

Rate Card 2014

Mail & Guardian Africa

Introduction

The Mail & Guardian has launched a pan-African publication that reaches out to upwardly mobile young urban dwellers who are taking advantage of the digital evolution to grow economies, build empires, improve health and education and build infrastructure.

The Mail & Guardian, South Africa's leading investigative title renowned globally for its guardianship, analytical excellence, in-depth reportage and influence, is behind the new digital portal of original African content and voice.

mgafrika.com have a voice that speaks with authority and integrity to bring high-quality in-depth news using an evidence-based, analytical approach that can be trusted. It will reach all communities, induce opinion and dialogue while trending current affairs and news from across the continent.

A voice that will bring the communities of the continent together to tell the world the stories of Africa that really matter. Together we will build partnerships that debate and engage in an inter-active environment where narrative and dialogues lead.



Mission:

Our Mission is to establish a Pan-African digital news platform with a contemporary voice reporting on current events. By providing high quality in-depth news, comprehensive news headlines, smart graphics and maps on African news events - while offering a highly interactive platform to develop an engaging narrative on Africa - we will win credibility as a news and information platform and get Africa to see itself in mgafrica.com

Content Pillars:

The pillars that support society will be the same pillars from which we build our valuable content: News, Big Politics, Business, Opinion, Features, Leadership, Future Africa, Health, Arts, Education, Science and Technology.

We provide high quality comprehensive and in-depth news approaches and provide smart graphics and maps to clearly illustrate and engage across our highly interactive platform as we engage voices in the African narrative.

Target Audience:

- LSM 7 – 10
Young and technology savvy
Characteristically 30 years old
With a college degree
- Urban dwellers Who work on the continent
And travel on the continent
Or are scholars specialising in Africa
Analysts or managers in a multi-national conglomerate

These upwardly mobile go-getters are likely to be:

- Opinionated
Professionals
Single or with young families
\$2,500 monthly income earners
- Social media users
Eager to learn
Optimistic and confident
Competitive and interested in the world at large
and especially what happens at home

This audience is rising fast in their professions, wanting to globalize themselves across the continent and improve their lifestyles. They place information and education at the centre of their growth and use smart phones and social media to keep track of current affairs. They are ripe to receive the quality news for which the Mail & Guardian is renowned both at home and abroad.

Rates

Billboard 970x250:

Unit:

Cost per Month:

Homepage

US \$ 2 294

Article page unit

US \$ 2 867

Category page unit

US \$ 2 005

Square Banner (MPU) 300x250:

Unit:

Cost per Month:

Homepage

US \$ 1 834

Article page unit

US \$ 2 579

Category page unit

US \$ 1 605

Rates

Slide Banner (HPU) 300x600:

Unit:

Cost per Month:

Article page unit

US \$ 2 867

Home Page Take over:

US \$ 2 500 (per day)

Content Sponsorship:

Plain text

US \$ 402

Text with pictures

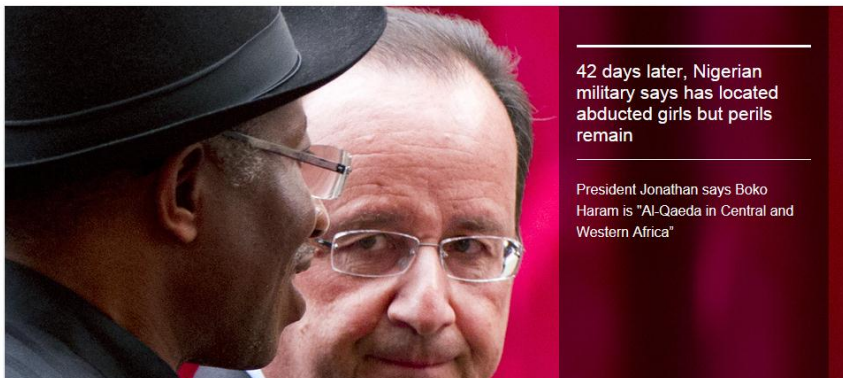
US \$ 574

Multifunctional content

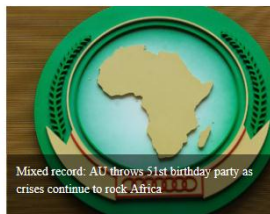
US \$ 860

Price per content piece
Content held for 2 weeks
Includes 4 social mentions

Billboard 970x250 pixels



News



FEATURES & ESSAYS



MPU 300X250 pixels

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HOME PAGE TAKE OVER

Thank you.

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