

About Politicsweb

Politicsweb is South Africa's leading politics website. It is read by editors, journalists, politicians and government officials from across the political spectrum.

Through Politicsweb advertisers can reach a high-end core audience comprising (*inter alia*) leading opinion-formers and decision-makers in politics, government and the media.

Monthly readership

According to Google Analytics over the course of June 2012 Politicsweb was accessed by 88,976 unique users, who viewed a total of 361,250 pages. The homepage meanwhile was directly viewed 75 392 times. The subscribers to our newsletters clicked through to the website at least 92 584 times according to our Mailstreams data.

Overall, according to Google Analytics, in the first six months of 2012 an average of 96 172 unique users per month accessed Politicsweb, viewing an average of some 353 217 pages. See Page 6 for readership trends.

Daily readership

Our daily headline newsletter goes out to over 12 800 subscribers every Monday to Friday (excluding public holidays.)

In May, according to data from Clickstream, an average of 7 737 unique users accessed the site every workday, viewing some 16 437 pages. The homepage was viewed an average of 3 065 times per workday with our newsletter subscribers clicking through from our newsletters an average of 4 208 times each workday.

Rates

The rate for banner advertisements on the homepage is R250CPM (25c per impression). For advertisements on our article pages (run of site) R200 CPM (20c per impression). For a static banner advertisement on our newsletter the rate is R1 540 per send. See pages 3 to 5 for the size and placements of our banners.

For politically relevant content we also offer an Information Service (iService) whereby items can be posted on the site for a set fee. See Page 7.

If you would like to get in touch please contact James Myburgh at +27 11 447 9626 or publisher@politicsweb.co.za

politicsweb

RATE CARD 2012

Demographics

Politicsweb demographic data (Nielsen March 2011)				
		%		%
Gender	Male	69.5	Female	30.5
Age	16-24	8.0	45-54	19.5
	25-34	23.8	55-65+	25.0
	35-44	23.6		
Marital status	Single	30.2	Divorced	9.0
	Married/living together	57.5	Other	3.2
Education	Pre-Matric	3.0	Technikon diploma	14.9
	Matric	16.7	University degree	48.1
	Post-Matric (various)	17.3		
Property ownership	Owner	59.9	Other	12.0
	Renting	28.2		
Monthly household income	Up to R5 999	10.7	R40 000 to R69 999	16.3
	R6 000 to R15 999	16.2	Over R70 000	11.2
	R16 000 to R24 999	13.3	Won't say	15.8
	R25 000 to R39 999	16.5		
Geographic info (SA)	Gauteng	41.1	KwaZulu-Natal	10.1
	Western Cape	28.8	Other	20.1

Homepage banner placements

728x90 leaderboard banner – R250 CPM (R25c per page view)

300x250 content box – R250 CPM (25c per page view)

The screenshot shows the homepage of politicsweb on Monday, 11 June 2012. At the top, there is a blue banner with the text "728x90 leaderboard banner homepage". Below this is a navigation bar with links: FRONT PAGE, FEATURES, PR SERVICE, COMMENT, RESOURCES, and SUBSCRIBE. The main content area is divided into several sections:

- TOP STORIES**: A red header section containing a feature article titled "The ANC WCape's hypocrisy on stilts - Helen Zille" with a sub-headline "DA leader replies to continued criticism of her gov't communications tender" and a "Read more" link. Below this are related articles: "Our findings on the WCape communications tender - Thuli Madonsela", "Public Protector's report on WCape communications tender", and "WCape communications tender was validly awarded - Helen Zille".
- DECLARATION**: A section with a yellow and black header featuring the ANC logo, titled "Nationalise mines, industries and land - ANC Limpopo" with a sub-headline "Council says ANC needs a leadership willing to confront white monopoly capital" and a "Read more" link. Below this are related articles: "SA should consider ditching the IOC - Cassel Mathale" and "NEC upholds provincial conference outcomes - ANC Limpopo".
- FEATURE**: A section with a yellow and black header titled "Cape Town June 2 1972" with a sub-headline "Rodney Warwick on the day the police went after a peaceful UCT student protest" and a "Read more" link. Below this is a historical photograph of a protest.
- 300x250 content box**: A large blue rectangular area labeled "300x250 content box homepage".
- MOST POPULAR**: A section with a dark blue header listing five popular articles: "Five poor ways of reasoning that South Africans love", "Neo liberal right wing cancer penetrating SA - Marius Fransman", "SA should consider ditching the IOC - Cassel Mathale", "ANCYL welcomes ANC WCape's motion on Malema", and "Hans Fabricius a 'boer judge' - Robert Mugabe".
- tausendkind**: A vertical sidebar on the right with a "ZUM SHOP" button and a "UV-Schutz" banner, displaying various children's clothing items.

Run of sight banner placements

728x90 leaderboard banner – R200 (20c per page view)

160x60 wide skyscraper – R200 (20c per page view)

368x280 content box – R200 (20c per page view)

The screenshot displays the politicsweb website interface with several banner placements highlighted in blue boxes:

- 728x90 leaderboard banner on articles (run of site):** Located at the top of the article page, above the navigation bar.
- 160x600 skyscraper articles (ROS):** A vertical banner on the left side of the page, adjacent to the navigation menu.
- 368x280 content box below articles (ROS):** A rectangular banner positioned below the main article content, to the left of the social sharing and services section.

The website content includes the politicsweb logo, a date stamp (Monday, 11 June 2012), a navigation bar with links like FRONT PAGE, FEATURES, PR SERVICE, COMMENT, RESOURCES, and SUBSCRIBE. The main article is titled "John Block re-elected ANC NCape chairperson" and includes details about the election process and results.

Daily headline newsletter

R1 540 per send on the daily headline email newsletter

politicsweb

Monday, 11 June 2012 | Politicsweb Homepage

368x140 static banner on newsletter
(variable)

FEATURE

Five poor ways of reasoning that South Africans love

08 June 2012

Eusebius McKaiser on the bad habits that obstruct reasoned debate in the country [Read more »](#)

SPEECH

SA should consider ditching the ICC - Cassel Mathale

10 June 2012

ANC Limpopo leader says court has targeted Africans, ignored crimes committed by Western leaders [Read more »](#)

SPEECH

Zuma willing to sacrifice the youth to secure re-election - Zille

08 June 2012

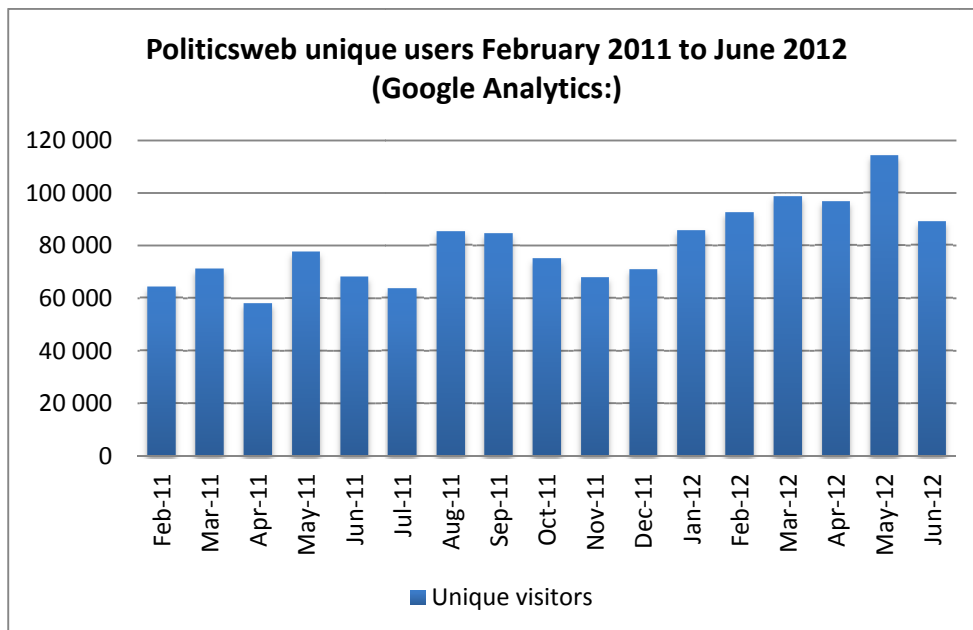
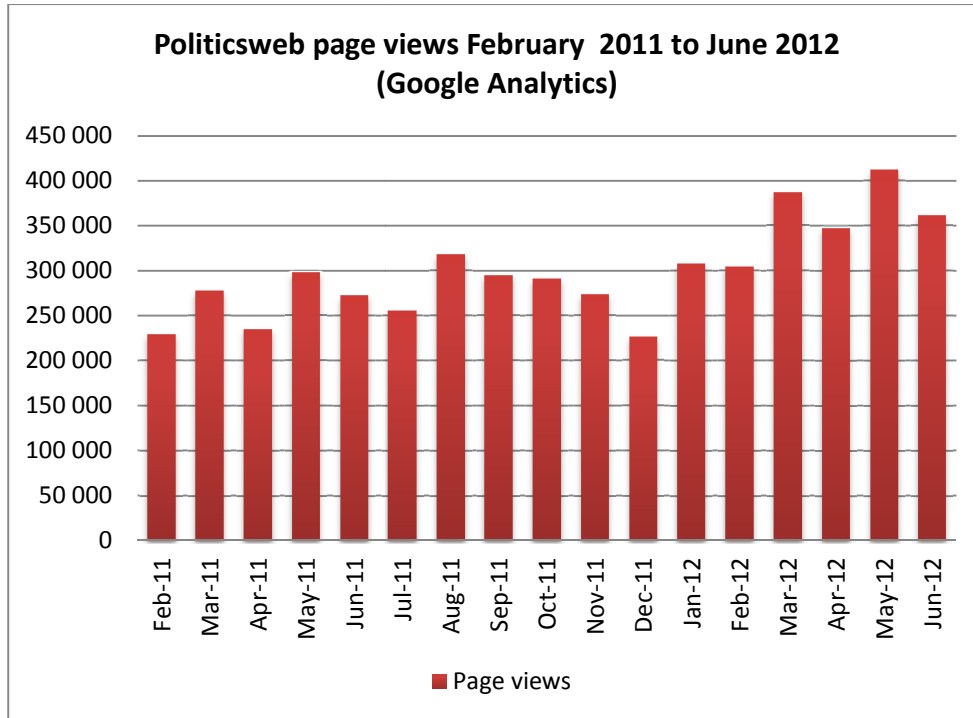
WCape Premier says a person's first job is rarely ideal but it's crucial to their career [Read more »](#)

SPEECH

Neo liberal right wing cancer penetrating SA - Marius Fransman

09 June 2012

Readership trends





About the iService

Through the Politicsweb Information Service (iService) reputable organisations and companies can - for a set fee - directly and reliably reach our publication's large and influential audience with their communications.

An item issued through the iService will appear on our homepage, in the iService section of the site and on our daily headline newsletter - which goes out to over 12,500 subscribers Monday to Friday. It will thereby be brought to the attention of a daily weekday audience that averaged 7,737 unique users in May. (The site was accessed by a total of 114,120 unique users over the course of the month).

The rates are as follows:

Short items and statements	R980
Longer documents	R 1 520

If you would like to find out more about making use this service please contact us via email at publisher@politicsweb.co.za or by phone at +27 11 447 9626

Conditions

The items are published in html on the site. Apart from text they may include - within limits - YouTube video, tables (of a certain size), images and links. Following publication detailed feedback will be provided on the number of times the item was read.

An item submitted to our iService must be politically relevant and of potential interest to our target market for it to be accepted for publication.

We reserve the right to reject any submission - without having to provide reasons. In particular we will decline items which are objectionable in some way, which may be defamatory, or which might degrade the reader experience or undermine the reputation and integrity of the site.

Items need to be submitted as an A4 size Word (.doc or .docx) document in portrait layout. A small additional charge may be levied for documents which are especially time consuming to publish on the site.