

{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.**



361 000

FACEBOOK FOLLOWERS



39 800

TWITTER FOLLOWERS



65 900

INSTAGRAM FOLLOWERS



2 340

YOUTUBE FOLLOWERS



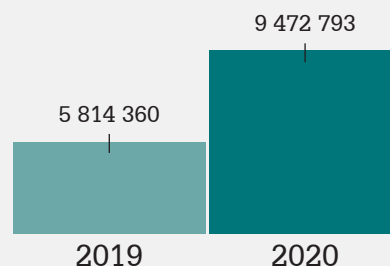
{information and statistics}

about Maroela and its readers

January 2020 compared with January 2019

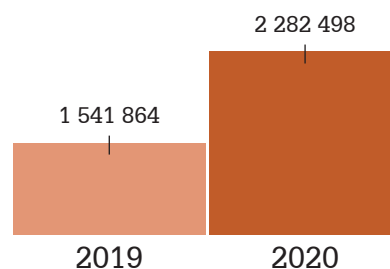
62.9%

increased **visits**



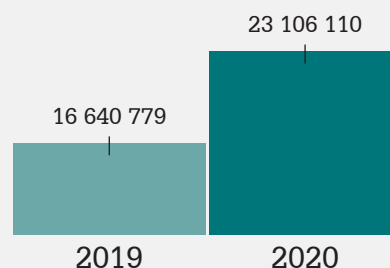
48%

growth in **unique visitors**



38.8%

growth in **pageviews**



Source: Narratiive (January 2020)

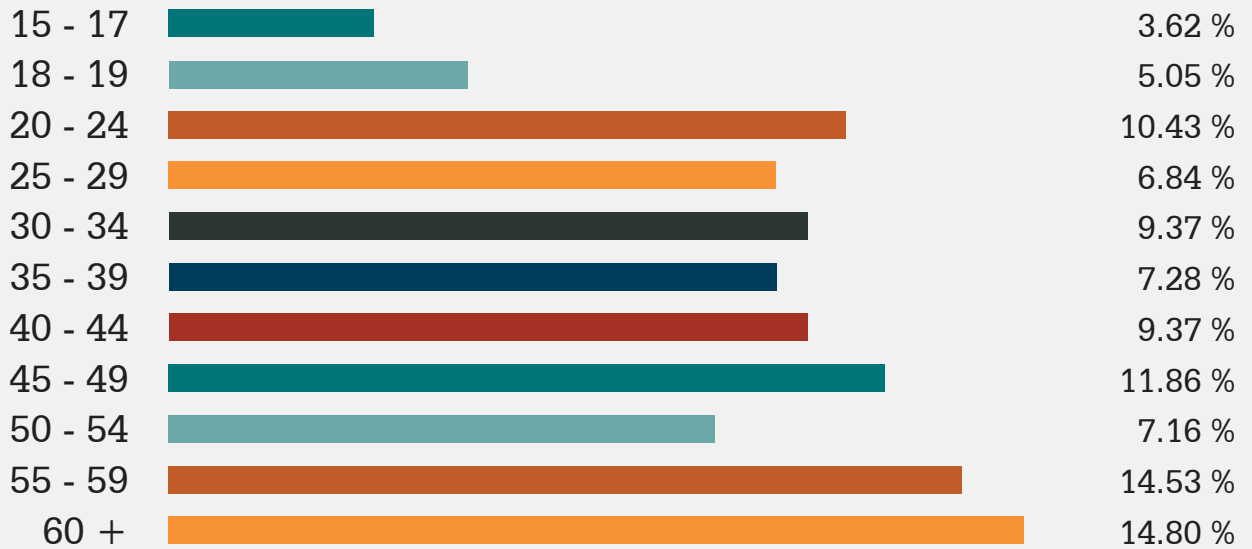
kom, maak jou tuis



{demographics}

the average Maroela Media reader

age



female

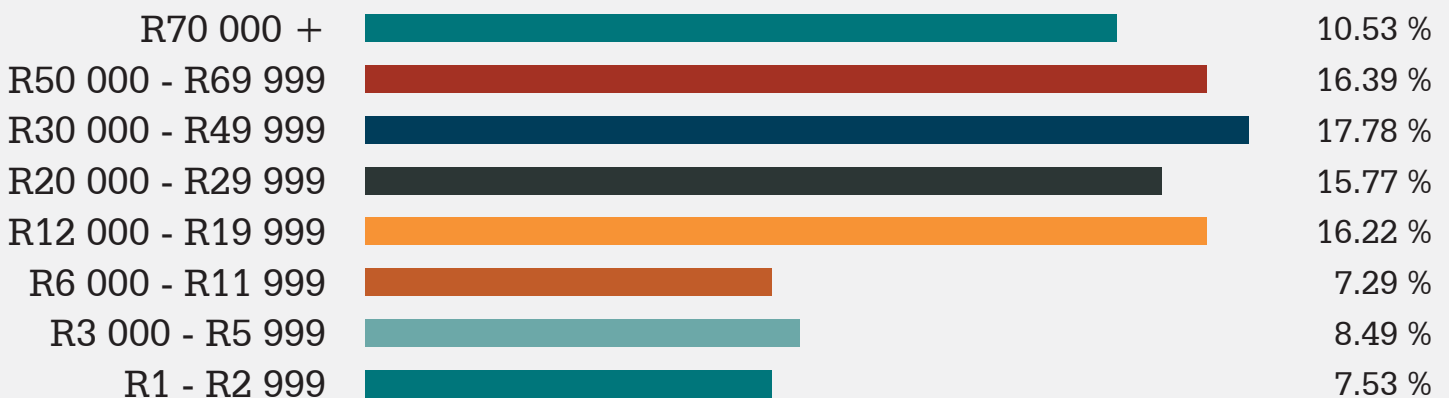
65%



male

35%

income



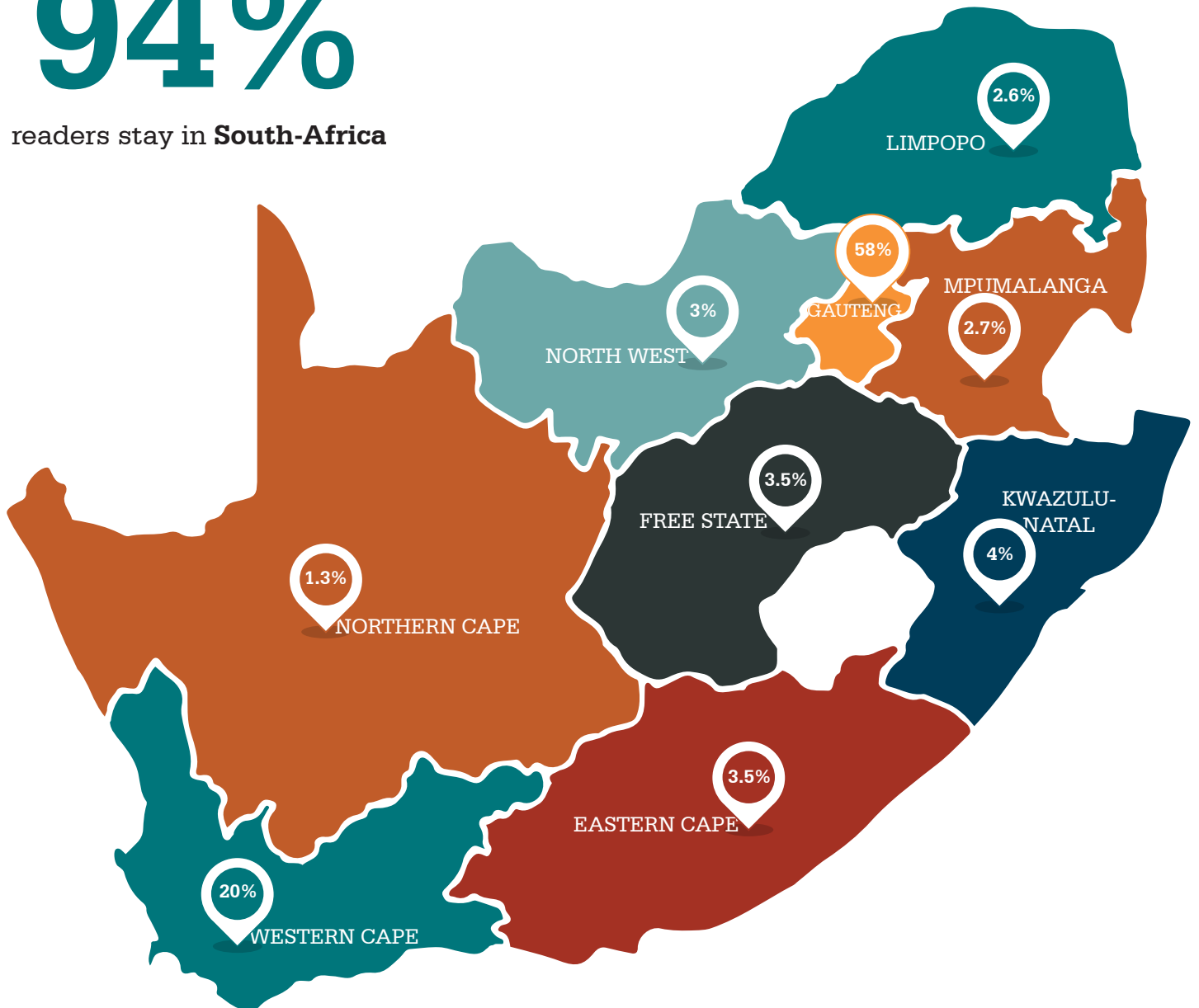
Source: Narratiive (Nov 2018 - Feb 2019)

{our visitors}

geographic representation

94%

readers stay in **South-Africa**



6%

readers live **abroad**

Source: Narratiive (Nov 2018 - Nov 2019)

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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
320 x 250px

ROADBLOCK R210 per '000



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



Tablet
468 x 60px



Mobile
320 x 50px
320 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

R7 500

Content Package 2
Promotional article
Socialmedia placement
100 000 banners

R10 000

Content Package 3
Promotional article
Socialmedia placement
Newsletter placement
250 000 banners

R20 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



iab.

maroela
media