

ONLINE MEDIA PACK 2021

www.timberiq.co.za



Timber iQ online brings our readers all things design and construction in the world of timber. From saw-milling right through to installation and maintenance of timber, we've got you covered. Keeping up with the latest trends, designs and relevant topics is our top priority, so that we keep our readers informed.

SOCIAL MEDIA	
	1 317 followers
	1 093 followers
	14 followers
Timber iQ	

AUDIENCE OVERVIEW	COUNTRY BREAKDOWN	AFRICAN BREAKDOWN
Users: 3 293	South Africa - 66.23%	Southern Africa - 95.99%
Pageviews: 10 208	United States - 7.76%	Eastern Africa - 2.76%
Avg. Session Duration: 02:16	United Kingdom - 2.66%	Western Africa - 0.94%
	Malaysia - 1.66%	Northern Africa - 0.13%
	India - 1.54%	Central Africa - 0.18%

*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
 - Features
 - Personality Profile
 - Projects
 - Talking Timber
 - Wood Wise
 - Directory





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MONTHLY NEWSLETTER

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

	Newsletter banner Size: 300 x 250 pixels (once a month)	R4 800.00 per insertion
	Newsletter banner Size: 700 x 150 pixels (once a month)	R per insertion

AUDIENCE OVERVIEW

Subscribers: 1 500

Open rate: 16.9%

CTR (Click Through Rate): 1.9%

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: 6310
- Click-to-open: 13.0%



INTERACT MEDIA DEFINED

13A Riley Road, Bedfordview, 2007, South Africa

Tel: +27 (0) 11 579 4940

Email: sales@interactmedia.co.za

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