



Mail&Guardian

# DIGITAL RATE CARD 2025

 @mailandguardian

 [www.mg.co.za](http://www.mg.co.za)

# SUPPORTED AD FORMATS AVAILABLE TO PURCHASE :

## Native Advertising Packages:

- Sponsored article
- Banners (728x90px and 300x600px) that can live around the article permanently for a month. These will click through to external site.
- Banners (any size) that can live around the M&G site to drive traffic to the article. (50,000 added value impressions).
- Social Media posts (2x FB and 2xTweets) These will direct readers to the article.
- Newsletter Posts - 3 Newsletter posts of the article in a month.

- This package is R 25,000.00 for 1 article.
- This package is R 50,000.00 for 2 article.
- This package is R 60,000.00 for 3 article.
- This package is R 80,000.00 for 4 article.
- This package is R 100,000.00 for 5 article.

Ask your M&G account manager about any custom deals we can negotiate and create for you.

## Mobile:

- Mobile Leader board - 320 x 50 - R350 CPM
- Mobile Medium Rectangle - 300 x 250 - R400 CPM
- Half Page Banner - 300x600 - R400 CPM

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## Desktop:

- Half Page Banner - 300x600px - 350CPM
- Leaderboard Banner - 728x90/ 970x90px - 300CPM
- Mid Page Unit - 300x250px - 250CPM
- Billboard Banner - 970x250px - 350CPM

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## Native Outstream Video:

An 'outstream' video ad unit, is a new video advertising unit that auto plays in a large format player whenever a user navigates to it within text content (typically an article) Native Outstream Video - R400 CPM

## Pre-roll:

- Pre-roll play on selected videos placed by Mail & Guardian
- Pre-roll - R350 CPM

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# DIGITAL SUPPLEMENTS

**Package 1:** 2 Articles / Pages [ estimated cost R150 000 ]

**Package 2:** 4 Articles / Pages [ estimated cost R250 000 ]

**Package 3:** 8 Articles / Pages [ estimated cost R450 000 ]

*Our packages include client articles accompanied by banners and images. We have the capability to embed videos based on availability and specific client requests. The compiled articles are integrated into a dedicated content hub section, prominently featuring client logos for clear and distinct recognition.*

# M&G Events

- X Space **R40 000**
- Podcast (Audio) **R30 000**
- Podcast (Visual) **R65 000**
- Webinar (Online) **R75 000**
- Webinar (Hybrid) From **R150 000** excluding venue and meals

# Critical Thinking Forum(s)

- 10 to 70 delegates (estimated between R100 to R200k)
- 70 to 120 delegates (estimated between R170 to R270k)
- 120 to 250 delegates (estimated between R270 to R370k)
- 250 plus delegates (estimated from R370k plus)

# Social Media

- Facebook - **R5 000 per post**
- X (Twitter) - **R5 000 per post**
- LinkedIn - **R5 000 per post**



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EXAMPLE