




ONLINE MEDIA PACK 2024

www.africanmining.co.za

African Mining online is at the forefront of providing regular business intelligence to the mining community. We report from the coalface and like to get our boots dirty so that we can give you, the reader, the best and most relevant information to help you keep up to date with what is happening in your industry, and assist you in growing your business into Africa.

SOCIAL MEDIA		
   African Mining Publication	FB	3 524 followers
	TW	12 671 followers
	LI	4 967 followers





AUDIENCE OVERVIEW	COUNTRY BREAKDOWN	AFRICAN BREAKDOWN
Users: 45 135	Canada 68.69%	Southern Africa 26.36%
Pageviews: 196 985	Australia 66.20%	Eastern Africa 29.82%
Avg. Session Duration: 01:12:00	South Africa 60.58%	Western Africa 32.54%
	Zimbabwe 60.38%	Middle Africa 31.43%
	Germany 59.84%	Northern Africa 30.86%

*Google analytics: August 20202 - July 2023

WEBSITE BANNER

ALL RATES VALID: 1 OCTOBER 2023 - 30 SEPTEMBER 2024

All rates exclude agency commission and VAT. Bookings do not guarantee editorial placements.

 WEB BANNER	Size: 300 x 250 pixels	R14 800.00 per year
 SPONSORED CONTENT	coverage for 2 months	R6 400 each
 SOCIAL MEDIA CAMPAIGN	includes 1 x post on LinkedIn, Facebook and Twitter	R1 700 per campaign
 FEATURE, PROJECT, PRODUCT PRINT LOGO OR WEB LINK		R5 700.00 per issue (month)

SPECIFICATIONS

- Payment required in full before advert goes live
- Material to be provided in JPEG, PNG or GIF format
- The sections that adverts can be placed:
 - News (African Buzz)
 - Events
 - Business / Hard Issue
 - Risk Management
 - Country in Focus
 - In Conversation With
 - Directory



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BULLETIN BANNER

All rates exclude agency commission and VAT. Bookings do not guarantee editorial placements.

Bulletin banner - 2 bulletins a month Size: 300 x 250 pixels or 700 x 150 pixels	12 insertions	R7 400.00 per insertion
	24 insertions	R6 500.00 per insertion
	48 insertions	R5 700.00 per insertion
Newsletter editorial		R2 200 per blast

Audience overview

Open rate: 11.89%
Click-to-Open: 21.39%
Delivered: 19 146
Countries: 43
Cities: 170

SPECIFICATIONS

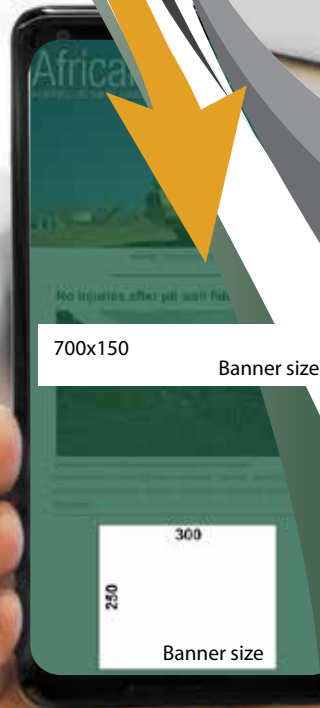
- Payment required in full before advert is inserted into bulletin
- Material to be provided in JPEG, PNG or GIF format

PRODUCT BLAST | R10 800



SPECIFICATIONS

- Payment required in full. (COD)
- Material to be provided in JPEG, PNG or GIF format
- Request information on the target market
- Average send: 22 634
- Open rate: 7.7%



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