

CAXTON MAGAZINES DIGITAL SALES

Tap into the loyal online fan base of some of South Africa's favourite magazines with Caxton Magazines' variety of digital offerings.


Our innovative, creative digital team will help you gain access to our online communities across our brands.


CONTACT OUR SALES TEAM TODAY TO DISCUSS OUR DIGITAL OFFERINGS.


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CAXTON MAGAZINES DIGITAL RATES

ELEMENT	PLACEMENT	SIZES	CPM RATE/ COST
WEB BANNERS	Leaderboard	728 x 90	R350 CPM
	Half page	300 x 600	R350 CPM
	MPU/Island	300 x 250	R350 CPM
	Road block/Talking banners	All 3 of the above	R650 CPM
	Site take over		R1000 CPM
	Partial site take over Site skin/wallpaper	All elements on the page	R850 CPM R650 CPM
MOBILE BANNERS	Smartphone static interstitial	300 x 250	R200 CPM
	Smartphone static wide banner	320 x 50	R200 CPM
TABLET BANNERS	Leaderboard	728 x 90	R350 CPM
	Half page	300 x 600	R350 CPM
	MPU/Island	300 x 250	R350 CPM
RICH MEDIA	Pop up	550 x 480	R400 CPM
	Expanding/Overlay ads	728 x 90 push down to 728 x 415 300 x 250 expanding to 850 x 700 950 x 90 expanding to 950 x 550 300 x 600 scrolling to 3000 x 600	R400 CPM
	InRead video	Max 1920 x 1080, min 640 x 360	R420 CPM
	InBoard video InFeed content & image	Max: 200MB 1200 x 768, max: 500KB Headline: max 10 words Content/blur: max 100 words URL: video: YouTube or Vimeo	R420 CPM R170 CPM
EMAIL MARKETING	Newsletter:		R3500
	Editorial mention or banner	468 x 60, Max size: 40KB	R7500
	Promo mailers (subs base < 5000) Promo mailers (subs base > 5001)	Incl design & development R1 per email and R2500 for design & development	
DIGITORIALS	Digitorial hosting & development		*POA
NATIVE/CONTENT MARKETING	Native article creation	1 article (400 - 500 words)	R5500

ELEMENT	PLACEMENT	SIZES	CPM RATE/ COST
SOCIAL MEDIA	Facebook & Twitter standard campaign	2 Facebook posts & 2 tweets per month	R8000
	Facebook forum Facebook poll		R5000 R3500
	Social media app development		*POA
AUGMENTED REALITY	Scan print page using AR app to reveal extra content		*POA
MBASE MARKETING	SMS	160 character limit, Text/Link	*POA
	USSD		*POA
	Integration with 3rd party platforms for SMS/USSD		*POA
DIGITAL EXTENSIONS	Microsite/website development		*POA
	Sectional sponsorship		*POA
	Digital magazine interactivity		*POA
	Content syndication		*POA
	Video production & editing Ecards	Facebook 1200 x 627, Twitter 1024 x 512	*POA R1 500

***POA - Price on application**

Set of three online banners design cost: R3000

Studio design fee: R1000 per hour

Digital development fee: R850 per hour

Content creation at R1000 per hour (All costs excl content creation, except social media)

All rates are CPM (cost per thousand impressions). Rates subject to change with 2015 supplier increases. Cost is subject to client brief, activity mechanic, production requirements and editorial approval.

All prices include agency commission. All prices exclude VAT, and are subject to the standard Terms and Conditions of Caxton Magazines. If content is supplied 'booked as', no changes will be made except agreed upon other wise.