

Introduction

The *Mail & Guardian Online* is one of the country's **top five biggest** websites. It was the first internet-based news publication in Africa. Launched in early 1994, it is reputed internationally for its quality content. The *M&G Online* has received numerous accolades and awards, including receiving a Webby Award ("The Oscars of Internet") Honourable mention in 2005 and being voted one of the world's top 175 websites by Forbes.com.



Client testimonial

"When generating leads we look for an online partner who is showing steady growth and provides high quality leads. By being innovative and pro-active M&G Online have proved to be an ideal online partner. Leads generated by M&G Online are increasing steadily and deliver an above average conversion rate, resulting in an above average ROI. We attribute this above average conversion rate to the type of reader that is attracted to the M&G brand."

- Outsurance Online Marketing Dept

Readership profile

The *M&G Online* appeals to the top LSMs, including the political and business classes as well as the country's intelligentsia. The publication attracts a readership that is above market aggregate in both the **income** and **education** categories.

Readership

- ✔ More than **581 000 readers/unique browsers** per month;
- ✔ More than **3 875 000 impressions**;
- ✔ About **18 000 users** receive e-mail HTML newsletters daily;
- ✔ About **2 200 users** receive e-mail text newsletters daily.

Audited by OPA Nielsen//NetRatings Nov 2006

Education

- ✔ Our readers are **highly educated**.
- ✔ A total of **70%** of *M&G Online* readers have a postgraduate degree, bachelor's degree or associate degree or diploma.
- ✔ We outperform the market aggregate in the education category.

Mail & Guardian Online	%
Some further education college	17%
Associate degree or diploma	16%
Bachelor's degree	23%
Postgraduate degree	31%

Market aggregate	%
Some further education college	22%
Associate degree or diploma	20%
Bachelor's degree	17%
Postgraduate degree	22%

Nielsen//NetRatings May 2006

Household income

- ✔ Most of our readers are in the **top income bracket**.
- ✔ We consistently outperform the market aggregate in the income category
- ✔ **23%** of readers' household income is R400 000 or more.
- ✔ **43%** of readers have satellite dishes.
- ✔ **55%** own the house they live in.
- ✔ **94%** own cell phones.

Mail & Guardian Online	%
R250 001 - R300 000	6%
R300 001 - R350 000	5%
R350 001 - R400 000	5%
R400 000 or more	23%

Market aggregate	%
R250 001 - R300 000	6%
R300 001 - R350 000	6%
R350 001 - R400 000	6%
R400 000 or more	19%

Nielsen//NetRatings May 2006

Age

- ✔ Most of our readers are in the age bracket **18 to 29 and 30 to 39**.

Mail & Guardian Online	%
Under 18	2%
18-29	30%
30-39	28%
40-49	21%
50-59	14%

Nielsen//NetRatings May 2006

Gender

Mail & Guardian Online	%
Male	62%
Female	38%

Geographic breakdown

Mail & Guardian Online	%
Inside SA	69%
Outside SA	31%

Nielsen//NetRatings May 2006

Occupation

What are the main employment sectors for M&G Online users?

- ✓ 28% professional
- ✓ 16% executive/managerial
- ✓ 13% clerical/administrative
- ✓ 11% finance, insurance or real estate
- ✓ 9% education
- ✓ 7% self-employed
- ✓ 7% communication
- ✓ 5% technical
- ✓ 5% students

- Nielsen//NetRatings May 2006

Ad Rates

Advertising campaigns are monitored and priced per impression. An impression is the number of times your advertisement is seen by viewers.

Creative Size	Max kb size	Rate card rate (per imp)
Fat banner 468 X 120	18kb	25c
Expanding Fat Banner 468 x 120/300	20kb	30c
Billboard 728 X 90	22kb	25c
Premium Big billboard 768 X 120	26kb	30c
Content box 468 X 60 pixels	18kb	15c
Skyscraper 120 x 600 pixels	18kb	25c
i-catchers 160 x 160 pixels	14kb	20c
Island ads 220 x 240 pixels	16kb	20c
Premium big pop under 720 x 300	25kb	35c
Advertising links (text)	N/A	R10 000 per month
Online services links	N/A	R10 000 per month

Pricing example of an average online advertising campaign:

Creative	Rate Card rate	Number of imp.	Total Cost
Island Ad 220x240	20c	100 000	R20 000

Advert placing examples

Normal Ads

(a) Billboards 768X60 & banners 468X60

Billboards and banners are usually situated at the top of each page, but banners can be situated within content too (homepage and section pages). They are an eye-catching choice with good response rates.

(b) Island ads 220X240

These are positioned within content areas, such as articles and sub-section homepages. Very effective advertisement, due to the large size. Guarantees maximum exposure.

This screenshot shows the Mail & Guardian online homepage. At the top, there is a large banner ad (AD 600 X 60) with the text 'Thinking he made his name...'. Below the banner, there are several smaller ads (AD 120 X 120) placed within the content area. On the right side, there are vertical ads (AD 120 X 600) and (AD 120 X 120) placed in the sidebar. The page layout includes a navigation menu on the left and a main content area with various news articles and images.

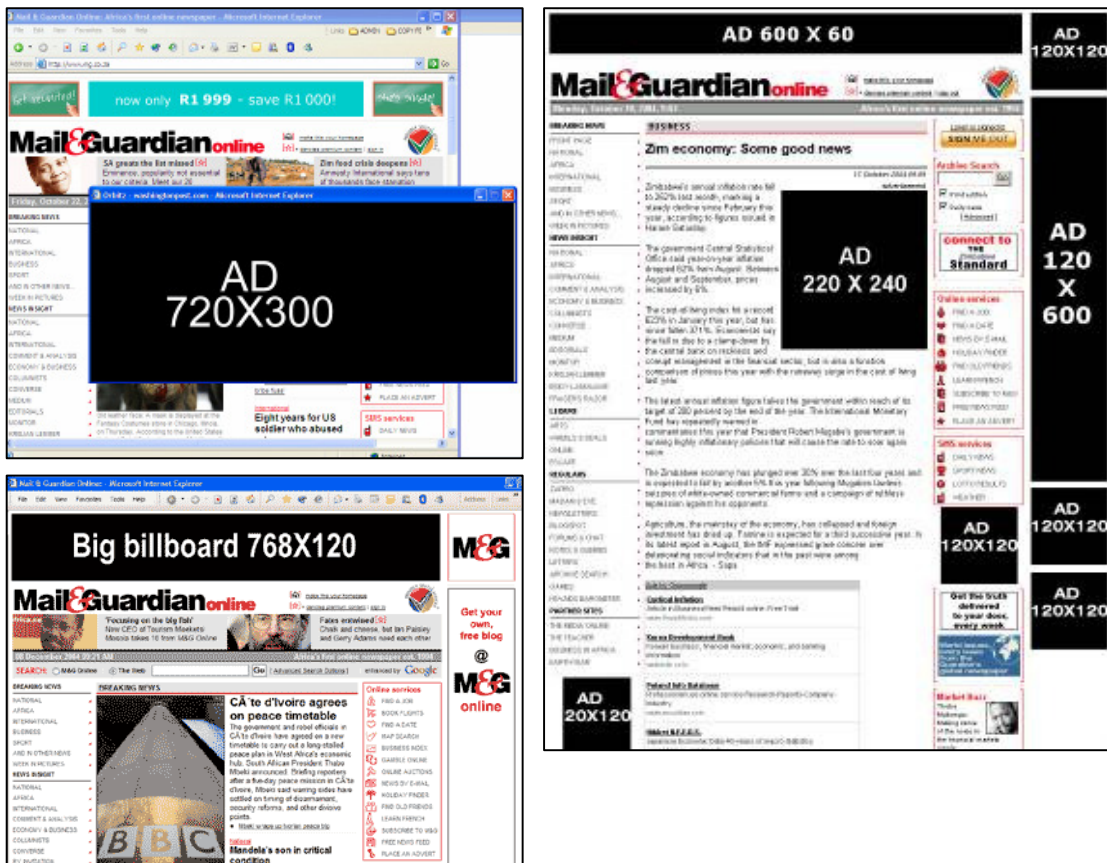
This screenshot shows the Mail & Guardian online business section. At the top, there is a large banner ad (AD 600 X 60) with the text 'AD 600 X 60'. Below the banner, there are several smaller ads (AD 220 X 240) placed within the content area. On the right side, there are vertical ads (AD 120 X 600) and (AD 120 X 120) placed in the sidebar. The page layout includes a navigation menu on the left and a main content area with various business news articles and financial data.

(c) Big buttons 120X120

Positioned within navigational areas, buttons are an attractive and cost-effective choice.

(d) Skyscrapers 120X600

Situated on the right-hand side of the page, skyscrapers are one of the largest standard advert formats. Skyscrapers typically have one of the highest audience impact and thus the highest response rates. Flash is recommended to animate these ads.



(e) Pop unders/overs

Independent windows that “pop up” above the requested page. Pop-ups have a very high engagement level since they are “above” other pages and cannot get lost in content.

Premium ads

(a) Big billboard 768X120

A very big, eye catching advert situated at the top of each page, these big banners are the eye-catching choice.

(b) Big pop under 720 x 300
















A very popular choice with major content sites in the US. This is a very big and striking ad, allowing you to get your full message across. Flash recommended, but not essential.

Advertising links

(a) Online services

Prominently featured site-wide, this block of eye-catching icons entice the reader to click through to your online business. Featured in the right navigation column on almost every page, you can choose to purchase presence on just the home page, the secondary pages, or both. These are also featured in our daily HTML newsletter that is distributed to more than 10 000 subscribers a day.

Online services

-  FIND A JOB
-  PROPERTY
-  INT'L FLIGHTS
-  FIND A DATE
-  HOLIDAY FINDER
-  FIND OLD FRIENDS
-  EASY INFO
-  ONLINE GAMBLING
-  FREE E-MAIL
-  NEWS BY E-MAIL
-  LEARN FRENCH
-  BUSINESS SEARCH
-  SUBSCRIBE TO M&G
-  FREE NEWS FEED
-  PLACE AN ADVERT



The screenshot shows the Mail & Guardian online website. On the left, there is a sidebar with a list of 'Online services' including: FIND A JOB, PROPERTY, INT'L FLIGHTS, FIND A DATE, HOLIDAY FINDER, FIND OLD FRIENDS, EASY INFO, ONLINE GAMBLING, FREE E-MAIL, NEWS BY E-MAIL, LEARN FRENCH, BUSINESS SEARCH, SUBSCRIBE TO M&G, FREE NEWS FEED, and PLACE AN ADVERT. The main content area features a search bar, a 'BREAKING NEWS' section with a photo of children in traditional Indian attire, and two news articles: 'Mugabe takes another step towards tyranny' and 'Google throws down gauntlet to Microsoft'. The 'Online services' sidebar is highlighted with a green border.

(b) Text links

Featured at the bottom of every article, these text links provide a brief one- or two-line teaser of your product or service, and link directly to your site.

ADVERTISING LINKS

- ➔ **Private Property Listings** List your property with us or search for a property. No estate agent's commission
- ➔ **News on your desktop** Get all the latest headlines -- download and install *M&G Online's NewsFlash*
- ➔ **Download digital Mail & Guardian** Receive an exact digital replica of the newspaper online and save -- it's cheaper online!

[Advertise your business here](#)

The screenshot shows the Mail & Guardian online website interface. The main article is titled "Mercedes-Benz up their game" by Gavin Foster, dated 01 September 2009 08:00. The article text describes the introduction of new V6 diesel and petrol models into the C-Class range, highlighting the C230 Kompressor and the C360. A photograph of a silver Mercedes-Benz C-Class car is included. At the bottom of the article, there is a green-bordered box titled "ADVERTISING LINKS" containing the same three promotional links seen in the separate box above: "Private Property Listings", "News on your desktop", and "Download digital Mail & Guardian". The website also features a navigation menu on the left, a search bar at the top, and various service links on the right.

Advertising online

Awareness

- ☞ The internet is an ideal medium for measuring a promotional branding campaign.
- ☞ The interactive nature of the internet allows advertisers to measure the effect of their campaigns in ways that traditional branding media alone -- television, radio and print -- cannot offer. In addition, the internet allows for integrated online and offline promotions to reach your target market.
- ☞ Promotions are an age-old marketing strategy. While traditional methods continue to produce solid results, new methods are constantly being deployed. The internet has emerged as a focal point for promotions and offers speed, economy and target and track ability unmatched by other media.

Action

Internet advertising is uniquely suited to drive consumer action. Combining traditional direct marketing strategies with the timeliness, precise targeting, and measurement abilities of the internet gives advertisers a unique opportunity to drive consumer response.

Traffic

If the advertising objective is to drive traffic to a website, online technology achieves superior results. It consistently tracks each campaign so that it reaches people more likely to click or respond to a banner ad served over our network of websites. We provide multiple platforms across which we can drive traffic to a site.

Conversions

Advertisers are continually searching for a way to provide a measurable return on their investment.

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