Jozi Gist

RATE CARD

Creating Easy Access To News Around The World

Entertainment | Business | Technology | Politics

Contact Us

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ABOUT US

Welcome to JoziGist: Africa's daily premier news publishing and distribution channel. Our major categories cover business, education, entertainment, game, lifestyle, music, politics, sport and technology.

The eye-catching visual content, coupled with exclusive reports and updates on stories making headlines around the world has ensured that our readers keep coming back for more.

Our team of prolific writers cater to an urban audience through well composed articles about influential public figures. JoziGist covers it all from sports to the entertainment industry to politics and the latest technological advances every single day.

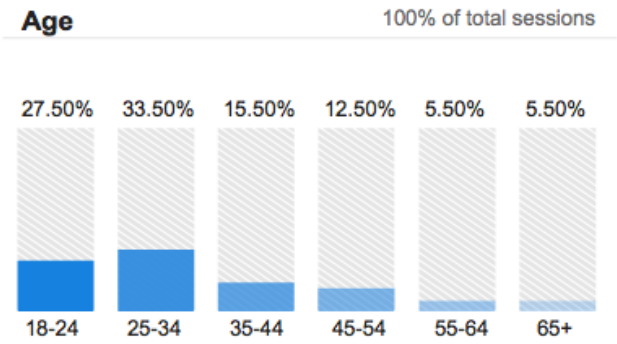
JoziGist has prime advertising options for companies and individuals showcase their products and services.

67,698 website readers/users provided 76,547 visits, 130,429 page views in the last 6 months (November 2014 – April 2015) making JoziGist a viable multi-sector online news and publishing source in Africa.

JoziGist offers Prime positions, high quality content, high value audiences, all rich media animated formats and custom solutions for your brands.

SNAP SHOT

TOTAL TRAFFIC IN 4 MONTHS	PAGE VIEWS	UNIQUE USERS
South Africa	260, 000	135, 000
South Africa and International	578, 500	408, 500
Mobile (Smartphones & Tablets)	102, 000	85, 500



GLOBAL Get local and global exposure through our entertainment-focused social news & publishing website.

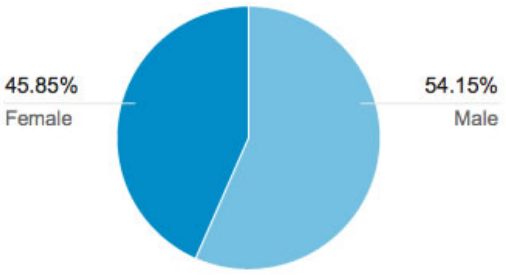
NUMEROUS banner ad placement options for advertisers.

DIVERSE traffic sources from over 80 countries.

Interest Category 100% of total sessions

5.49%	Sports/ Individual Sports/ Running & Walking
3.94%	Computers & Electronics/ Consumer Electronics/ Electronic Accessories
3.05%	Sports/ Individual Sports/ Cycling
2.96%	Food & Drinks/ Cooking & Recipe/ Soups & Stews
2.45%	Travel/ Tourist Destinations/ Historical Sites & Buildings

Gender 100% of total sessions

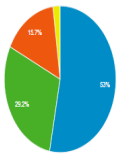


TRAFFIC SOURCES

Get exposure online with our diverse traffic sources from over 80 countries across the globe. See below;

Default Channel Grouping	Sessions	Sessions
	76,547 % of Total: 100.00% (76,547)	76,547 % of Total: 100.00% (76,547)
1. Organic Search	40,586	53.02%
2. Direct	22,386	29.24%
3. Social	11,986	15.66%
4. Referral	1,588	2.07%
5. (Other)	1	0.00%

Contribution to total: Sessions



TOTAL TRAFFIC (6 Months)	
Page Views	130,429
Unique Page Views	96,270
Mobile	51,793
Desktop	19,614
Tablets	5,140

*Statistics measured by Binary Means / Dual Hosting

DEMOGRAPHICS

Where our visitors come from:

TOP 5 COUNTRIES	
South Africa	31.90%
Kenya	20.52%
United States	16.97%
Germany	5.40%
Indonesia	3.43%
AGE	
Male - 18-54	44.00%
Female - 18-54	42.86%
GENDER	
Male	52.00%
Female	47.00%

Ad Placement Options

Ad Placement	Size	Price (per month)
Homepage Above Menu & All Pages	729 x 90	R15,000
Homepage Top		
Option 1	575 x 71	R2,300
Option 2	468 x 60	R2,000
Option 3	300 x 250	R2,900
Option 4	150 x 150	R1,300
Homepage Middle		
Option 1	575 x 71	R2,000
Option 2	468 x 60	R1,700
Option 3	300 x 250	R2,600
Option 4	150 x 150	R1,000
Homepage Bottom		
Option 1	575 x 71	R1,700
Option 2	468 x 60	R1,400
Option 3	300 x 250	R2,300
Option 4	150 x 150	R700
Homepage Side Top & All Pages		
Option 1	350 x 71	R5,100
Option 2	300 x 60	R3,900
Option 3	300 x 250	R6,300
Option 4	150 x 150	R3,100
Homepage Side Middle & All Pages		
Option 1	350 x 71	R4,500
Option 2	300 x 60	R3,300
Option 3	300 x 250	R5,700
Option 4	150 x 150	R2,700
Homepage Side Bottom & All Pages		
Option 1	350 x 71	R3,900
Option 2	300 x 60	R2,700
Option 3	300 x 250	R5,100
Option 4	150 x 150	R2,200
Option 5	160 x 600	R5,900

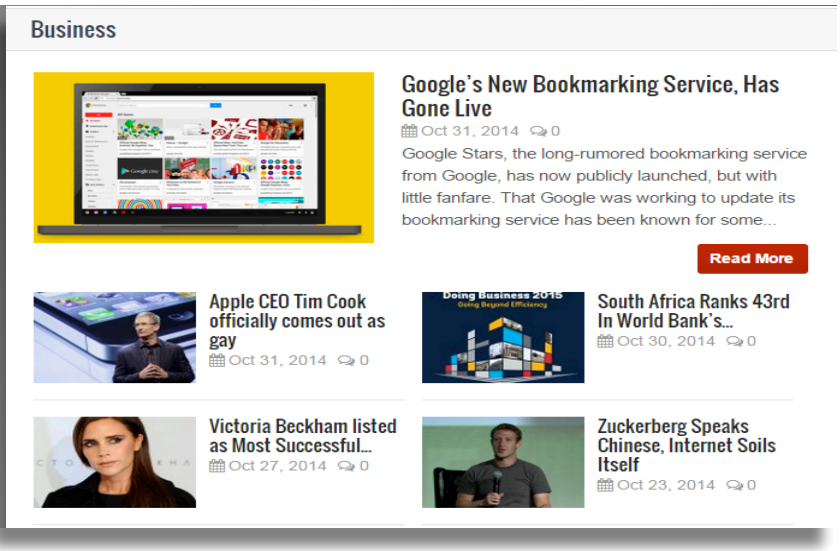
***25% discount given for a one-year contract on all ad placements.**
***15% discount given for a half-year contract on all ad placements.**
***10% discount given for a quarter-year contract on all ad placements.**

All costs are for placement for 1 calendar month.
Design costs are once-off, even if the banner runs for more than 1 calendar month.
You may supply the banner, but please take note of the technical specifications. Any banners not meeting the specifications will be rejected.
All banners link to an external website.

AD OPTIONS &

Banner Ads

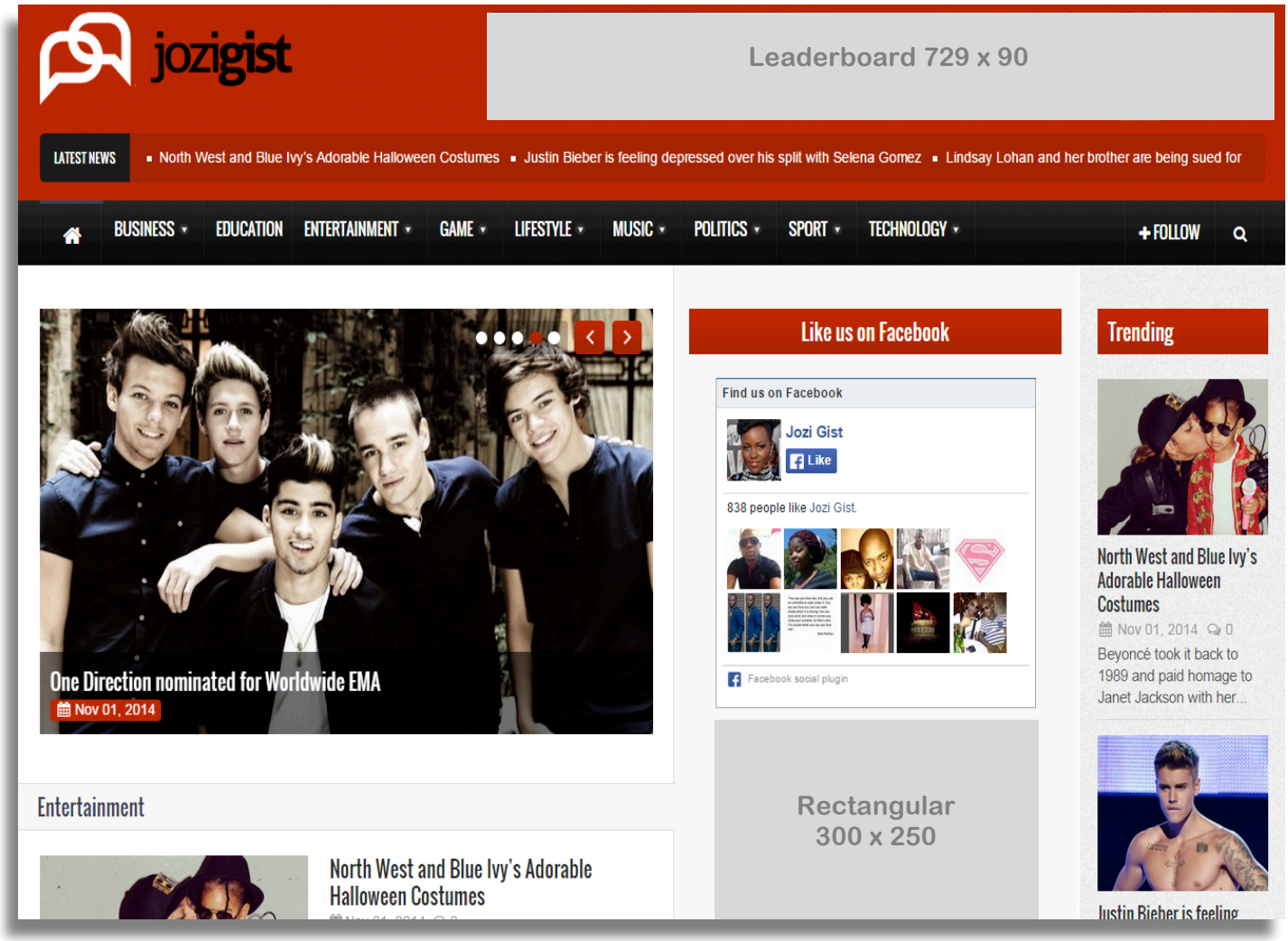
Numerous placement options.



AD PLACEMENTS

Banner Ads

Numerous placement options



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Iggy Azalea engaged to NBA player boyfriend:...
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Iggy Azalea engaged to NBA player boyfriend: Flaunt massive 10.43...
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Iggy Azalea has said 'yes' to her NBA player beau, Nick Young. The sportsman surprised Iggy and their friends when he got down on one knee and proposed to his love during his 30th...

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Rectangular
300 x 250

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Brookside Dairy Limited, Kenya's largest milk processor, has acquired Sameer Agriculture and Livestock Limited (SALL), an Ugandan dairy company. Naushad N. Merali, who is the 2nd richest Kenyan...

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Sport Minister Fikile Mbalula and Gareth in messy Twar

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Kendall Jenner and Khloe Kardashian have tweeted their joy after dad Bruce...

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Katherine Chappell was killed on Monday at a lion park in Johannesburg. The windows on the 29-year-old's car were down when the fearsome animal grabbed her. The American woman who was mauled to...

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#StopCyberCrime #Zemana

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