

# Plumbing AFRICA

## ONLINE MEDIA PACK 2021

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



Plumbing online is at the forefront of providing regular business intelligence to the plumbing community. We report from the kitchens and construction sites, and like to get our boots muddy 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 through innovative products and business opportunities.

SOCIAL MEDIA	
	1 440 followers
	883 followers
	14 followers
Plumbing Africa Publication	

AUDIENCE OVERVIEW	COUNTRY BREAKDOWN	AFRICAN BREAKDOWN
Users: 60 077	South Africa - 80.73%	Southern Africa - 97.73%
Pageviews: 151 681	United States - 3.60%	Eastern Africa - 1.58%
Avg. Session Duration: 01:48	Poland - 1.87%	Western Africa - 0.44%
	India - 1.58%	Northern Africa - 0.18%
	United Kingdom - 1.20%	Central Africa - 0.07%

\*Google analytics, September 2019 - August 2020

### WEBSITE BANNERS

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 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
  - Events
  - Projects
  - Personality Profile
  - Local Manufacturing
  - Technical
  - Plumbing Engineering
  - Sanitation for Health
  - Water Reticulation in Buildings
  - African Energy
  - Environment
  - Business
  - Contributor
  - Official Bodies
  - CPD
  - Training
  - Plumbing Online Directory



# Plumbing

AFRICA



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### MONTHLY NEWSLETTER

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

 Newsletter banner Size: 700 x 150 pixels (once a month)	R5 100.00 per insertion
 Newsletter banner Size: 300 x 250 pixels (once a month)	R3 800.00 per insertion

### AUDIENCE OVERVIEW

Open rate: 8.44%  
Click-to-Open: 23.86%  
Delivered: 3876  
Countries: 15  
Cities: 35

### SPECIFICATIONS

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

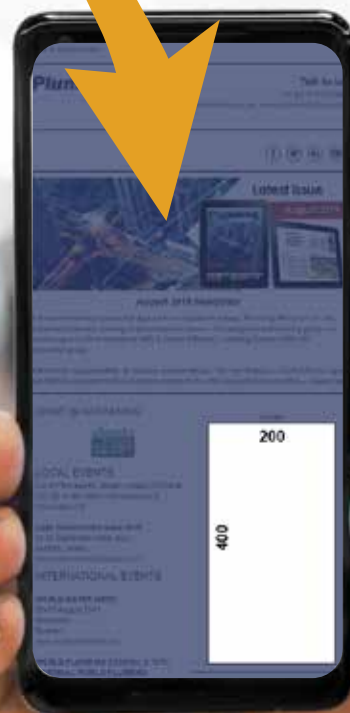
### PRODUCT BLAST

R4 800

**NEW**

### SPECIFICATIONS

- Payment required in full. (COD)
- Material to be provided in JPEG, PNG or GIF format
- Request information on the target marketAvergae send: 5569
- Click-to-open: 16.42%



### INTERACT MEDIA DEFINED

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