

Plumbing

AFRICA

ONLINE MEDIA PACK 2024

www.plumbingafrica.co.za



Plumbing online is at the forefront of providing regular business intelligence to the plumbing community. We report from the kitchens and construction sites, and like to get our boots muddy so that we can give you, the reader, the best and most relevant information to help you keep up to date with what is happening in your industry, and assist you in growing your business through innovative products and business opportunities.

SOCIAL MEDIA HANDLES



Plumbing Africa Publication

FB	2 963 followers
TW	1 212 followers
LI	1 635 followers
IG	628 followers


AUDIENCE OVERVIEW	COUNTRY BREAKDOWN		AFRICAN BREAKDOWN	
Users: 44 445	South Africa	81.36%	Southern Africa	76.18%
Pageviews: 127 848	United States	04.60%	Eastern Africa	01.22%
Avg. Session Duration: 01:30:00	Netherland	00.87%	Western Africa	00.30%
	India	00.82%	Northern Africa	00.13%
	Nigeria	00.80%	Middle Africa	00.04%

*Google analytics, August 2022 - July 2023

WEBSITE BANNERS

ALL RATES VALID: 1 OCTOBER 2023 - 30 SEPTEMBER 2024

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

 WEB BANNER	Size: 300 x 250 pixels	R14 800.00 per year
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 FEATURE, PROJECT, PRODUCT PRINT LOGO OR WEB LINK	R5 700.00 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:
 - Home/News
 - Events
 - Protection
 - Participation
 - Practices
 - Products
 - Projects
 - Women in Plumbing
 - Plumbing online Directory



IMAGES BY IMD AND WWW.FREEPIK.COM
LAST UPDATED: 213 SEPTEMBER 2023

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MONTHLY NEWSLETTER

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

 Newsletter banner Size: 700 x 150 pixels (once a month)	R6 200.00 per insertion
 Newsletter banner Size: 300 x 250 pixels (once a month)	R4 600.00 per insertion

AUDIENCE OVERVIEW

Open rate: 13.54%
Click-to-Open: 11.91%
Delivered: 7 314
Countries: 28
Cities: 86

SPECIFICATIONS

- Payment required in full before advert is inserted into bulletin
- Material to be provided in JPEG, PNG or GIF format

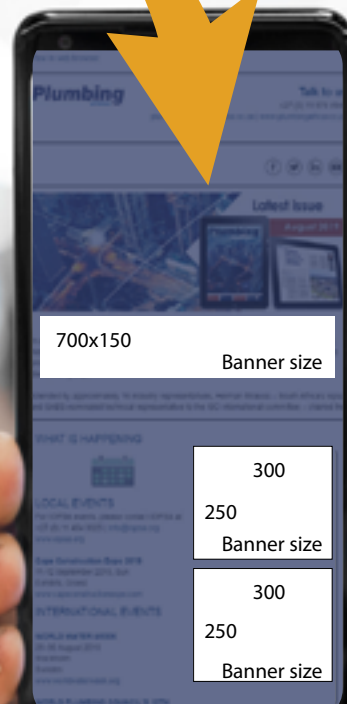
PRODUCT BLAST

R5 700



SPECIFICATIONS

- Payment required in full. (COD)
- Material to be provided in JPEG, PNG or GIF format
- Request information on the target market
- Average send: 8 596
- Open rate: 15.36%



700x150

Banner size

300

250
Banner size

300

250
Banner size

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