



DIGITAL RATE CARD 2014

Mail & Guardian

www.mg.co.za

OUR TARGET AUDIENCE



ONLINE

Unique browsers: 1 371 856
Page views: 8 574 696



iPAD

Subs & copy sales : 1 254 average p/month



KINDLE

Subscribers: 1 050



MOBILE

Unique browsers: 331 622
Page views: 1 985 865



NEWSLETTER

Subscribers: 20 026



TWITTER

Followers: 170 703



FACEBOOK

Fans: 109 419

Source: EM Jan 2014, iPad Dec 2013, FB, Twitter and Newsletter 4 Feb 2014



Our readers comprises of professionals, entrepreneurs/business owners and top managers from a number of sectors: finance, professional services, information technology, communication, education services and public administration.

ONLINE READERS:

97%

Fall into the economically active age group of 25 - 60

60%

Of our users boasting a household income of between R20 000 and R70 000+ per month

78%

Have a university degree

23%

Download podcasts and videos

23%

Watch TV and videos online

TWITTER USERS:

75% are male

25% are female

58% share a top interest in business and news

48 174 speak English



MOBILE READERS:

75%

Of our mobile readers are male

59%

Of our users boasting a household income of between R20 000 and R70 000+ per month

75%

Have a university degree

75%

Are between the ages of 35 - 50

FACEBOOK USERS:

71% are male

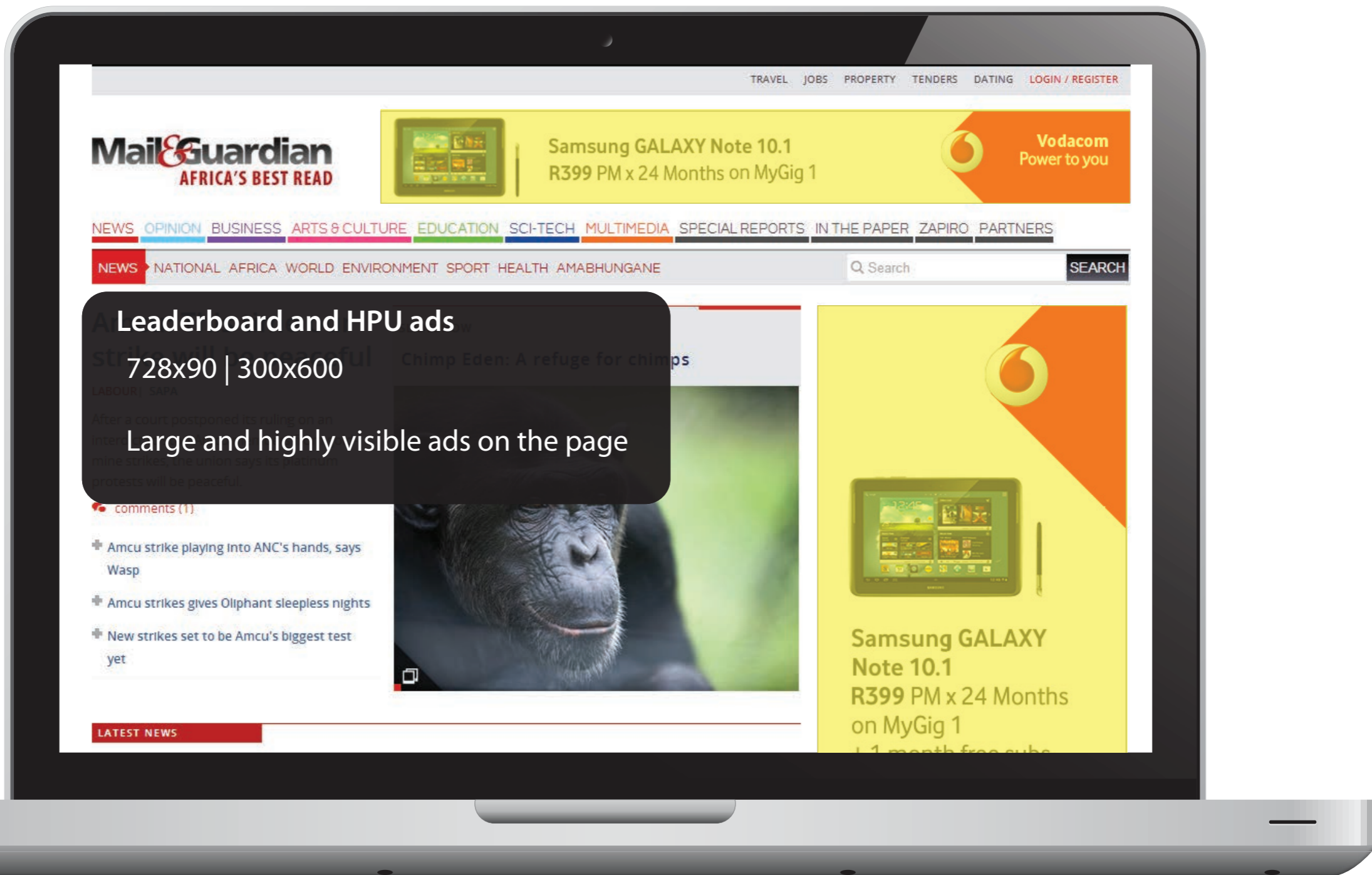
29% are female

81 125 fans live in South Africa

4 018 fans live in Zimbabwe

19 889 fans live in Johannesburg

Source: EM Jan 2014, FB and Twitter 4 Feb 2014



Leaderboard and HPU ads

728x90 | 300x600

Large and highly visible ads on the page

comments (1)

- Amcu strike playing into ANC's hands, says Wasp
- Amcu strikes gives Oliphant sleepless nights
- New strikes set to be Amcu's biggest test yet

LATEST NEWS

TRAVEL JOBS PROPERTY TENDERS DATING LOGIN / REGISTER

Mail & Guardian
AFRICA'S BEST READ



Samsung GALAXY Note 10.1
R399 PM x 24 Months on MyGig 1



Vodacom
Power to you

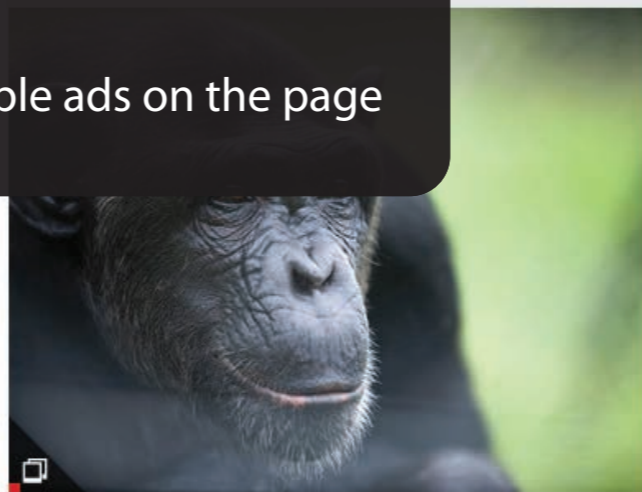
NEWS OPINION BUSINESS ARTS & CULTURE EDUCATION SCI-TECH MULTIMEDIA SPECIAL REPORTS IN THE PAPER ZAPIRO PARTNERS

NEWS NATIONAL AFRICA WORLD ENVIRONMENT SPORT HEALTH AMABHUNGANE

Search

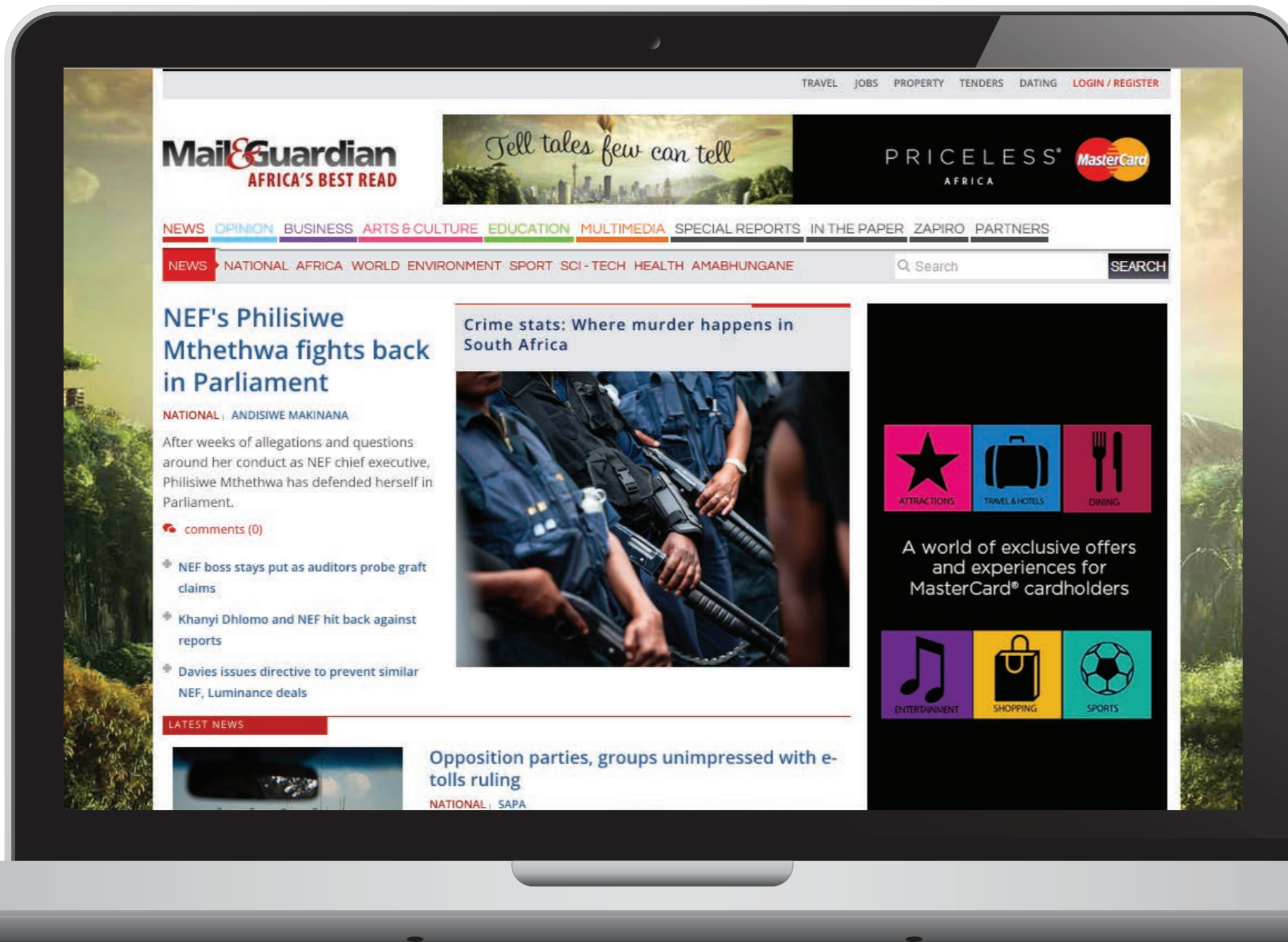
SEARCH

Chimp Eden: A refuge for chimps



Samsung GALAXY
Note 10.1
R399 PM x 24 Months
on MyGig 1

1 month free sub



LATEST NEWS

EC ANC warns members to behave ahead of Zuma's rally

ANDISIWE MAKINANA

The Eastern Cape ANC has urged its members to show maximum discipline when President Jacob Zuma addresses a rally in Dutywa on Sunday.

- ANC Gauteng on Zuma booing: It wasn't us
- Booing is a part of self-expression, says Zuma
- ANC circles its wagons in boomer war



Pimples: The ANC goes Down Under

Comrade Cyril Ramaphosa has been deployed to the land of wallabies and heat strokes. But the welcome he received was, shall we say, less than warm.

[WATCH VIDEO](#)



Madibeng: There will be another uprising

NATIONAL - SARAH EVANS

The Workers International Vanguard Party has warned of more protests if water and electricity - already paid for - is not restored in Madibeng.



Zille and her Cabinet say no thanks to pay hike

NATIONAL - ANDISIWE MAKINANA

Premier Helen Zille and her provincial Cabinet have declined salary increases, saying they were sticking to the commission's recommendations.



Inflation rises to 5.4%, surprising markets

BUSINESS - RENE VOLLGRAAFF

The Consumer Price Index annual inflation rate in December 2013 has surprised the market, having come in just marginally higher than in November.

Advertise Your Business Here!

R1.3bn
Bridge City Station upgrade,
over 8 000 new jobs created.



ZAPIRO



MORE FROM ZAPIRO

MPU 300 x 250

MULTIMEDIA

Dakar Rally 2014





Paid for content
An announcement of an event, performance
or other news worthy item

Deloitte.

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Press Release

2014/15 Budget Presentation expectations of the budget

SA should not expect major announcements on tax policy, says Nazrien Kader, National leader: Taxation

Issued by: **Magna Carta**

[Johannesburg, 31 January 2014]

Finance Minister of the Year 2013, in sub-Saharan Africa, Pravin Gordhan, will occupy centre stage on Wednesday afternoon, 26 February 2014, when he delivers his fifth annual Budget Presentation 2014/15 – and expectations are high, particularly in the area of taxation.

Indeed, all and sundry have recommendations for Minister Gordhan on how he should do his job. Few cut him any slack on the 'balancing trick' that the job at hand demands.

Budget watchers know that Minister Gordhan's style is never to surprise. So while South Africans enjoy the anticipation of the 'big announcement', history has shown that we can expect little in the vein of new tax policy.

Minister Gordhan has tried to prepare the ground leaking bits around carbon tax, e-tolls, base erosion and profit shifting (BEPS, essentially, is a measure to counteract tax avoidance through transfer pricing and international tax structuring), the Employment Tax Incentive (also referred to as the Youth Wage Subsidy), Special Economic Zone, the next steps with the National Health Insurance, the future of the mining tax – all of which have elicited much debate, with no real certainty on how it will impact the average South African.

With so much focus on wasteful spending in the public sector, subdued economic growth projections and hence declining revenue projections and a rising tax-to-GDP ratio, South Africans will not take kindly to any tax hikes. In general, all South Africans concur that to question whether

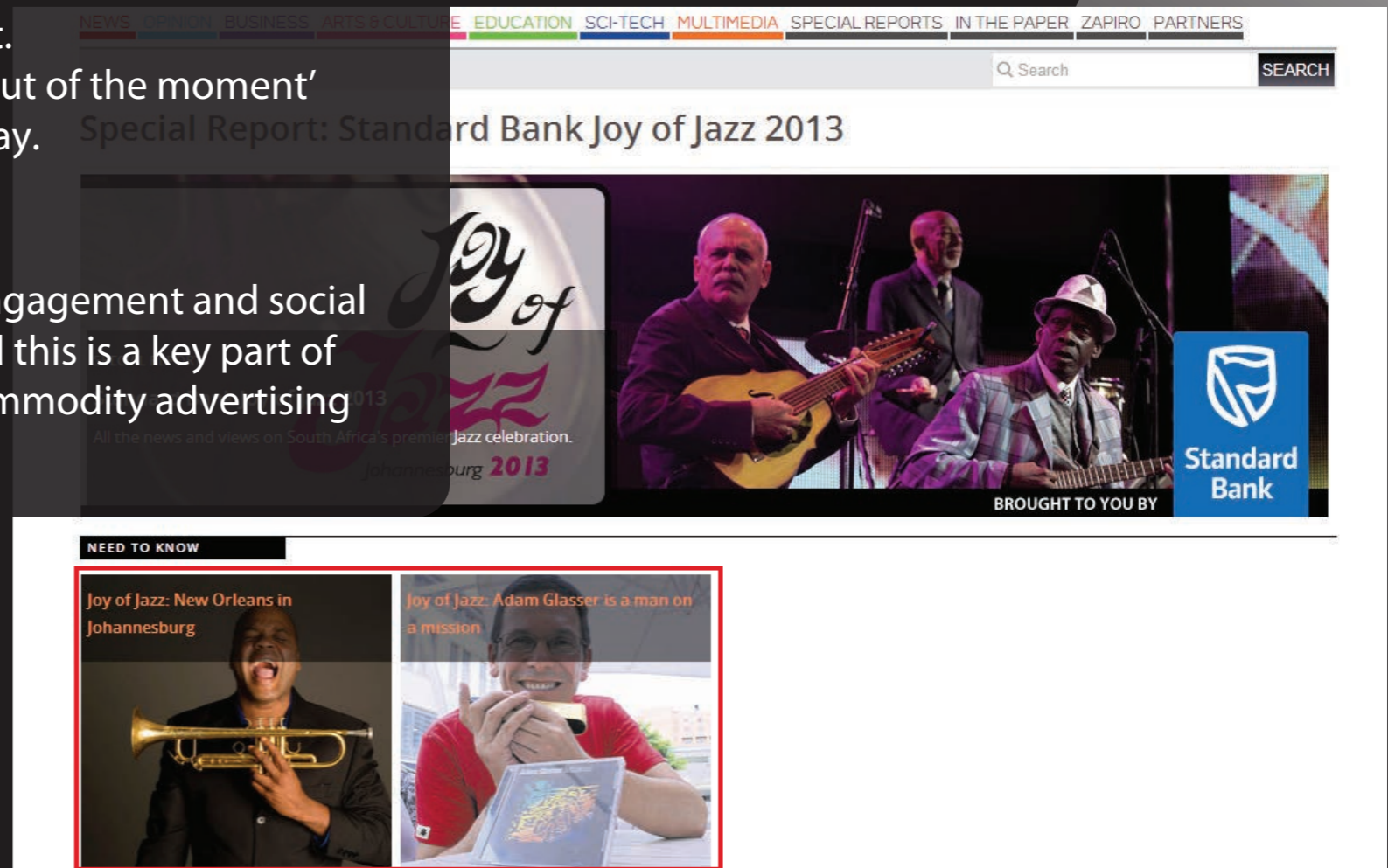
What is Native advertising:

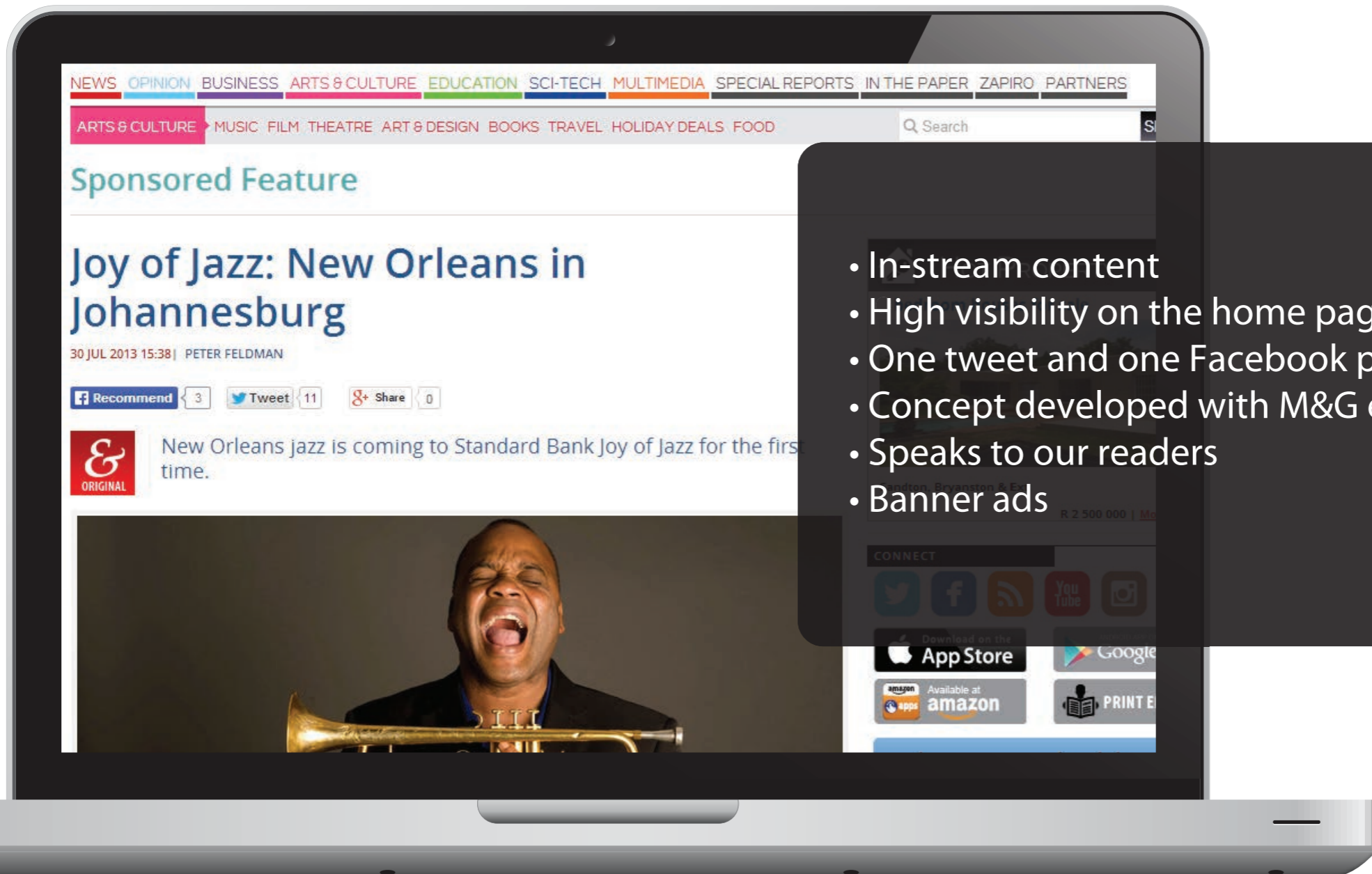
Native advertising is funded content, which is relevant to the user experience, not interruptive, and which looks and feels similar to its editorial environment.

Not interruptive: it cannot take users 'out of the moment' and interrupt their experience in any way.

Why Native advertising:

Native advertising allow us to sell on engagement and social media sharing in a meaningful way, and this is a key part of our strategy to differentiate us from commodity advertising sites that sell on volume.

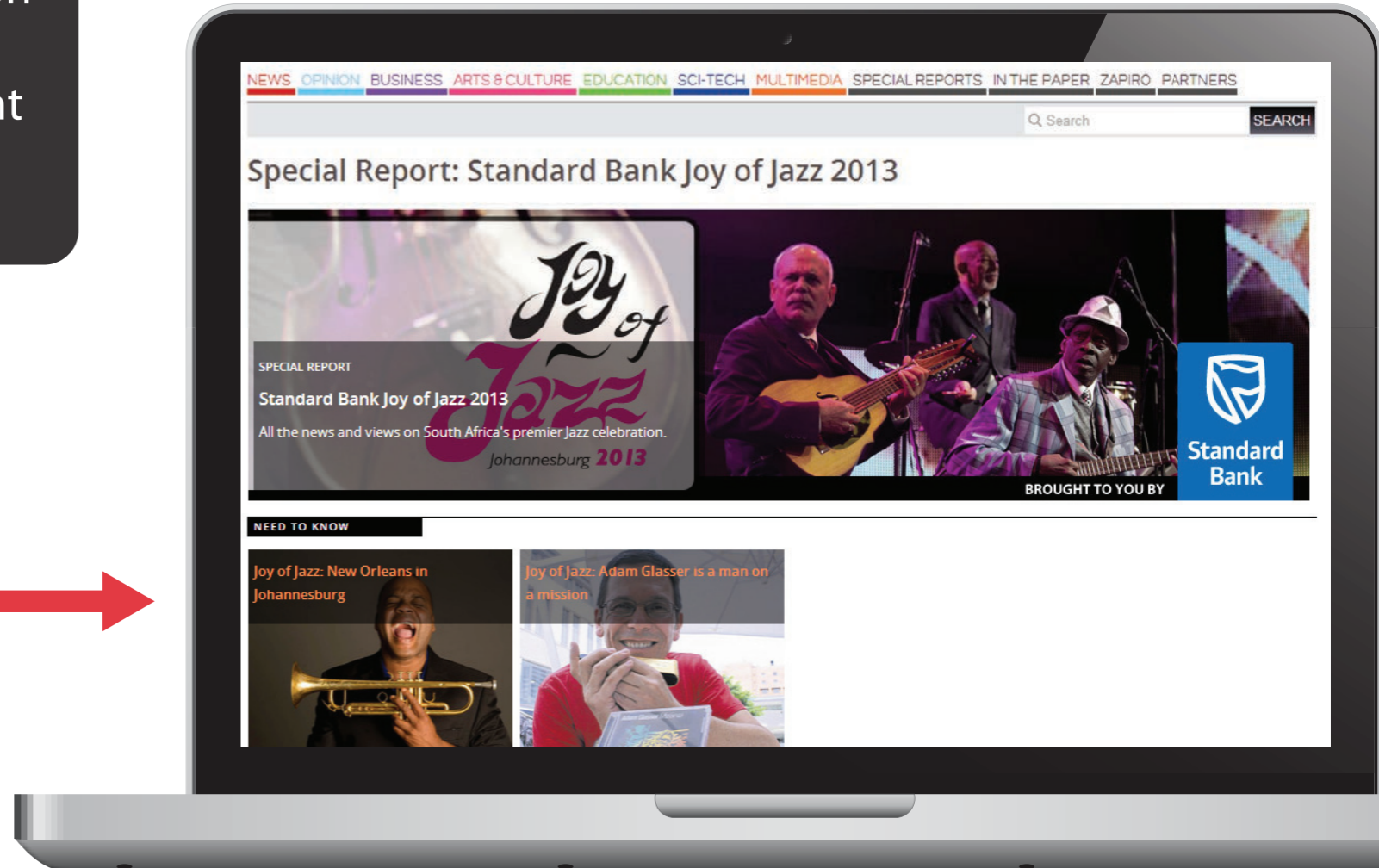
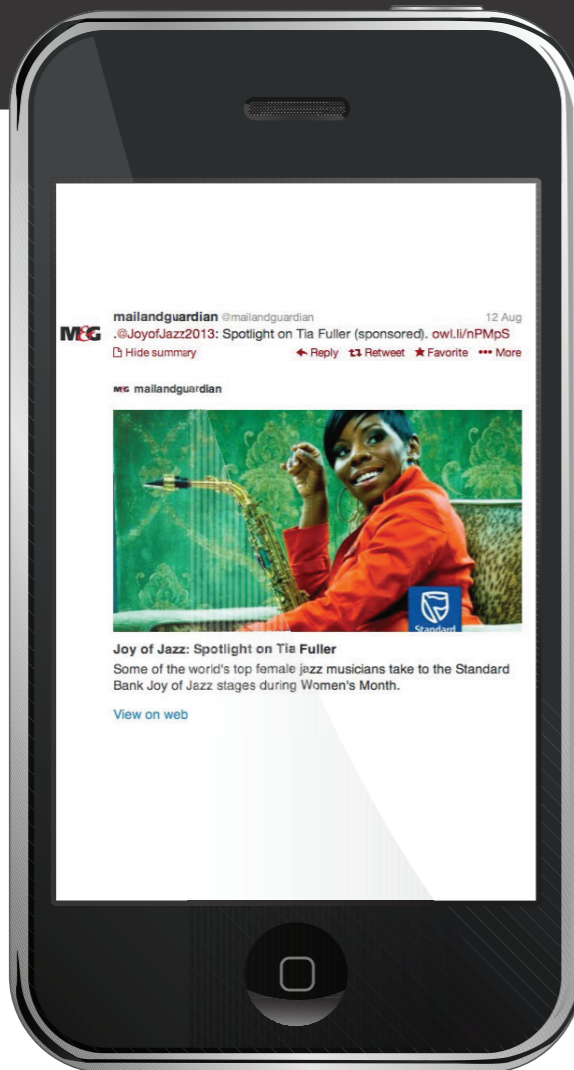




- In-stream content
- High visibility on the home page for two days
- One tweet and one Facebook post
- Concept developed with M&G editorial team
- Speaks to our readers
- Banner ads

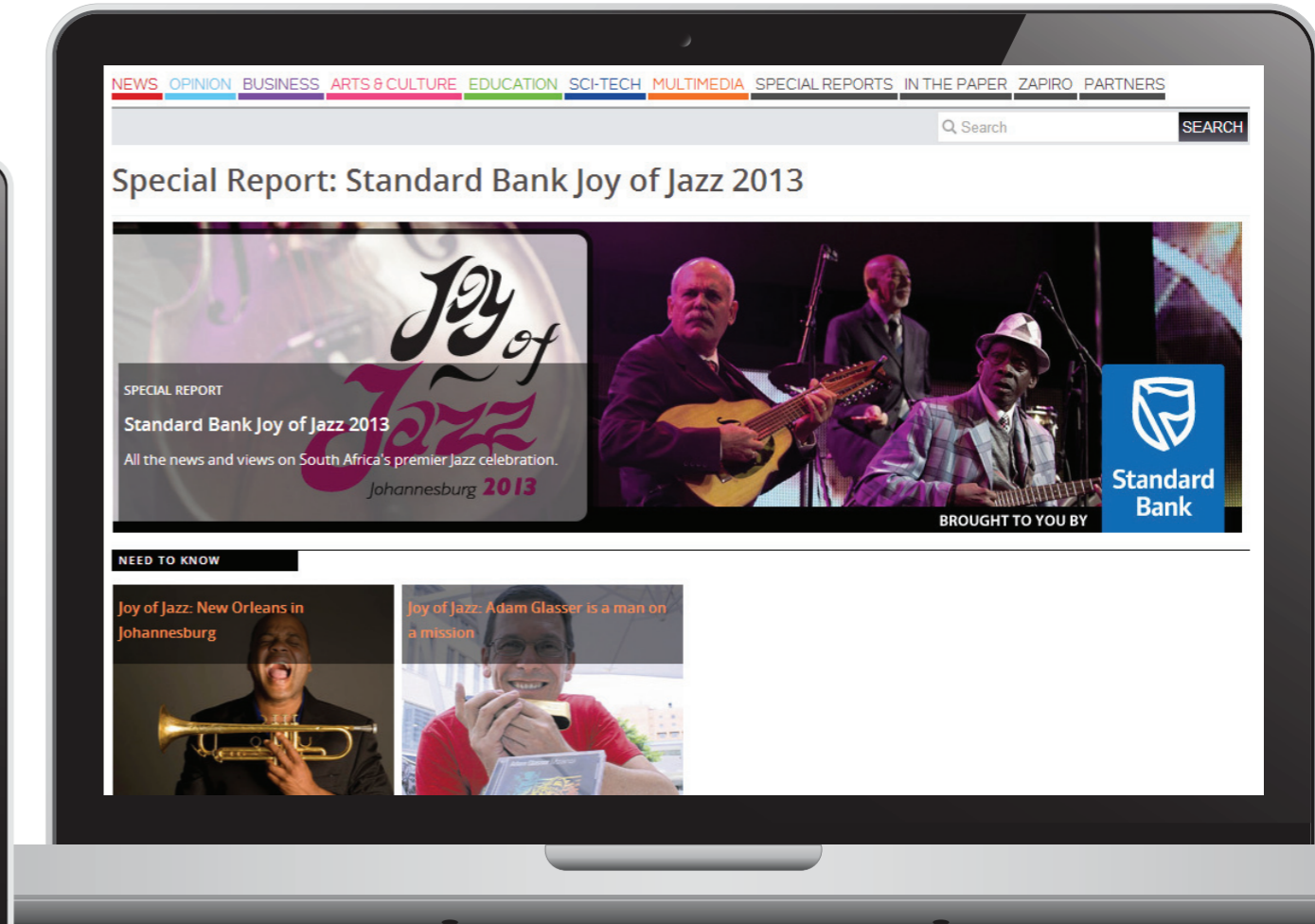
SPONSORED CONTENT VIA TWITTER

- Create a client-funded content page on **Special Reports**
- Promoted via the Twitter M&G account

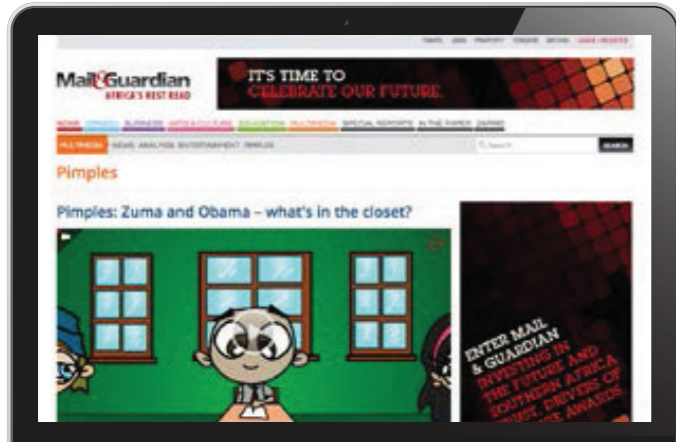


SPONSORED CONTENT VIA FACEBOOK

- Create a client-funded content page on **Special Reports**
- Promoted via the Facebook M&G page

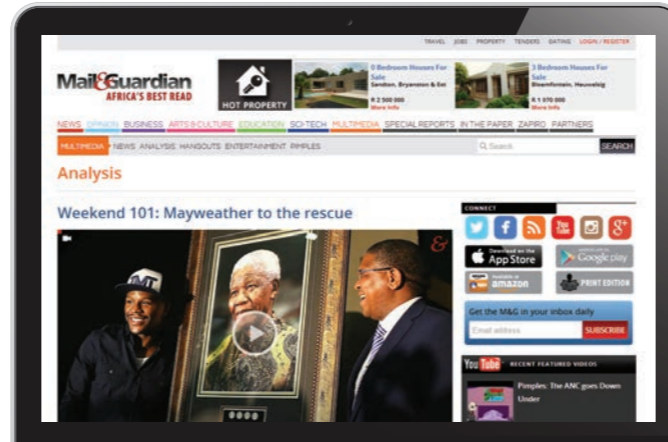


M&G MULTIMEDIA PACKAGES



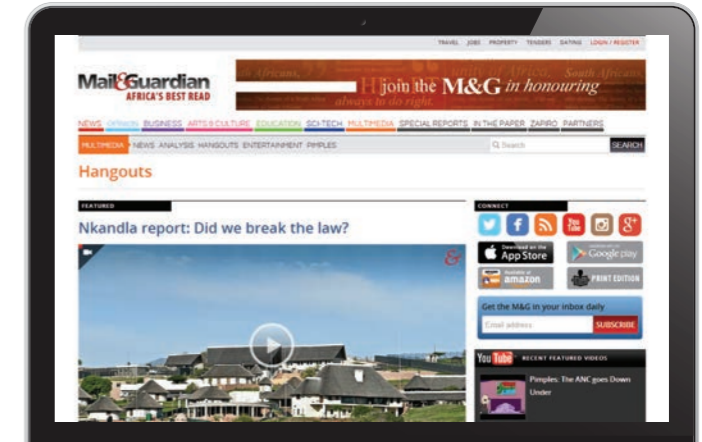
PIMPLES

Weekly cartoon featuring the Pimples, a group of young kids with a wry and young take on political and cultural events.



WEEKEND 101

The Mail & Guardian's roundup of the notable news of the week, the stuff you'll be talking about at the dinner table and around the braai.



M&G HANGOUT

Using YouTube technology, the M&G hosts an hour long live video discussion and Q&A between reporters, political figures and our readers.



The Voices of Africa (VOA) blog by the M&G is the online heir to the popular newspaper series that ran for many years. Similar to the newspaper series the VOA blog will allow Africans to tell quirky often heart warming and always interesting African stories we don't hear often enough from across the continent.

Top right box
& HPU 300x600

INTERACTIVE iPad HOME PAGE SKINS



ONLINE AD RATES 2014

CREATIVE	SIZE	MAX AD	RATE (CPM)
Mid Page Unit	300x250	35kb	CPM = R572
Leaderboard	728x90	35kb	CPM = R539
Half Page Unit	300x600	35kb	CPM = R539
Skyscraper	160x600	35kb	CPM = R539
Advertising Links (Homepage)	(text)	n/a	R25 916 a month
Advertising Links (Other Sections)	(text)	n/a	R12 650 a month
Newsletter – per/Insertion	300x250		R3795
Newsletter – per/week	300x250		R12 650
Homepage Takeover	2 x 120x600 728x90, 300x250 or 300x600		R44 275 a day (24hrs)
Video – Pre-roll: Pimples – 1-2 minute video – Wednesday midday Weekend 101 -2-3 minute video – Friday – Mon. M&G Hangout – 20-45 minutes – Friday	Video spec's: High res MOV or MP4, Widescreen (16:9) *4 sponsorship to share the package *1-in-4 Sponsorship of Multi media – 25% Shared Association rights * 80 000 Impressions run of site *R22 000 per month per sponsor *Minimum Sponsorship Commitment–3Months		
Social Media mention	Twitter R1 650 per sponsor tweet Facebook R2 200 per sponsored update		

iPAD PACKAGES

PREMIUM	R44 000 p/month	<ul style="list-style-type: none"> *1x Homepage skins *1x In association page "BROUGHT TO YOU BY" *4x Full pages 4x Issues *50 000 IMPS p/month Leaderboard & MPU
GOLD	R33 000 p/month	*4x Full pages + 35 000 IMP/Month
SILVER	R22 000 p/month	*3x Full pages 3 x issues
BRONZE	R11 000 p/month	*2x Full pages 2 x issues

ADVERT SIZE INFORMATION

- *The standard ad size is 1024x768 and file size of no more than 250K
- *The size of each of the strips is 41mm x 132.2mm (skin size)
- *Ads can have embedded Links
- *We can also include interactivity (like slideshows)
- *Animations (animated GIF and Flash) are not possible in the iPad edition
 - the platform does not support them

VIRTUAL PRESS OFFICE

PRESS RELEASE A YEAR	ANNUAL SERVICE FEE IN RAND
6	R18 023
8	R22 622
12	R29 459
18	R41 889
24	R53 324
30	R63 020
36	R71 969
42	R80 422
48	R87 010

VAT excluded (RSA ONLY), payable quarterly, twice a year or annually Excluding Agency com

AD RATES FOR MOBILE

SIZE	MAX AD SIZE	RATE (CPM)
305x64	20kb	CPM = R443
215x34	20kb	CPM = R443
167x30	20kb	CPM = R443
112x20	20kb	CPM = R443

Please note all sizes mentioned above need to be supplied

NATIVE ADVERTISING PACKAGES

ONLINE: PLATINUM PACKAGE - COST R 264 000

SITE	SECTION	CREATIVE	PERIOD	IMPRESSIONS
Branded Content - Commissioned by M&G	Special Report	Sponsored Content - Sponsored News Article	1 Month	Special Report receives no less than 100 000 IMPS p/m
Mail & Guardian Online	Homepage	Homepage Content Block - available or 12 days on HP HPU 300x600, max 35kb		Homepage receives no less than 2.2 mil IMPS p/month 200 000
	Newsletter x 4	MPU 300x250, max 35kb		Newsletter receives no less than 20 000 subscribers p/m
M&G Social Media	Twitter	125 characters		153 571
	Facebook			82 104

NATIVE ADVERTISING PACKAGES

ONLINE: GOLD PACKAGE - COST R 132 000

SITE	SECTION	CREATIVE	PERIOD	IMPRESSIONS
Sponsored Content Provided by client	Special Report	Sponsored Content - Sponsored News Article		Special Report receives no less than 100 000 IMPS p/m
Mail & Guardian Online	Homepage	Homepage Content Block - available or 12 days on HP HPU 300x600, max 35kb	1 Month	Homepage receives no less than 2.2 mil IMPS p/month 150 000
	Newsletter x 4	MPU 300x250, max 35kb		Newsletter receives no less than 20 000 subscribers p/m
M&G Social Media	Twitter	125 characters		153 571
	Facebook			82 104

*Editorial needs notification 3 weeks before publishing date

*Client content will always be marked as sponsored content

NATIVE ADVERTISING PACKAGES

ONLINE: SILVER PACKAGE - COST R 100 000

SITE	SECTION	CREATIVE	PERIOD	IMPRESSIONS
Sponsored Content Provided by client	Special Report	Sponsored Content - Sponsored News Article		Special Report receives no less than 100 000 IMPS p/m
Mail & Guardian Online	Homepage	Homepage Content Block - available or 12 days on HP HPU 300x600, max 35kb	1 Month	Homepage receives no less than 2.2 mil IMPS p/month 60 000
	Newsletter x 4	MPU 300x250, max 35kb		Newsletter receives no less than 20 000 subscribers p/m
M&G Social Media	Twitter	125 characters		153 571
	Facebook			82 104

*Editorial needs notification 3 weeks before publishing date

*Client content will always be marked as sponsored content



CONTACT DETAILS

GAUTENG

Grosvenor Corner
195 Jan Smuts Avenue
Corner 7th Avenue
Rosebank 2193

PO Box 91667
Auckland Park
Johannesburg 2006

adverts@mg.co.za
Tel: +27 11 250 7300
Fax: +27 11 250 7502

CAPE TOWN

6 Pepper Street
Studio8 6th Floor
Cape Town
8001

Tel: +27 21 426 0802
Fax: +27 21 426 1247

Mail & Guardian

www.mg.co.za
