



Womenontop.co.za is devoted to helping women live their best lives in every way — emotionally, environmentally, physically and spiritually. We strive to deliver quality content and features which enable and enlighten women to be their best. Our rich reading includes everything from integrative health, business and climate change to yoga. Womenontop.co.za is your resource for mindfulness and is a dedicated guide to personal growth, career change and wellness.



Website Display

<u>Ad type</u>	<u>Ad size</u>	<u>CPM</u>
Leader board	728x90	R300
Medium rectangle	300x250	R350
Half Page	300x600	R375
Double banner	490x120	R200

Homepage Take-over – on request

Sponsorship of category – on request



Mobile Display

<u>Ad type</u>	<u>Ad size</u>	<u>CPM</u>
Mobi rectangle	300x50	R90
Mobi rectangle	300x100	R90
Mobi rectangle	300x250	R120
Half Page	300x600	R150



Social Media mentions

<u>Network</u>	<u>Ad size</u>
Facebook	440w x 220h
Linkedin	440w x 220h
Twitter	1200w x 630h
Instagram	1080w x 1080h

Timing: Per week

Rate: R2,500

** Can include a caption of approximately 15-30 word blurb + link*



Newsletter banners – cost per insert

<u>Ad type</u>	<u>Ad size</u>	<u>Insert</u>
Across page	728x90	R800
Medium rectangle	300x250	R500
Double banner	490x100	R300

** Frequency weekly*





Homepage feature box

Headline	5-8 words
Header image	730x300
Full article	
Social media mentions for the day on all platforms	
▶ Facebook	440w x 220h
▶ LinkedIn	440w x 220h
▶ Twitter	1200w x 630h
▶ Instagram	1080w x 1080h

Timing: 1 week

Rate: R3,500 once-off

** The full article can include a images, gallery, or video within the body*



Press release

Full article

Image & headline

Timing: once-off

Rate: R1,500 once-off

** The full article can include a images, gallery, or video within the body*



Event Promotion

A press release to feature on the homepage for 1 week

Weekly social media mentions on all platforms

- Facebook 440w x 220h
- LinkedIn 440w x 220h
- Twitter 1200w x 630h
- Instagram 1080w x 1080h

Full event listing

- Venue details
- Contact information
- Link to a registration or booking page

Timing: 1 Month

Rate: R4,000 once-off

** All releases can include images, a gallery, or video within the body*



Competition

A press release to feature on the homepage for 1 week

Weekly social media mentions on all platforms to drive entries

- Facebook 440w x 220h
- LinkedIn 440w x 220h
- Twitter 1200w x 630h
- Instagram 1080w x 1080h

Custom competition page hosted within a relevant category

- Prize details
- Entry details
- T&C

Timing: 1 Month

Rate: R8,500 once-off

** All releases can include images, a gallery, or video within the body*



WOT12 - Press Package

12 Press release credits

12 Social Media mentions on all platforms

- Facebook 440w x 220h
- LinkedIn 440w x 220h
- Twitter 1200w x 630h
- Instagram 1080w x 1080h

Shared in the weekly newsletter
Monthly campaign report

Timing: 1 year

Rate: R10,200 once-off or R1,020 per month

** All releases can include images, a gallery, or video within the body*



WOT24 - Press Package

24 Press release credits

24 Social Media mentions on all platforms

- Facebook 440w x 220h
- LinkedIn 440w x 220h
- Twitter 1200w x 630h
- Instagram 1080w x 1080h

Permanent 300x150 ad-block on a relevant category +
click through link

Shared in the weekly newsletter

Monthly campaign report

Timing: 1 year

Rate: R23,500 once-off or R2,350 per month

** All releases can include images, a gallery, or video within the body*



WOT50 - Press Package

50 Press release credits

50 Social Media mentions on all platforms

- Facebook 440w x 220h
- LinkedIn 440w x 220h
- Twitter 1200w x 630h
- Instagram 1080w x 1080h

Permanent 300x150 ad-block on a relevant category +
click through link

Gallery showcasing products + link to “Buy” button

Shared in the weekly newsletter

Monthly campaign report

Timing: 1 year

Rate: R45,800 once-off or R4,580 per month

** All releases can include images, a gallery, or video within the body*

Distribute your news targeted toward all female s in South Africa to our site, as well as our subscribers throughout South Africa.

I look forward to working with you and assure you of my commitment to quality service at all times.

Contact: sales@womenontop.co.za

