




# ONLINE MEDIA PACK 2021

[www.coldlinkafrica.co.za](http://www.coldlinkafrica.co.za)



One consolidated voice for the South African refrigeration market, looking at every link in the cold chain – not only locally, but internationally too. From the producer link to export, wherever refrigeration is involved in the perishable supply chain, that's where we'll be. Projects, events, news, expert opinions and more – this is the place to be.

| SOCIAL MEDIA  |               |
|---|---------------|
|  | 202 followers |
|  | 602 followers |
|  | 74 followers  |
| Cold Link Africa Publication  | 74 followers  |


| AUDIENCE OVERVIEW            | COUNTRY BREAKDOWN      | AFRICAN BREAKDOWN        |
|------------------------------|------------------------|--------------------------|
| Users: 23 439                | South Africa - 60.40%  | Southern Africa - 92.71% |
| Pageviews: 48 581            | United States - 5.7%   | Eastern Africa - 4.41%   |
| Avg. Session Duration: 01:21 | United Kingdom - 2.04% | Western Africa - 1.85%   |
|                              | India - 4.06%          | Northern Africa - 0.78%  |
|                              | Norway - 1.82%         | Central Africa - 0.25%   |

\*Google analytics: September 2019 - august 2020

**WEBSITE BANNERS**

ALL RATES VALID: 1 OCTOBER 2019 - 30 SEPTEMBER 2021

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

|  |                   |                        |                     |
|--|-------------------|------------------------|---------------------|
|  | <b>WEB BANNER</b> | Size: 300 x 250 pixels | R12 300.00 per year |
|--|-------------------|------------------------|---------------------|

|  |   |                             |
|--|---|-----------------------------|
|  | <b>FEATURE, PROJECT, PRODUCT PRINT LOGO OR WEB LINK</b> | R4 800.00 per issue (month) |
|--|---|-----------------------------|

- 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:
    - News
    - Projects
    - Import and Export
    - Production and Processing
    - Warehousing and Storage
    - Transport
    - Retail
    - Refrigerants
    - Refrigeration
    - Skills and training
    - Industry Matters
    - HEVAC&R Online Directory



LAST UPDATED: 21 SEPTEMBER 2021



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## MONTHLY NEWSLETTER

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

|  |   |                         |
|--|---|-------------------------|
|  | <p><b>Newsletter banner</b><br/>Size: 700 x 150 pixels (once a month)</p> | R5 100.00 per insertion |
|  | <p><b>Newsletter banner</b><br/>Size: 300 x 250 pixels (once a month)</p> | R3 800.00 per insertion |

## AUDIENCE OVERVIEW

Open rate: 16.79%  
Click-to-Open: 33.16%  
Delivered: 588  
Countries: 11  
Cities: 22

## SPECIFICATIONS

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

## PRODUCT BLAST

R4 800



## SPECIFICATIONS

- Payment required in full. (COD)
- Material to be provided in JPEG, PNG or GIF format
- Request information on the target market
- Average send: 7000
- Click-to-open: 14.24%



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