

RATE CARD 2025

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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Audience:



BUSINESS OWNERS
AND TOP BUSINESSES



MEDIA
PROFESSIONALS



MEDIA OWNERS



JOURNALISTS



PRINT & DIGITAL MEDIA



BROADCASTING



RADIO



ADVERTISING
AGENCIES



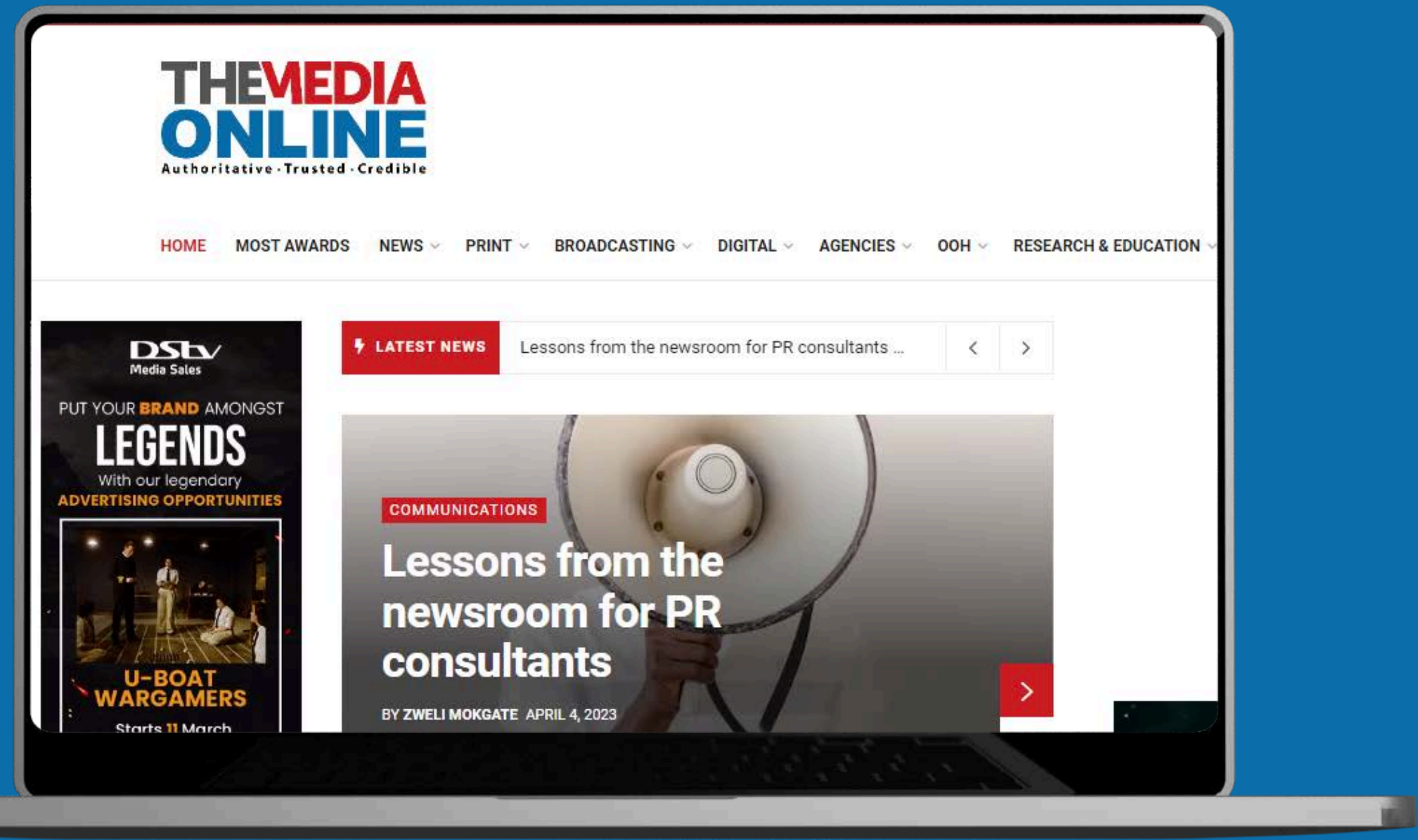
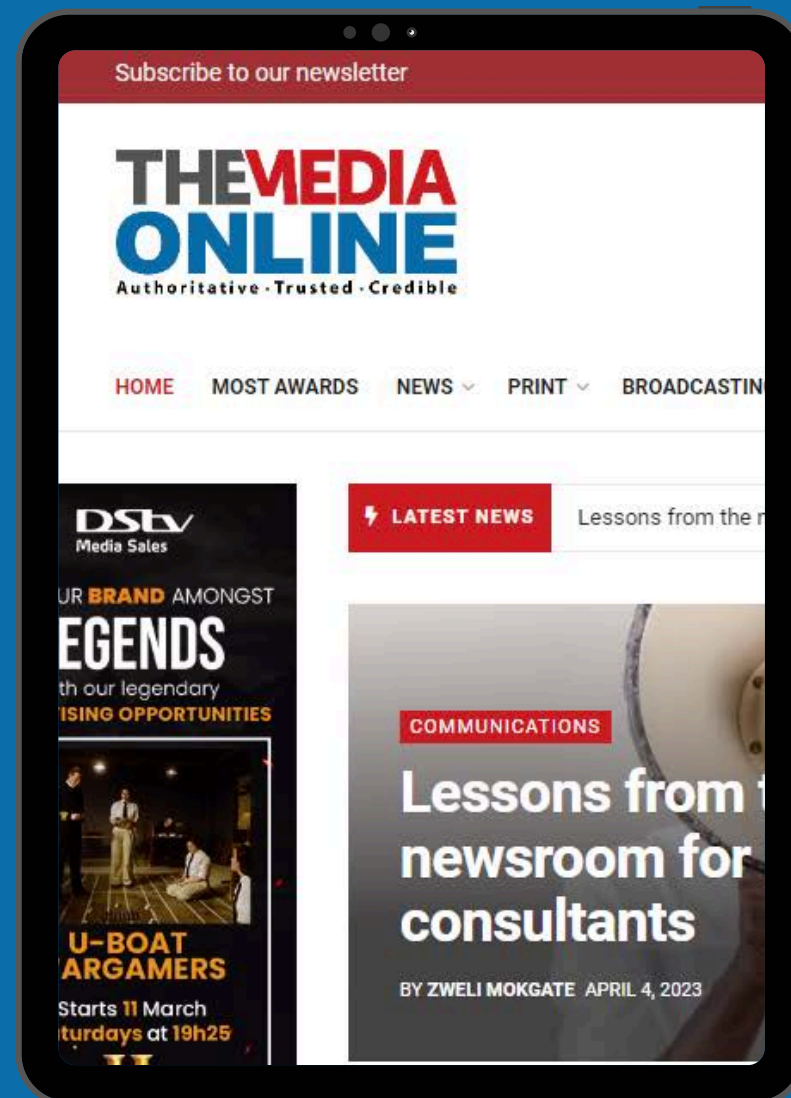
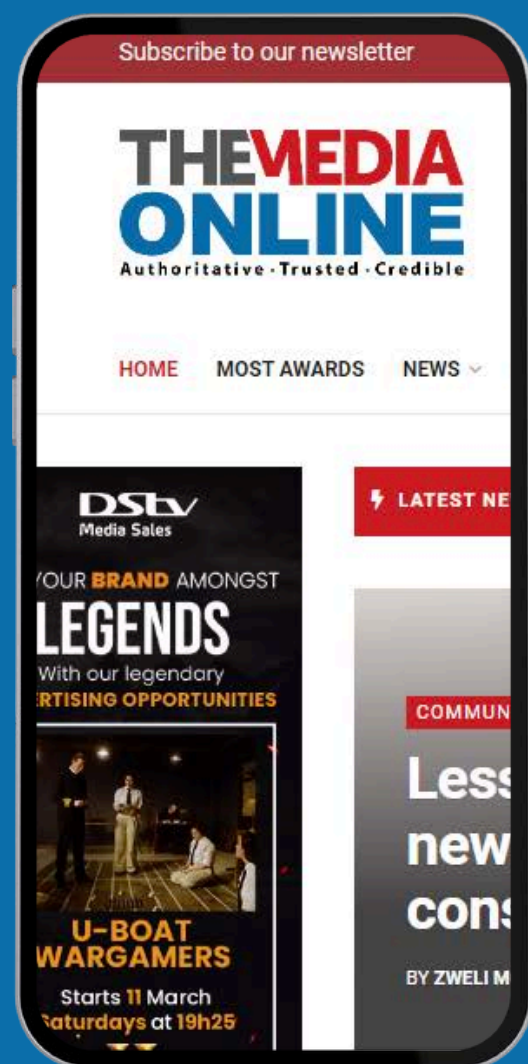
MEDIA AGENCIES



GENERAL PUBLIC

Authoritative. Trusted. Credible

Available on all devices



Authoritative. Trusted. Credible

How we help brands;



**HOMEPAGE BANNERS &
SECTIONAL PAGE
BANNERS**



**12-MONTH PRESS
OFFICE**



**WEEKLY DIGITAL
NEWSLETTERS**



SOCIAL MEDIA



**QUARTERLY DIGITAL
PUBLICATIONS**



**PARTNER CONTENT
ARTICLES**

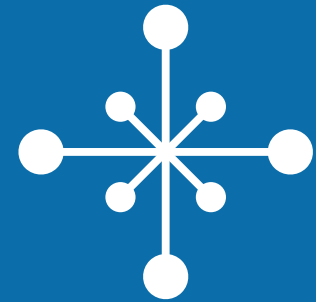


EVENT COVERAGE

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Banners



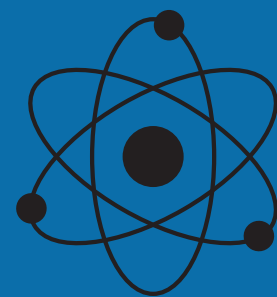
BANNER ON THE HOMEPAGE OR SECTIONAL PAGES

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



300x 250 pixels



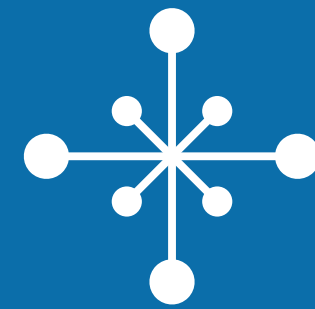
Home page

| Position | size | rates |
|----------------------|-----------|----------------|
| Top billboard banner | 728 x 90 | R12 500 |
| Block banner 1 | 300 x 250 | R10 500 |
| Block banner 2 | 600 x 300 | R8 500 |
| Block banner 3 | 300 x 250 | R7 500 |
| Block banner 4 | 300 x 250 | R6 500 |
| Block banner 5 | 300 x 250 | R5 500 |
| Skyscrapers | | R18 000 |
| Homepage takeover | | R35 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 |
| Sectional pagetakeover | | R16 000 |

Press office



12 -month Press Office

700 Words

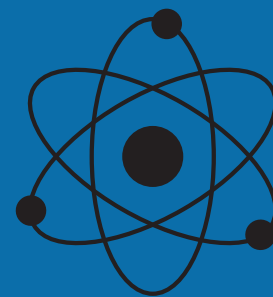
Social media handles + links

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)

**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

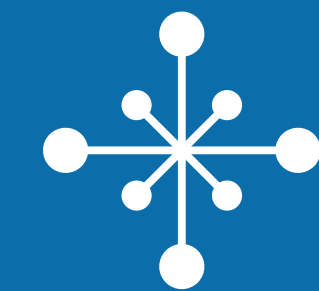
Rate:

R16 500

Contact: **Tarin-Lee Watts** ✉ twatts@themediainline.co.za ☎ 087 379 7119 / 079 504 7729

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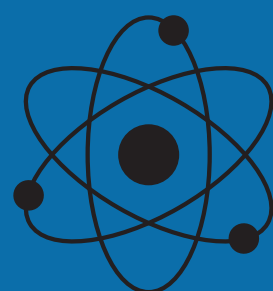
Weekly Newsletters



Banner in the weekly newsletters



Distributed every Tuesday and Thursday



7000 subscribers - High open and read rate

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 big noses and not to accept RFP advertising fees without questions. To give advertising creatives... take a long hard look at the whole process of advertising regulation and use your influence with the media to make them upgrade at the same time they get involved in the RFP's conditions, and start producing 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: Novus Group launches media monitoring app, MVT calls for advisory panel nominations, Telkom appoints Leverage
Our weekly round up of people, events and business news in media.

[Read More](#)

iVision Mail Digital Advertising
Audience First Media Offers

MOST
MEET OUR SPONSORS

eco **DSV**

For national subscriptions, letters to the editor, story tips etc, advertising information or press releases, please contact:

Newsletter

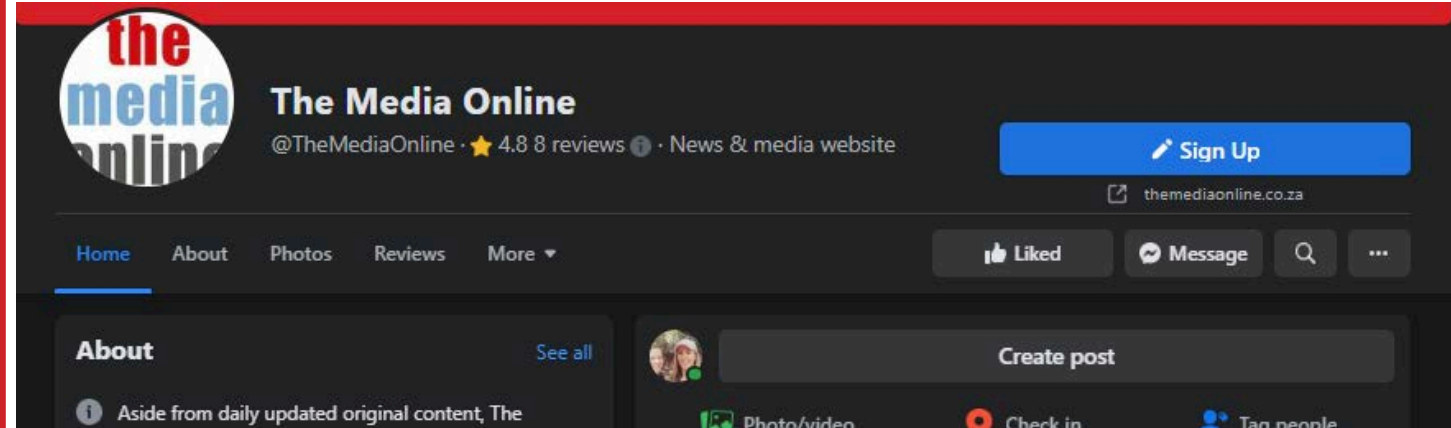
| Position | size | rates |
|----------------------|-----------|---------|
| Top billboard banner | 728 x 90 | R12 500 |
| Block banner 1 | 300 x 250 | R9 500 |
| Block banner 2 | 300 x 250 | R8 500 |
| Block banner 3 | 300 x 250 | R7 500 |
| Newsletter takeover | | R15 500 |

Special newsletter

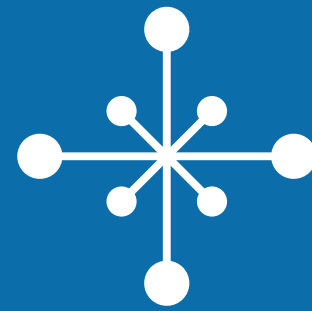
| Description | rates |
|--|---------------|
| Executive newsletter Own design, banners and articles | R18 000 |
| Jobs newsletter. POP required prior to publishing | R850 per post |

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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 to one thing, but understanding how messages are received and how they should be created will ensure that your content has an

More often than not, content marketing is a messy business. It's not just about creating content, it's about creating the right content, in the right place, at the right time. It's about understanding your audience and how they consume content. It's about understanding the different types of content that work best for different audiences. It's about understanding the different channels that your audience uses to consume content. It's about understanding the different ways that your audience interacts with content. It's about understanding the different ways that your audience shares content. It's about understanding the different ways that your audience engages with content. It's about understanding the different ways that your audience converts from content. It's about understanding the different ways that your audience becomes a customer. It's about understanding the different ways that your audience becomes a loyal customer. It's about understanding the different ways that your audience becomes a brand advocate. It's about understanding the different ways that your audience becomes a brand ambassador. It's about understanding the different ways that your audience becomes a brand evangelist. It's about understanding the different ways that your audience becomes a brand champion. It's about understanding the different ways that your audience becomes a brand hero. It's about understanding the different ways that your audience becomes a brand legend. It's about understanding the different ways that your audience becomes a brand icon. It's about understanding the different ways that your audience becomes a brand legend. It's about understanding the different ways that your audience becomes a brand icon.

HOW TO GET IT RIGHT



New Media

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

2021 South & Middle Africa (New York)
A global, multi-market, award-winning content marketing organization

2021 International Content Marketing Awards (London)
A global, multi-market, award-winning content marketing organization

INDUSTRY MEMBER OF THE CONTENT MARKETING ASSOCIATION  



back in the office,
and ready to engage.



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 |

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.

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

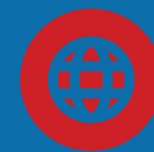
GOLD SPONSOR:

- 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

Let's connect



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