One consolidated voice for the South African refrigeration market, looking at every link in the cold chain – not only locally, but internationally too. From the producer link to export, wherever refrigeration is involved in the perishable supply chain, that’s where we’ll be. Projects, events, news, expert opinions and more – this is the place to be.

**SOCIAL MEDIA HANDLES**

- @ColdLinkAfrica 128 likes
- @ColdLinkAfrica 559 followers
- @Cold Link Africa 1 886 connections

**AUDIENCE OVERVIEW**

<table>
<thead>
<tr>
<th>Users: 9 185</th>
<th>Pageviews: 24 081</th>
<th>Avg. Session Duration: 01:44</th>
</tr>
</thead>
</table>

**COUNTRY BREAKDOWN**

- South Africa - 4.37%
- United States - 11.87%
- United Kingdom - 5.32%
- Australia - 4.00%
- France - 3.21%

**AFRICAN BREAKDOWN**

- Southern Africa - 92.73%
- Eastern Africa - 4.73%
- Western Africa - 1.75%
- Northern Africa - 0.46%
- Central Africa - 0.32%

**WEBSITE BANNERS**

**ALL RATES VALID: 1 OCTOBER 2019 - 30 SEPTEMBER 2020**

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

- **WEB BANNER**
  - Size: 200 x 127 pixels
  - R12 300.00 per year

- **FEATURE, PROJECT, PRODUCT PRINT LOGO OR WEB LINK**
  - R4 800.00 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
  - Projects
  - Import and Export
  - Production and Processing
  - Warehousing and Storage
  - Transport
  - Retail
  - Refrigerants
  - Refrigeration
  - Skills and training
  - Industry Matters
  - HEVAC&R Online Directory
MONTHLY NEWSLETTER

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

<table>
<thead>
<tr>
<th>Size Description</th>
<th>Rate per Insertion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter banner, 220 x 660 pixels (once a month)</td>
<td>R5 100.00</td>
</tr>
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<td>Newsletter banner, 660 x 220 pixels (once a month)</td>
<td>R5 100.00</td>
</tr>
<tr>
<td>Newsletter banner, 300 x 250 pixels (once a month)</td>
<td>R3 800.00</td>
</tr>
</tbody>
</table>

AUDIENCE OVERVIEW

Avg send: 491 (Sept 2018 – Aug 2019)
Open rate: 17.7%
CTR (Click Through Rate): 5.0%
Countries: 11
Cities: 22

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