



Rate Card 2022

Online Advertising

Promote your brand to our young, aspirational audience who are determined to make a success of their lives.

Portal Publishing Monthly Readership 2022



UNIQUE BROWSERS
+/- 5 MILLION PER MONTH



VISITS
+/- 10 MILLION PER MONTH



PAGE VIEWS
+/- 14 MILLION PER MONTH



NEWSLETTER AUDIENCE
+/- 180 000 SUBSCRIBERS

Our numbers have trippled to 5 million browsers per month.



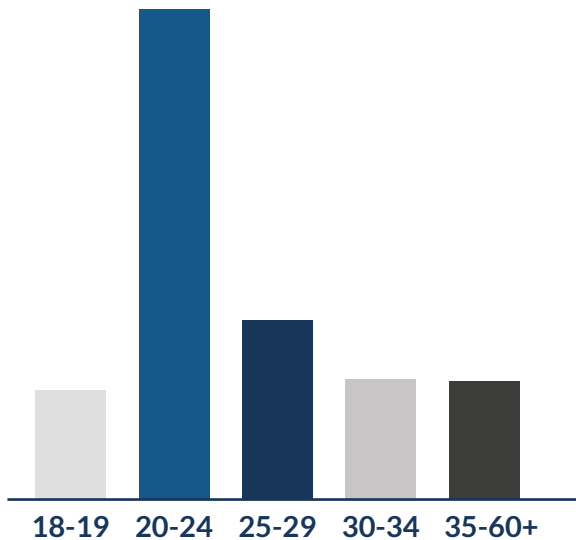
Demographics

 NARRATIVE

Compiled independently by Narrative on behalf of the IAB SA

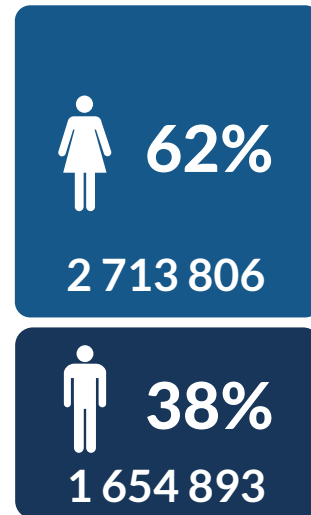
Age

85% of our readers are aged 18 to 34

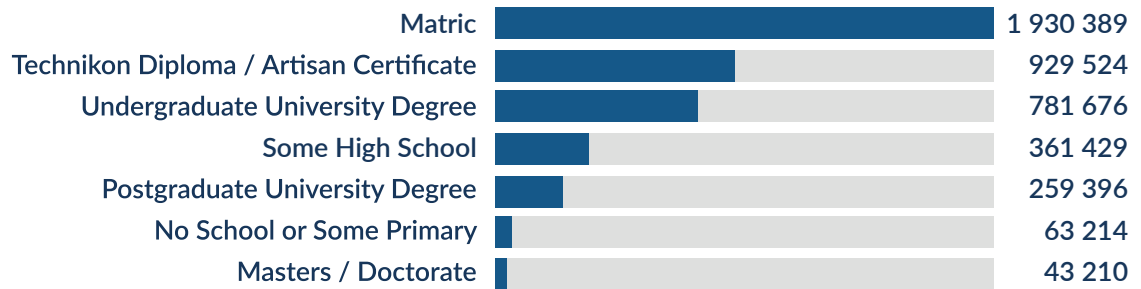


Gender

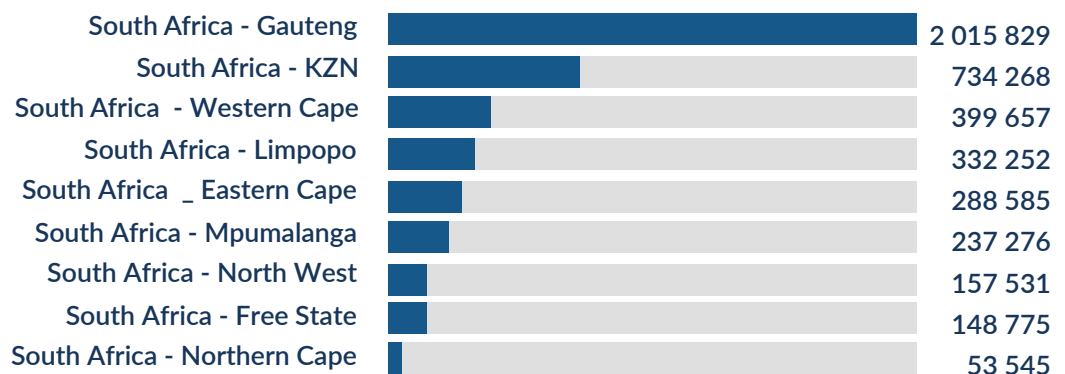
The majority of our readers are female



Education Level (Africa)



Region / Provinces



What we offer

Our monthly campaigns include:



Banners

250 000 Banner impressions throughout the site as well as on Home Page.



Promotional Mailers

Dedicated mailer per month to email readers who has subscribed to receive Careers Portal Emails.



Editorials

Option to publish editorials.

2022 Rates

Book one of our campaigns below and ensure online visibility to our audience

1 MONTH

Month to Month R9900 per month

- ✓ 250 000 banner impressions
- ✓ 1 dedicated Mailer to over 200 000 subscribers
- ✓ Article Submission

3 MONTH

3 Month Campaign R9500 per month

- ✓ 250 000 banner impressions
- ✓ 1 dedicated Mailer to over 200 000 subscribers
- ✓ Article Submission

6 MONTH

6 Month Campaign R8900 per month

- ✓ 250 000 banner impressions
- ✓ 1 dedicated Mailer to over 200 000 subscribers
- ✓ Article Submission

12 MONTH

12 Month Campaign R8000 per month

- ✓ 250 000 banner impressions
- ✓ 1 dedicated Mailer to over 200 000 subscribers
- ✓ Article Submission