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greeneconomy.media

South
Africa's
leading
green
economy
portal



MEDIA KIT 2022

AUDIENCE

KEY SECTORS

- Infrastructure and building
- Energy
- Food and agriculture
- Mining and Industry
- Transport and mobility
- Waste and circular economy
- Business and investment
- Technology
- Water

READERSHIP

- Executives at JSE-listed companies and subsidiaries
- Executives at large and medium-size private companies
- Central, regional and local government departments
- Practitioners at green economy related professional firms
- Members of green economy related associations
- Attendees of green economy related events

360 DEGREE ADVERTISING PACKAGES

Content marketing

- Advertiser content is scheduled and posted on home page, related subsector page and in our weekly newsletter
- Posts are promoted across our social media platforms
- Quantity of actions linked to package scale and price

Advertiser landing pages

- Profile page with links, images, videos and embedded elements from client's website
- Our team is standing by to create best-of-breed pages

Branding (sends browsers directly to your website)

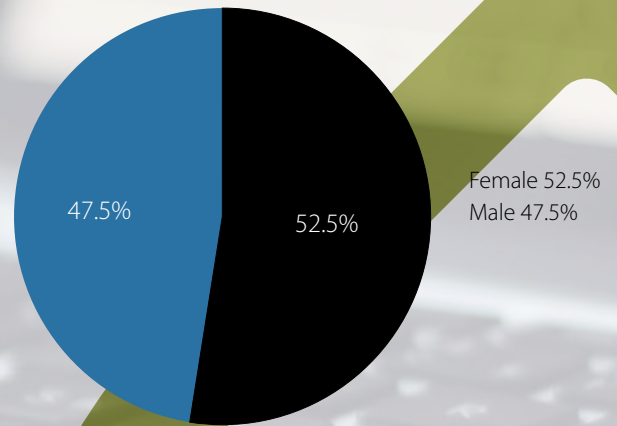
- Side banners are unique to all pages within a subsector
- Side banners rotate and change position so all advertisers receive the same exposure
- All home page advertisers appear on related subsector pages
- Banners link to client page on GreenEconomy.Media, and from there to client's website

Top 10 countries

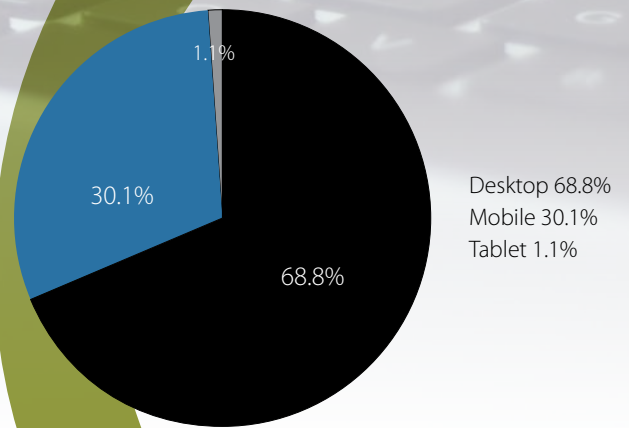
South African audience at 54%



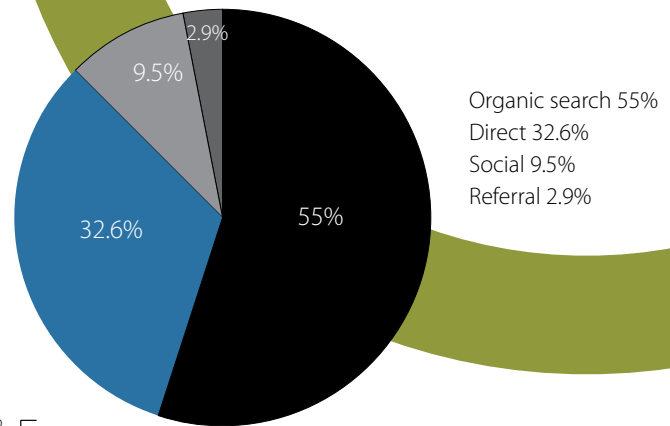
Readers



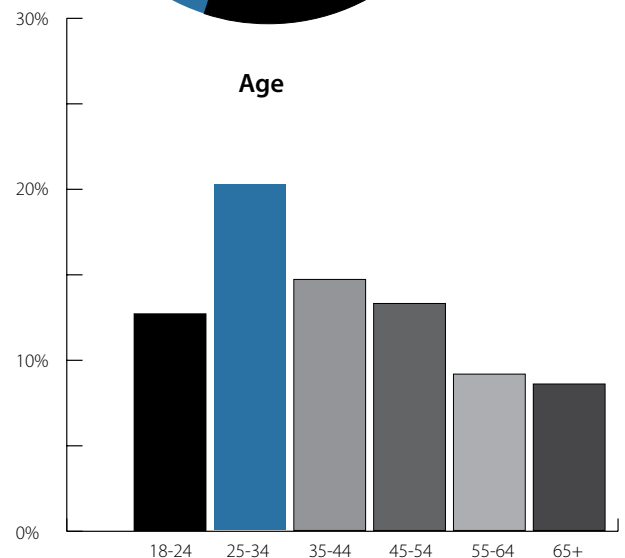
Devices



Top acquisition channels



Age





GreenEconomy.Media communicates the fundamental issues, promotes best practice and facilitates the action needed for a more environmentally responsible future.

TECHNICAL SPECIFICATIONS

Website advertisements

Top and middle banner size: 970 x 90 pixels
Side banner size: 250 x 250 pixels

Newsletter marketing

Newsletter side banners: 130 x 130 pixels

We plan unparalleled strategies to meet your objective and reach our captive audience: your target market.

ADVERTISING PACKAGES

WEBSITE SPONSORS

- Top banner position at R18 500 per month

WEBSITE PARTNERS

- Middle banner position at R10 500 per month

HOME PAGE ADVERTISING

- Side banners on home page + related subsector pages
- One of five banners rotating x four (total of 20 slots)
- Side banner positions at R5 950 per month

SUBSECTOR PAGE ADVERTISING

- Side banners are unique to all pages within a subsector
- Four x five side banner positions per subsector (total of 20 slots)
- R3 950 per month on a six-month contract

NEWSLETTER MARKETING

- One x mailer = R1 950
- Two x mailers = R2 500
- Three x mailers = R3 200
- Four x mailers = R4 500



ENQUIRIES

alexis@greeneconomy.media

SUBSCRIBE TO NEWSLETTER



PLANS	SECTOR PAGE ADVERTISING	HOME PAGE ADVERTISING	WEBSITE PARTNER PACKAGE	WEBSITE SPONSOR PACKAGE
PRICE PER MONTH	R3 950	R5 950	R10 950	R18 500
BANNER POSITION	SIDE	SIDE	MIDDLE	TOP
BANNER SHAPE	SQUARE	SQUARE	RECTANGULAR	RECTANGULAR
PAGE	ALL SECTOR PAGES	HOME PAGE + 1 SUB-SECTOR	ALL PAGES THROUGHOUT	ALL PAGES THROUGHOUT
MINIMUM CONTRACT	6 MONTHS	6 MONTHS	3 MONTHS	3 MONTHS
VIDEO CONTENT	✓	✓	✓	✓
THOUGHT LEADERSHIP	✗	✗	✓	✓
CASE STUDIES	✓	✓	✓	✓
NEWS ITEMS	✗	✗	✓	✓