

ONLINE MEDIA PACK 2021

www.hvacronline.co.za



HVACR Online brings you the latest HEVAC&R industry news for the African market (and beyond), looking at Heating, Energy, Ventilation, Air Conditioning, and Refrigeration (HEVAC&R). What is happening in the HEVAC&R industry here in South Africa as well as the rest of the continent? From projects to event news and everything in between, we get it first so you can stay up to date.

SOCIAL MEDIA	
	784 followers
	2 271 followers
	72 followers
Raca Journal Publication	

AUDIENCE OVERVIEW	COUNTRY BREAKDOWN	AFRICAN BREAKDOWN
Users: 50 198	South Africa - 34.69%	Southern Africa - 92.85%
Pageviews: 96 584	United States - 18.57%	Eastern Africa - 3.19%
Avg. Session Duration: 01:11	India - 9.27%	Northern Africa - 2.15%
	United Kingdom - 4.04%	Western Africa - 1.578%
	Australia - 2.50%	Central Africa - 0.23%

*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 & Exhibitions
 - Heating
 - Air Conditioning
 - Ventilation
 - Refrigeration
 - Energy
 - Refrigerants
 - Contributor
 - Industry matters
 - Skills and Training
 - Projects
 - Personality
 - Local Manufacturing
 - HEVAC&R Directory



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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: 7.34%
Click-to-Open: 23.55%
Delivered: 4532
Countries: 22
Cities: 49

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 market
- Average send: 6971
- Click-to-open: 14.24



INTERACT MEDIA DEFINED

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