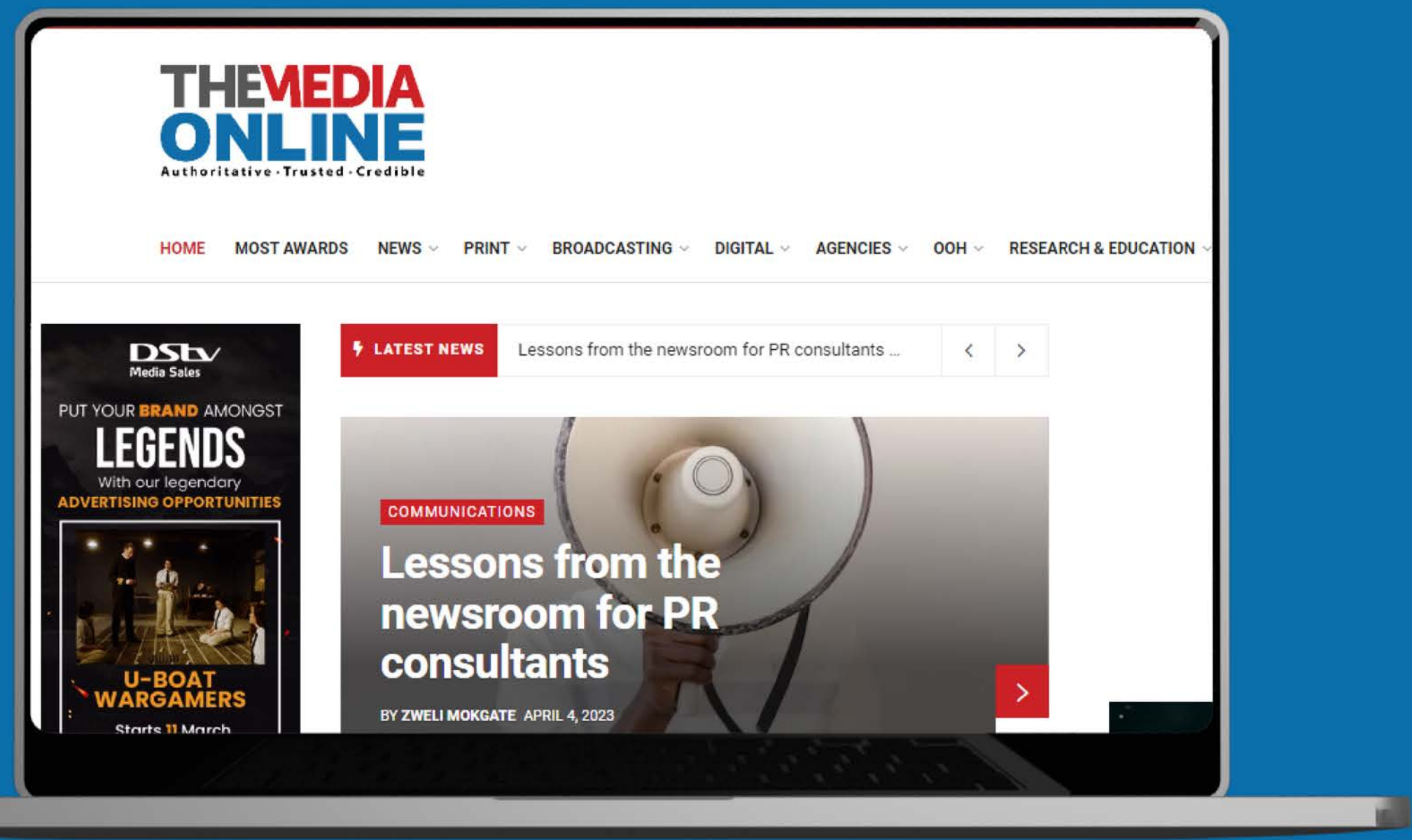
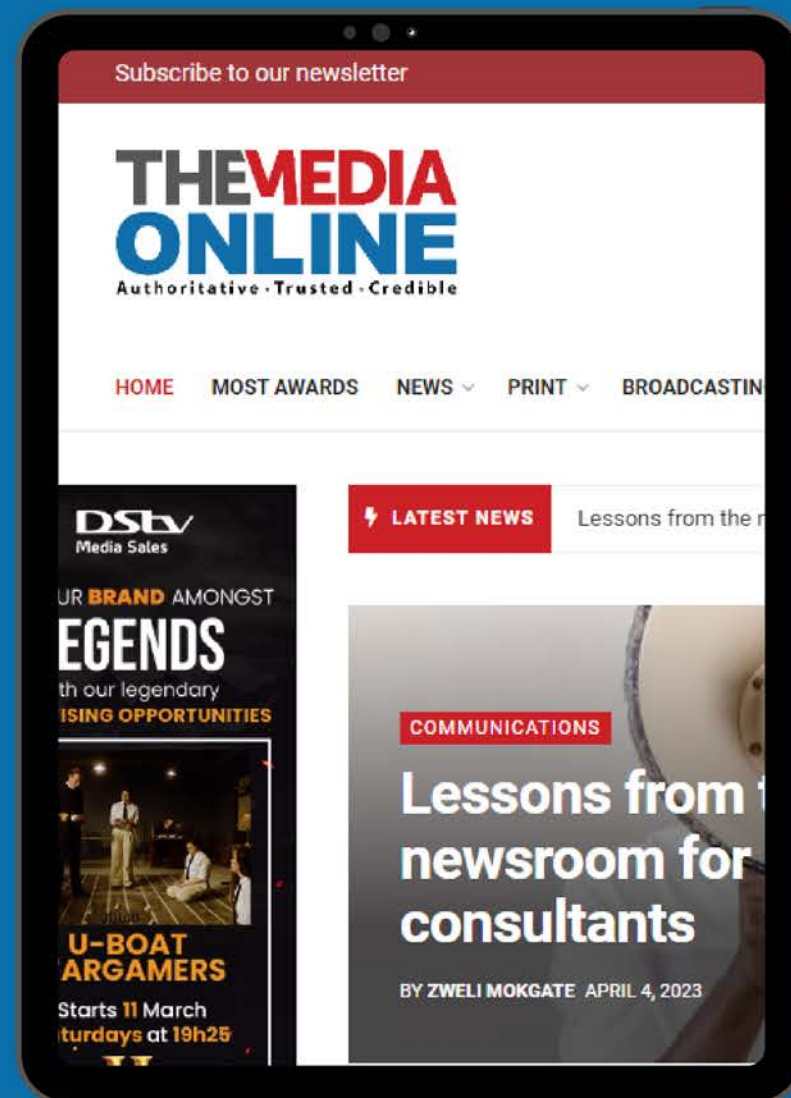
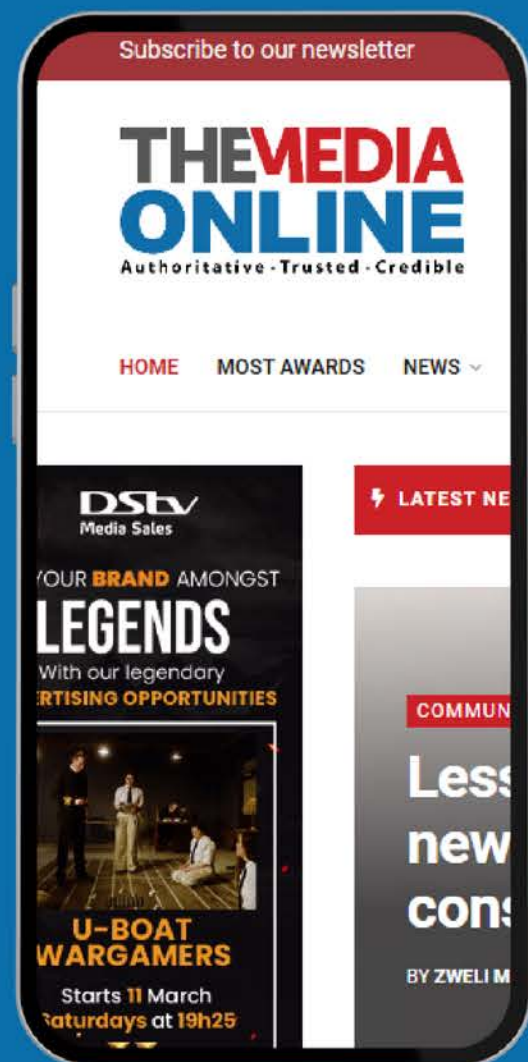


GENERAL PUBLIC

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# Available on all devices



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# How we help brands;



**HOMEPAGE BANNERS &  
SECTIONAL PAGE  
BANNERS**



**12-MONTH PRESS  
OFFICE**



**WEEKLY DIGITAL  
NEWSLETTERS**



**SOCIAL MEDIA**



**QUARTERLY DIGITAL  
PUBLICATIONS**



**PARTNER CONTENT  
ARTICLES**



**EVENT COVERAGE**

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# Banners



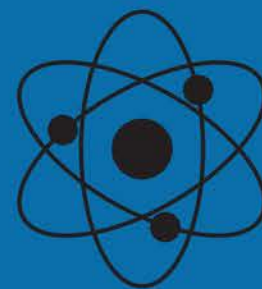
## BANNER ON THE HOMEPAGE OR SECTIONAL PAGES

600 pixels (L) x 300 pixels (W)  
300 pixels (L) x 250 pixels (W)



## CAPTIVATE READERS

Banner can be static, rotational or animated



## PREMIUM BRAND EXPOSURE

Banner linked directly to URL or article

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600 x 300 pixels

**DStv**  
Media Sales

PUT YOUR **BRAND** AMONGST  
**LEGENDS**  
With our legendary  
**ADVERTISING OPPORTUNITIES**

**COLOSSEUM**  
Starts **5** February  
**Sundays at 21h05**

**H**  
HISTORY

300x 250 pixels

**PROVANTAGE**

**A company evolving.**  
Elevating the marketing services and OOH media industry.

**YOU FM**

**YOU**

### Home page

Position	size	rates
Top billboard banner	728 x 90	<b>R12 500</b>
Block banner 1	300 x 250	<b>R10 500</b>
Block banner 2	600 x 300	<b>R8 500</b>
Block banner 3	300 x 250	<b>R7 500</b>
Block banner 4	300 x 250	<b>R6 500</b>
Block banner 5	300 x 250	<b>R5 500</b>
Skyscrapers		<b>R18 000</b>
Homepage takeover		<b>R35 000</b>

### Sectional page

Position	size	rates
Top billboard banner	728 x 90	<b>R9 000</b>
Block banner 1	300 x 250	<b>R6 500</b>
Block banner 2	300 x 250	<b>R5 500</b>
Sectional pagetakeover		<b>R16 000</b>



# THE MEDIA ONLINE

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## Press Office



We offer a standard **Press Office** package plus add-on features



**Press Office** releases assessed for uploading to home page



Sidebar widget inclusion for a minimum of 24 hours



Design and development of a personalised landing page including pics and branding



Social media functionality



Guaranteed 12 press releases over 12 months

### 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

### Add-on features are available and will be quoted on by request:

- Cybertorial packages
- Newsletter take overs/ special newsletters
- Tailored print/digital packages available

Rate:

**R16 500**

Contact: **Tarin-Lee Watts** ✉ [twatts@themedialonline.co.za](mailto:twatts@themedialonline.co.za) ☎ 087 379 7119 / 079 504 7729

# Press office



12 -month Press Office

700 Words

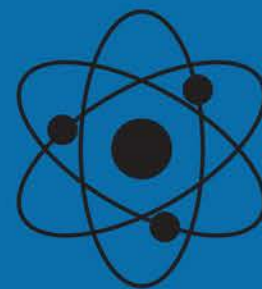
Social media handles + links

Feature image

Videos x 2 under 2MB (optional)

Audio clip (optional)

In-article banner – (optional)



In-article banners -

• 728 x 90 Pixels - ability to rotate (Under 2MB)

• 300 x 600 Pixels - Ability to rotate (Under 2MB)

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# Weekly Newsletters

**the mediaonline**  
Credible. Industry. Intelligence.

the abundant media group

**Ad industry needs to wake up to the reality of offensive advertising**  
The advertising industry shouldn't be complaining to the regulator about what they feel is the consumer being overly offended. They need to talk to the media. To win their ad buying power to get the media off their backs and not to accept their advertising terms without questions. To give advertising credibility... take a long hard look at the whole process of advertising regulation and use your influence with the media to make them up and at the same time get involved in the ABE's consultation, and start protecting your clients.

[Read More](#)

**Worrying digital skills gap, but opportunity lies in boosting training and education**  
A new digital skills gap report has found the biggest problem in South Africa is a lack of employees with data analytics skills, followed by marketing automation, user experience, digital video marketing and digital content marketing. South African companies reported a lack of skills in the media industry including the advertising media and online publishing sectors.

[Read More](#)

**Research into the minds of online South Africans**  
The Public Research Council (PRC) recently commissioned iVision Consulting to conduct a study among online consumers. This is what they discovered.

[Read More](#)

**Media Monitor: Naspers Group launches media monitoring app, NPTV calls for advisory panel nominations, Telkom appoints Leverage**  
Our weekly round-up of people, product and business news in media.

[Read More](#)

**iVision Mall Digital Advertising**  
Audience First Media Offers  
ivisionmall.com

**MOST**  
MEET OUR SPONSORS

**eco** **DSV**

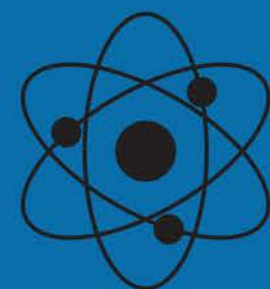
For national subscriptions, letters to the editor, copy to ads, advertising information or press releases, please contact:



Banner in the weekly newsletters



Distributed every Tuesday and Thursday



7000 subscribers - High open and read rate

## Newsletter

Position	size	rates
Top billboard banner	728 x 90	R12 500
Block banner 1	300 x 250	R9 500
Block banner 2	300 x 250	R8 500
Block banner 3	300 x 250	R7 500
Newsletter takeover		R15 500

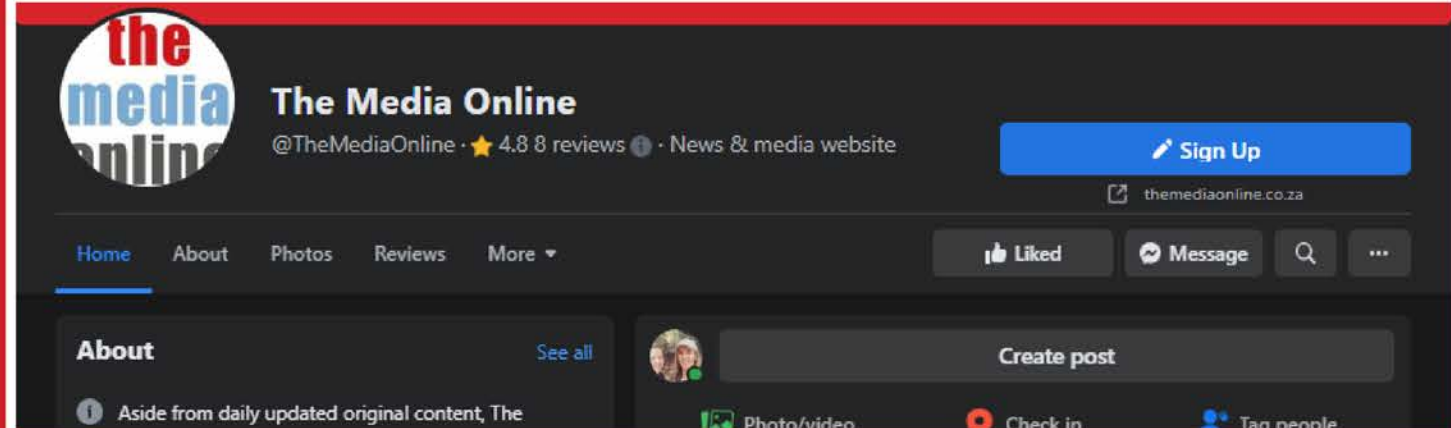
## Special newsletter

Description	rates
Executive newsletter Own design, banners and articles	R18 000
Jobs newsletter. POP required prior to publishing	R850 per post

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# THE MEDIA ONLINE



# Social media posts



Boosted, sponsored and organic posts.



Facebook – 7 665 followers

LinkedIn - 13 615 followers

Twitter – 22 300 followers

## Social media posts

rates per post

Twitter R700

Facebook R400

LinkedIn R950

## Special Services

- Write your press releases or partner content
- Book a video Interview
- Tailored packages available

Prices on request

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# Quarterly digital publications



THE MEDIA YEARBOOK  
MARCH 2023



THE AGENCY EDITION  
JUNE 2023



RADIO AWARDS



WOMEN IN THE MEDIA  
AUGUST 2023



THE MOST AWARDS

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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 counted will ensure that your content has an impact.

More than ever, we need to understand the people. To be successful, they will come from across the globe. From the 1980s, when the internet was first used, we have seen a massive shift in how we communicate. Today, many people are using their smartphones to access the internet. This has led to a massive increase in the amount of content being created. The fundamentals of marketing have not changed, but our audience has. And when people want, you have to be there. You have to be seen. You have to be heard. You have to be relevant. You have to be useful. You have to be interesting. You have to be different. You have to be better. You have to be the best. You have to be the only one. You have to be the one that everyone else is talking about. You have to be the one that everyone else is trying to be like. You have to be the one that everyone else is looking up to. You have to be the one that everyone else is following. You have to be the one that everyone else is admiring. You have to be the one that everyone else is wanting to be like. You have to be the one that everyone else is trying to be like. You have to be the one that everyone else is looking up to. You have to be the one that everyone else is following. You have to be the one that everyone else is admiring. You have to be the one that everyone else is wanting to be like.



back in the office, and ready to engage.

## Story time

Enrich your customers' lives with Internationally award-winning content marketing

At New Media we tell the stories that matter most on platforms people love to use

For real ROI on your marketing spend, contact us today at [info@newmedia.co.za](mailto:info@newmedia.co.za)

2023 Gold & Double Awards (New York)  
A special, platinum award from the world's most influential marketing award show

2023 International Content Marketing Awards (London)  
20 gold medals including Best use of innovative technology

MEMBER OF THE CONTENT MARKETING ASSOCIATION

## ADVERTISING RATES DIGITAL PUBLICATION

All rates exclude Vat

<b>FULL PAGE</b>	<b>R8 500</b>
<b>DPS</b>	<b>R14 000</b>
<b>HALF PAGE</b>	<b>R5 000</b>
<b>FULL PAGE + COVER LOGO (LIMITED)</b>	<b>R10 500</b>
<b>OBC</b>	<b>R9 500</b>
<b>QUARTER PAGE/ STRIP AD/ CENTRE ISLAND</b>	<b>R3 500</b>

## SPONSORSHIP PACKAGES DIGITAL PUBLICATION

### PLATINUM SPONSOR:

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

## 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.



# Let's connect



WEBSITE

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



EMAIL - TARIN-LEE WATTS

[twatts@thediaonline.co.za](mailto:twatts@thediaonline.co.za)



PHONE

079 504 7729

@thediaonline



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