

ONLINE MEDIA PACK 2021

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



2 213 likes

10 896 followers

African Mining Publication

1 543 connections

AUDIENCE OVERVIEW

Users: 20 345

Pageviews: 87 193

Avg. Session Duration: 01:04

COUNTRY BREAKDOWN

South Africa - 52.19%

United States - 9.05%

United Kingdom - 4.28%

Australia - 2.5%

France - 2.4%

AFRICAN BREAKDOWN

Southern Africa - 87.42%

Eastern Africa - 5.11%

Western Africa - 5.28%

Central Africa - 1.55%

Northern Africa - 0.65%

*Google analytics: September 2019 - August 2020

WEBSITE BANNER

ALL RATES VALID: 1 OCTOBER 2019 - 30 SEPTEMBER 2021

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

WEB BANNER	Size: 300 x 250 pixels	R12 300.00 (2019 rate) per year
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FEATURE, PROJECT, PRODUCT PRINT LOGO OR WEB LINK	R4 800.00 per issue (month)
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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	R6 100.00 per insertion
	24 insertions	R5 400.00 per insertion
	48 insertions	R4 800.00 per insertion

Audience overview

Open rate: 7.79%
 Click-to-Open: 15.83%
 Delivered: 2579
 Countries: 24
 Cities: 48

SPECIFICATIONS

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

PRODUCT BLAST | R9 000



SPECIFICATIONS

- Payment required in full. (COD)
- Material to be provided in JPEG, PNG or GIF format
- Request information on the target market
- Average send: 18 869
- Click-to-open: 12.67%



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