DESIGN INDABA 2014

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ABOUT DESIGN INDABA

Our passion is the promotion of design and creativity as an agent of social and economic change.

Design Indaba believes that the future is shaped by our imagination and the power of ideas. By increasing the multitude of solutions to the pressing issues that face the world today, creativity can make a better world.

Founded on this principle, and lobbying the support of the world's leading creatives, Design Indaba has become a key think tank in shaping both South Africa and the world, growing to be the biggest creative platform in the Southern Hemisphere.

DESIGNINDABA.COM

Rising to prominence as a leading standalone design publication, designindaba.com embodies how creativity and the design sectors are actively driving a better world. Its focus is global, local and African creativity, through the lens of the work and opinions of industry experts.

Founded on the meticulous curation of Design Indaba's Conference and Expo, it is a one-stop design resource of top quality, original content that inspires, educates and activates its visitors to use creativity for good.

Aspiring to be among the world's best, designindaba.com's goal is to become a world-leading design website, joining the company of the likes of Designboom, Dezeen, Icon and Creative Review.

Designindaba.com offers global design news and features on up-to-the-minute trends and innovation. Multimedia in format, our features include in-depth articles, image galleries and exclusive video interviews and series. One of its premium offerings is a video library of the full-length Conference Talks from the award-winning Design Indaba festival. It also offers a Designer Directory of global and local creative practitioners.

A global online publication based in South Africa, designindaba.com is becoming the leading voice on African design, creativity and innovation. Africa is a source of vibrant design inspiration and ingenious contextual solutions to vexing challenges. By uncovering its stories, Design Indaba celebrates and grows African creativity, offering an international platform for the continent's rich offering.

DESIGN INDABA APPS

Design Indaba now has two mobile apps for iOS and Android: a newly launched video app and a festival app, featuring the annual event guide.

Design Indaba's video app features high-quality, original videos released weekly. You'll find all Design Indaba Conference Talks as well as exclusive interviews and design series featuring the world's top designers.

The Design Indaba festival app is a mobile event guide for the annual Design Indaba festival. It features the full programme of events, live news updates from designindaba.com, notifications for event announcements and a host of interactive features.

DESIGN INDABA 2014

DIGITAL RATECARD

ONLINE INFORMATION

Traffic and reach*

On average designindaba.com has 54 300 visits per month, 142 000 page impressions and over 25 000 video views. This number has been increasing at an annual average of 40%. Web traffic peaks around festival time, with February 2014 receiving over 118 000 visits and 377 000 pageviews. With an increasingly global reach, our primary audiences are based in South Africa, Europe, the UK and USA, with niches in India, Canada, Australia, Brazil, Kenya and Japan.

Online statistics

designindaba.com	**54 000+** monthly visits
Weekly newsletter	**23 000** subscribers**
Twitter	**44 000** followers
Facebook	**18 000** fans
Pinterest	**4 000** followers
Instagram	**1 500** followers
YouTube	**170 880** video views

** Subject to change. Analytics correct at July 2014. Averages reflect the last calendar year.*
*** Aimed at growing to a base of 60 000.*

Online audience

Design Indaba has a loyal online audience of discerning, influential individuals, largely consisting of creative professionals, media, students, academics, the SMME sector and design practitioners, aficionados and fans. Supplementing our base are our loyal Conference and Simulcast delegates as well as Expo exhibitors and buyers. The below statistics represent the typical base of all our platforms.

Audience statistics

- LSMs 8 to 10
- Professionals with a high disposable income
- Audience between the ages of 22 to 55
- A nearly equal split between males and females
- Trend-setting and trend-savvy influencers who look to Design Indaba to ensure they are not left out
- Highly educated with the majority of the audience having attending tertiary education or specialised training
- Exceptionally loyal following reflected by the exponential growth year on year of the digital audience (40% annual increase)

DESIGN INDABA 2014

DIGITAL RATECARD

ONLINE ADVERTISING OPTIONS

Web banners

Advertising on designindaba.com can be booked on a monthly basis or per week according to the following rates CPM (cost per 1000 impressions):

TYPE OF AD	SIZE (px)	PLACEMENT	CPM	MONTHLY RATE (ZAR)
Homepage takeover	Premium rectangle (300x250) on home page and site-wide masthead skin linking to branded advertorial on designindaba.com		N/A	R80 000 per month (100% of impressions)
Premium rectangle	300 X 250	Above the fold (site-wide)	R450	R12 000 per month (20 000 impressions)
MPU	300 X 250	Below the fold (site-wide)	R250	R5 000 per month (20 000 impressions)
Skyscraper	160 X 600	Below the fold (articles only)	R250	R5 000 per month (20 000 impressions)

Newsletter banners

Design Indaba's weekly newsletter curates designindaba.com's content highlights. It is sent to a database of 23 000+ live entries of opt-in subscribers, including Design Indaba's conference delegates and exhibitors.

TYPE OF AD	SIZE (px)	PLACEMENT	PER MAILER (ZAR)	MONTHLY RATE (ZAR)
Sponsorship	566 X 70	Leaderboard	R10 000	R25 000 per month (3 available mailers)
Advertising	566 X 70	Wide banner, mid-newsletter	R5 000	R12 000 per month (3 available mailers)

Additionally, Design Indaba Expo sends a separate monthly mailer to current and past exhibitors, and one to buyers. Each database has over 1500 active subscribers.

TYPE OF AD	SIZE (px)	PLACEMENT	MONTHLY RATE (ZAR)
Sponsorship	566 X 70	Leaderboard	R10 000 (1 mailer: exhibitors OR buyers)
Advertising	566 X 70	Wide banner, mid-newsletter	R1 000 (1 mailer: exhibitors OR buyers)

DESIGN INDABA 2014

DIGITAL RATECARD

ONLINE ADVERTISING OPTIONS

Video ads

Video advertising is available to top or tail Design Indaba Conference Talks on a monthly or annual basis. Supply one or more TVC to be played before or after every one of the Conference Talks on designindaba.com.

The talks from the previous conference launch on designindaba.com in August each year.

TYPE OF AD	SIZE	PLACEMENT	MONTHLY RATE (ZAR)	ANNUAL RATE (ZAR)
Top	HD MOV / MP4	Pre-roll TVC on all conference talks	R100 000	R1 million
Tail	HD MOV / MP4	Post-roll TVC on all conference talks	R25 000	R250 000

Video series can also be sponsored for the lifetime of the series (see Underwritten Content on page 6).

Masthead skin

Designindaba.com's masthead has a customisable skin. It includes a hotlink to sponsored content on designindaba.com. This site-wide feature at the top of the website has the highest click-through rate on the site. Because the masthead is responsive the skin cannot include text or logos (the skin resizes according to screen size). We can design you a custom skin that matches the identity of your campaign.

Rate: **R20 000** per week or **R60 000** per month (price includes 1 advertorial and 5 social media mentions)

SPONSORED CONTENT

Editorial/video advertorial

This offering uses native advertising to promote your content on designindaba.com. Your story will be integrated into our home page feed, e-marketing and social media channels, extending your reach beyond our website visitors to include our expansive on-line network.

Rate: **R9 500** per content item (includes 1 content item on designindaba.com, 1 newsletter feature and 5 social media mentions)

Articles: Maximum 1000 words and 10 large gallery images
Images: To be supplied by the advertiser in jpeg, png, gif or tiff format (minimum width 960 px)
Video: To be supplied by the advertiser in HD .mov or .mp4 format

DESIGN INDABA 2014

DIGITAL RATECARD

SPONSORED CONTENT

Underwritten content

Content marketing is the new advertising for brands that are driven by storytelling and choose to engage in dialogue with their customers or clients.

Underwritten content takes this strategy further by allowing brands to demonstrate their relevance as industry leaders beyond self-promotion. Brands aren't buying broader exposure or messaging – they are buying an idea. Through affiliation with a series of content, the brand benefits from the "halo effect" – developing a relationship with that audience and growing the trust of potential customers.

designindaba.com offers sponsorships of video or editorial content – as a once-off, a series or a bespoke package.

Beyond having a presence on designindaba.com's home page, all content is actively promoted in Design Indaba's weekly and monthly newsletters and on all its social media channels. Video content is additionally featured on YouTube, Vimeo and in the Design Indaba App.

The branding will appear for the lifetime of the content across all channels.

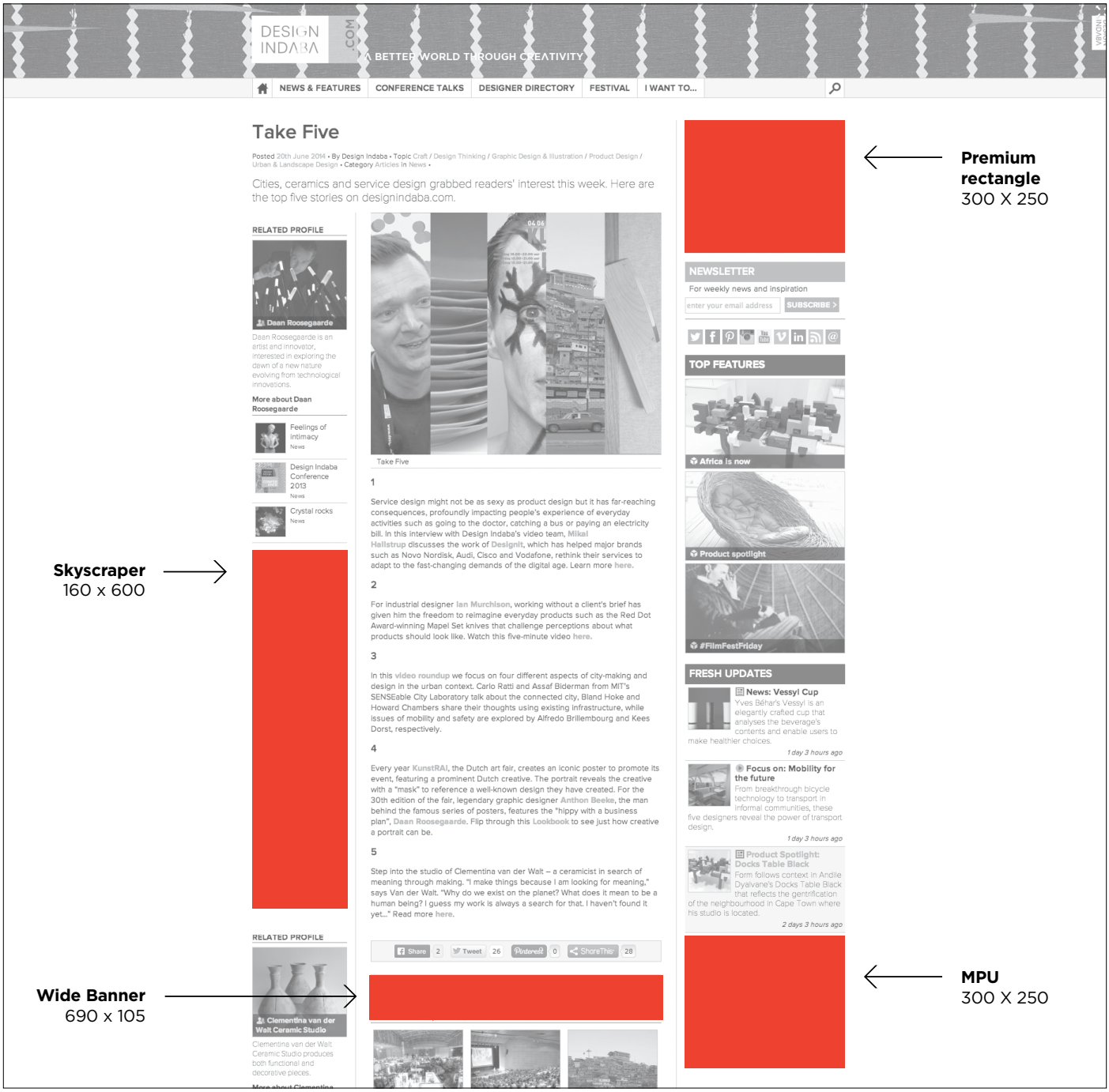
TYPE OF SPONSORSHIP	RATE (ZAR)
Once-off video	**R50 000**
5-part video series	**R180 000**
10-part video series	**R350 000**
10-part article series	**R50 000**
Package: 10 articles and one brand video	**R80 000**

These and other tailored sponsorship packages are available on request. Please contact ***advertising@designindaba.com*** to partner with us.

DESIGN INDABA 2014

DIGITAL RATECARD

ONLINE ADVERTISING OPTIONS



DESIGN INDABA 2014

DIGITAL BOOKING FORM

Company Name: Advertiser:

VAT Reg: Contact name:

Purchase order number: Company registration:

Postal Address:

Tel: Fax: Email:

Special instructions:

Accounts contact name: Accounts contact number:

Signed: Date:

Online Advertising Options

TYPE OF AD	SIZE (px)	RATE	BOOKING DATE
Home page takeover	300 x 250 banner and 1 600 x 250 skin OR 728 x 90 leaderboard (please indicate)	R80 000 per month	
Premium rectangle	300 X 250	R450 CPM / R9000 per month (20 000 impressions)	
MPU	300 X 250	R250 CPM / R5 000 per month (20 000 impressions)	
Skyscraper	160 X 600	R250 CPM / R5000 per month (20 000 impressions)	
Advertorial	N/A	R9 500 per article or video	
Masthead skin	1 600 x 250	R20 000 per week or R60 000 per month	
Video ad (TVC) - top	HD mp4/mov	R100 000 per month or R1 million per year	
Video ad (TVC) - tail	HD mp4/mov	R25 000 per month or R250 000 per year	
Weekly newsletter sponsorship	566 x 70	R10 000 per week or R25 000 for three	
Weekly newsletter banner	566 x 70	R2 600 per week or R12 000 for three	
Exhibitors monthly newsletter banner	566 x 70	R10 000 (1 mailer: exhibitors OR buyers)	
Buyers monthly newsletter banner	566 x 70	R1 000 (1 mailer: exhibitors OR buyers)	

UNDERWRITTEN CONTENT / SPONSORED SERIES

TYPE OF AD	RATE	BOOKING DATE
Once-off video	R50 000	
5-part video series	R180 000	
10-part video series	R350 000	
10-part article series	R50 000	
Package: 10 articles and one brand video	R80 000	

Terms

- This form serves as confirmation of order and legally binds the advertiser to the standard terms and conditions, which are available on request. All accounts are payable within 30 days of invoice. Cheques must be made payable to the publisher Interactive Africa (Pty) Ltd. All prices are exclusive of VAT.
- For all banners: please provide web banner artwork and the URL of the page to which you wish to link your advertisement
- All web banners to be supplied at 72 DPI and not exceed the following sizes:
  - Animated gifs with a maximum file size of 100 kB
  - SWF flash files with a maximum file size of 150 kB (NB: flash not supported on mobile devices)
- Third-party DFA tags are supported
- Costs exclude VAT and agency commission
- Costs are subject to change without prior notice
- Advertising material to be supplied the Monday preceding the insertion week
- Cancellation fee charged at 50% of the quoted rate if cancelled less than five days prior to booking
- In-house design or resizing of material available on request at an additional cost, subject to availability
- Bookings accepted at the publisher's discretion
- Flash files with hardcoded click-through URLs are not supported
- **Booking deadline: 15th of each month (or two weeks' notice for per-week banners)**
- **Material deadline: 21st of each month (or one week's notice for per-week banners)**

For advertising, please return this form via fax or email. For more information contact:

email ***advertising@designindaba.com*** tel **+27 21 465 9966** fax **+27 21 465 9978**

iab south africa