

{rate card}
digital advertising



{did you know?}

Facebook users interact an average of **2 million times a week** with Maroela Media's Facebook page - the **highest of all Afrikaans news platforms.**



441 647

FACEBOOK FOLLOWERS



53 50

TWITTER FOLLOWERS



92 500

INSTAGRAM FOLLOWERS



4 150

YOUTUBE FOLLOWERS



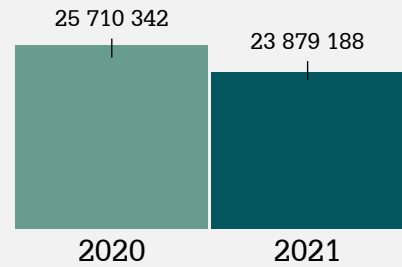
{information and statistics}

about Maroela and its readers

May 2021 compared with May 2020

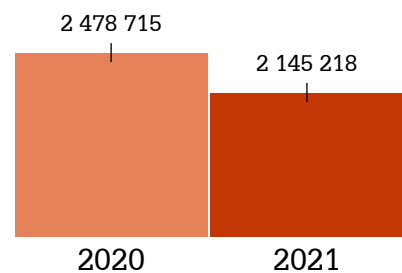
7,6%

increase in **pageviews**



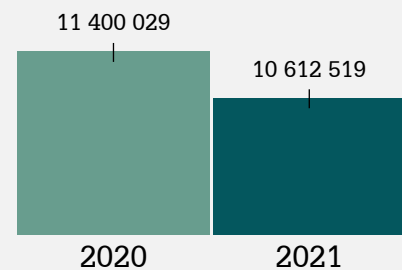
13,4%

shrink in **unique visitors**



6,9%

decrease in **visits**



Source: Narratiive (May 2020)

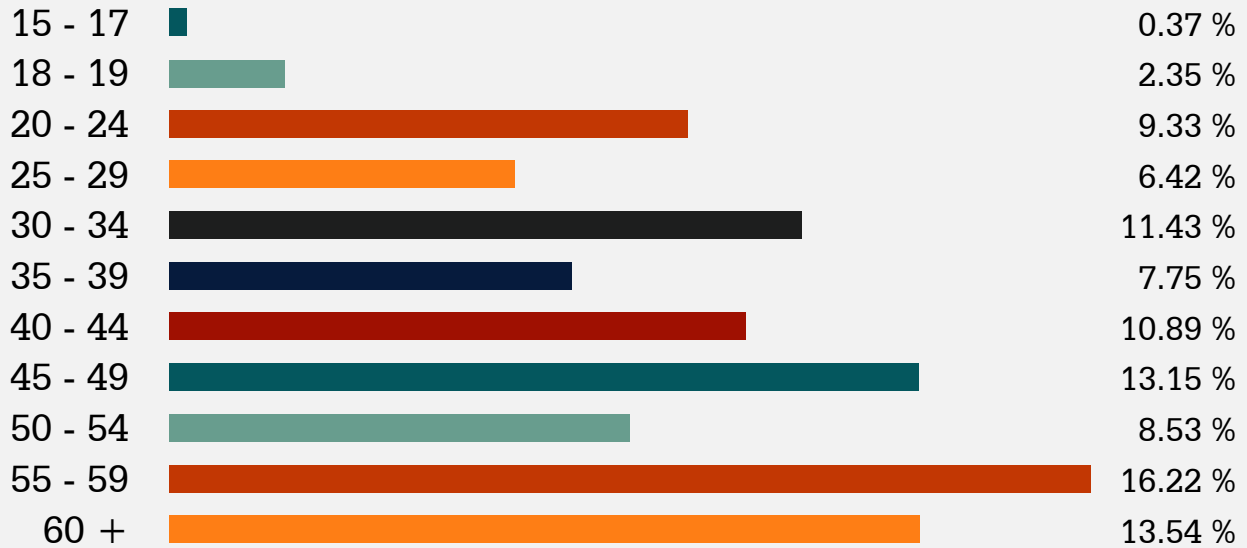
kom, maak jou tuis



{demographics}

the average Maroela Media reader

age



female

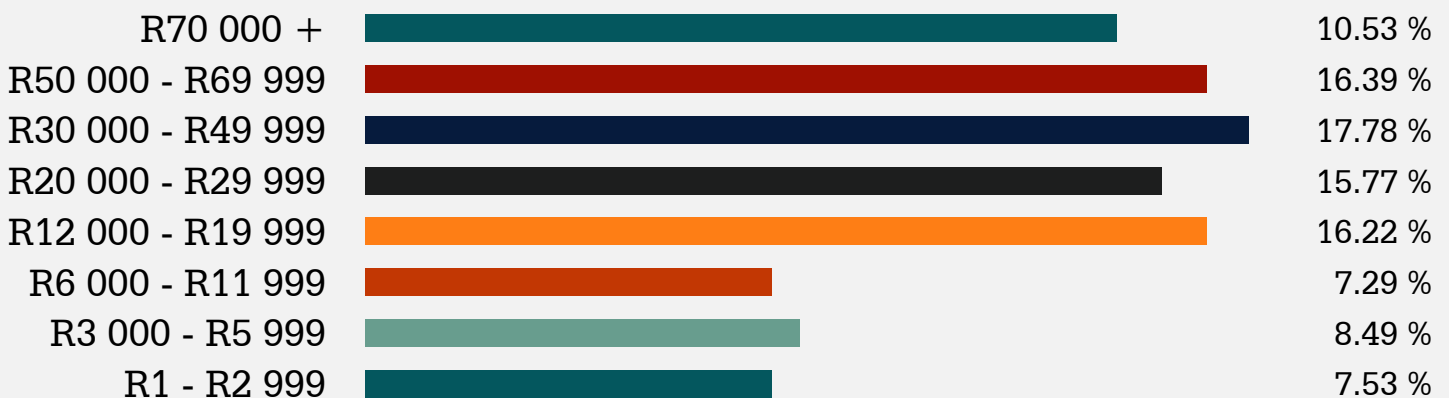
65%



male

35%

income



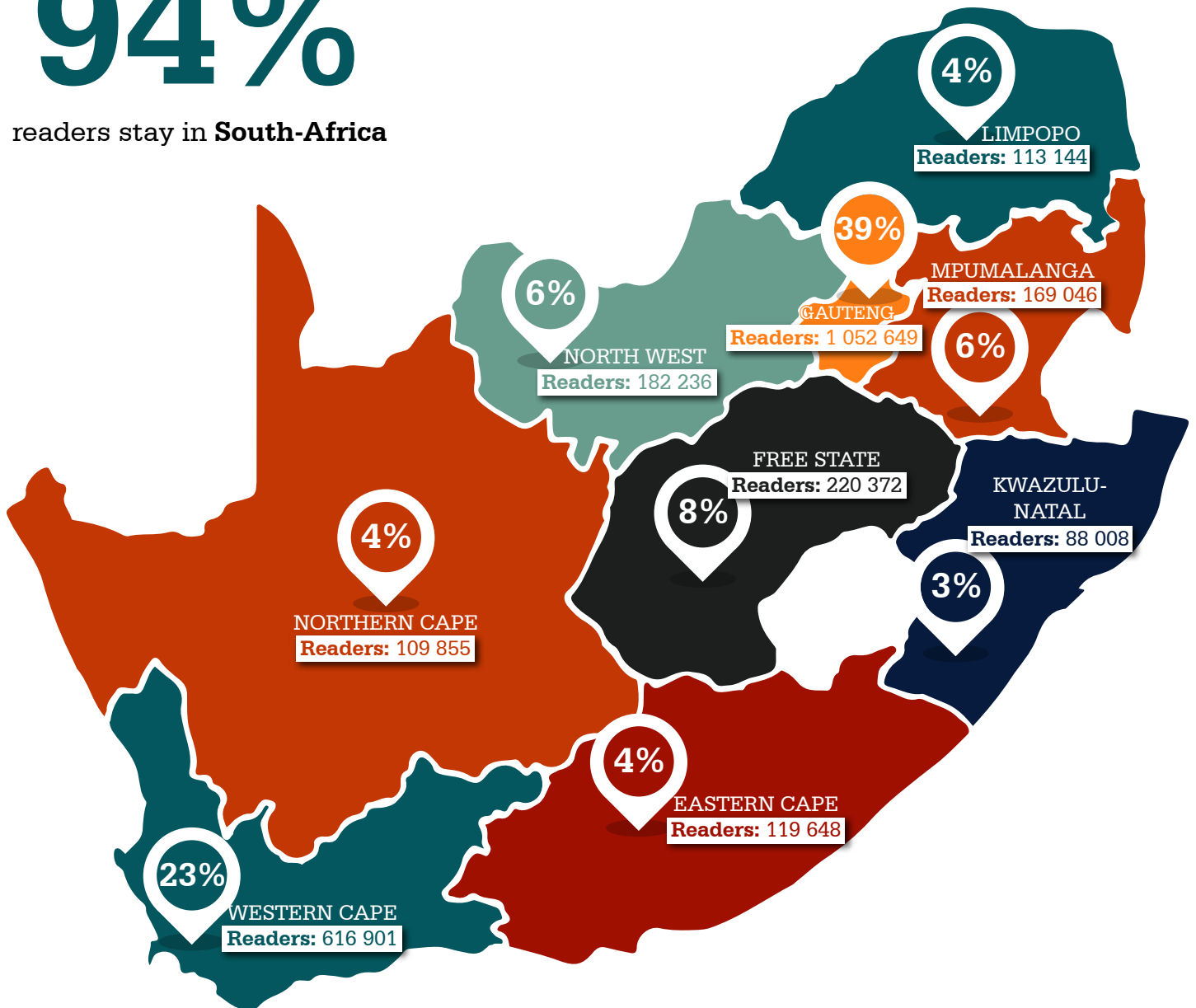
Source: Narratiive (Nov 2018 - Aug 2020)

{our visitors}

geographic representation

94%

readers stay in **South-Africa**



6%

readers live **abroad**

Source: Narratiive (Nov 2018 - Aug 2020)

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{rates}

BANNERS R150 per '000



Desktop

300 x 600px (right)
728 x 90px (top)



Tablet

468 x 60px



Mobile

320 x 50px
300 x 250px

ROADBLOCK R210 per '000



Desktop

300 x 600px (right)
728 x 90px (top)



Tablet

468 x 60px



Mobile

320 x 50px
300 x 250px

PROGRAMMATIC R50 CPM



Desktop

300 x 600px (right)
728 x 90px (top)



Tablet

468 x 60px



Mobile

320 x 50px
300 x 250px

HOMEPAGES R350 per '000



Desktop

300 x 600px (right)
728 x 90px (top)



Background ("skin")

NEWSLETTER ENTRY (weekly)

R1 250

CONTENT PACKAGES

Content Package 1

Promotional article
Socialmedia placement

R10 000

Content Package 2

Promotional article
Socialmedia placement
100 000 banners

R15 000

Content Package 3

Promotional article
Socialmedia placement
Newsletter placement
250 000 banners

R25 000

take note:

- Rates exclude VAT and agency commission
- Material: JPEG, GIF or Doubleclick banner codes
- DFP ad server

- Afrikaans material preferable for better CTR
- Translation services available if required
- Rates are CPM based



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maroela
media