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

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>784</td>
</tr>
<tr>
<td>Twitter</td>
<td>2,271</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>72</td>
</tr>
</tbody>
</table>

### AUDIENCE OVERVIEW

**Country Breakdown**

- South Africa: 34.69%
- United States: 18.57%
- India: 9.27%
- United Kingdom: 4.04%
- Australia: 2.50%

**African Breakdown**

- Southern Africa: 92.85%
- Eastern Africa: 3.19%
- Northern Africa: 2.15%
- Western Africa: 1.57%
- Central Africa: 0.23%

### WEBSITE BANNERS

**All Rates Valid: 1 October 2019 - 30 September 2021**

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

<table>
<thead>
<tr>
<th>BANNER TYPE</th>
<th>SPECIFICATION</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Banner</td>
<td>Size: 300 x 250 pixels</td>
<td>R12 300.00 per year</td>
</tr>
<tr>
<td>Feature, Project, Product, Print Logo, or Web Link</td>
<td></td>
<td>R4 800.00 per issue (month)</td>
</tr>
</tbody>
</table>

### 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
## MONTHLY NEWSLETTER

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

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter banner</td>
<td>R5 100.00 per insertion</td>
</tr>
<tr>
<td>Size: 700 x 150 pixels (once a month)</td>
<td></td>
</tr>
<tr>
<td>Newsletter banner</td>
<td>R3 800.00 per insertion</td>
</tr>
<tr>
<td>Size: 300 x 250 pixels (once a month)</td>
<td></td>
</tr>
</tbody>
</table>

### 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

- 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

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**INTERACT MEDIA DEFINED**

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