

DIGITAL OFFERINGS



FIRST MAGAZINE DIRECTORY LISTING AND DOUBLE PAGE SPREAD MAGAZINE FEATURE **FREE FOR FIRST-TIME ADVERTISERS**

PROMO

ZAR PER ISSUE
5000-00

- 1 X STANDARD SOCIAL MEDIA POST
- 1 X MAG SKYSCRAPER ADVERT [V] 297 X 105 PX
- 1 X BOX BANNER WITH LINK BACK 300 X 250 PX
- 1 X MONTHLY BLOG 800 WORD MAX

PREMIUM

ZAR PER ISSUE
7000-00

- 1 X STANDARD SOCIAL MEDIA POST
- 1 X MAG FULL PAGE ADVERT [V] 297 X 210 PX
- 1 X BOX BANNER WITH LINK BACK 300 X 250 PX
- 1 X BI-WEEKLY BLOG 1300 WORD MAX

PRESTIGE

ZAR PER ISSUE
9000-00

- 1 X STANDARD SOCIAL MEDIA POST
- 1 X MAG DOUBLE PAGE ADVERT [H] 297 X 210 PX
- 1 X BOX BANNER WITH LINK BACK 300 X 250 PX
- 1 X WEEKLY BLOG 1500 WORD MAX

PROCONNECT

ZAR PER MONTH
1000-00

- 1 X BOX BANNER WITH LINK BACK 300 X 250 PX
- 1 X STANDARD SOCIAL MEDIA POST
- 1 X MAGAZINE DIRECTORY LISTING

PLEASE NOTE: THIS PRODUCT IS **ONLY ACCESSIBLE TO ADVERTISERS WHO HAVE OPTED FOR ONE OF THE ABOVE LISTED DIGITAL OFFERINGS**

Operating under Profusion MEDIA PTY LTD [2012/004201/07], Profusion magazine is a high quality digital publication that is designed to enrich the lives of its readers by providing thought-provoking content for holistic self development.

All our content is constructive, current and useful. We are dedicated to sourcing people, processes and projects that provides insight, grows inspiration and encourages invention that will guide individuals towards a better and brighter future.

FREQUENCY: SECOND MONTHLY

FORMAT: DIGITAL

DISTRIBUTION : ONLINE

READERSHIP : LSM 6 - 10

THE PROFUSION READER : LSM 6 - 10

The Profusion reader is a motivated self starter who strives to achieve their true potential and in so doing affect change in their lives and those around them.

Readership is targeted at men and women between the ages of 18 and 35, representing school-leavers and middle-aged individuals who are either starting their career or life journey as well as those who are looking to improve themselves, their finances and life opportunities.

DEMOGRAPHIC

55 % Female:

22 % 18 - 24 yrs, 18% 25 - 34 yrs

45 % Male:

14 % 18 - 24yrs, 15% 25 - 34 yrs

COVERAGE

South Africa | United Kingdom
United States | Zimbabwe

MAGAZINE SIZE

297 mm X 219 mm
Full colour

ADVERTISEMENT AND IMAGE REQUIREMENTS

PDF [with crop marks and bleed]
High resolution / CMYK (300 dpi or above)
NO JPEG FORMATS PLEASE

CONTENT REQUIREMENTS

MS WORD document
South Africa / UK english

ADVERTISEMENT RATES AND CONTENT ARE SUBJECT TO APPROVAL OF PROFUSION'S TERMS AND CONDITIONS. REQUESTS FOR SPECIFIC POSITIONING WILL CARRY A LOADING GUARANTEE FOR PREFERENTIAL PLACEMENT. TO VIEW THE FULL TERMS AND CONDITIONS, [PLEASE CLICK HERE](#)

FULL MARKETING SUPPORT WILL BE PROVIDED



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ADD-ONS

ZAR PER ISSUE

BOX BANNER SMALL HOME PAGE	1000 ZAR
SOCIAL MEDIA POST TOP UP (4)	1000 ZAR
MAGAZINE ADVERTISEMENT [A4]	1500 ZAR
WEBSITE SLIDER FEATURE	1500 ZAR
MAGAZINE DOUBLE PAGE SPREAD [A4X2]	3000 ZAR

Please note that ADD ON prices are specifically for clients who have opted for one of the above packages and would like to add additional top up options to their package.

WEBSITE DIMENSIONS

1030 X 440 PX WEBSITE SLIDER FEATURE

This slider is located at the top of the home page, directly under the site's navigation bars and is the first thing visitors see upon entry into the website.

300 X 250 PX BOX BANNER SMALL

Box banners are scattered across the website. Box banners of clients are specifically located within their blogs providing a direct link-through for clients to navigate to if there is further interest.

Should you prefer for your box banner to be specifically placed on our home page, please refer to add on section or send an email to info@profusionmag.co.za for more information.

MAGAZINE DIMENSIONS

297 X 105 PX	MAGAZINE ADVERTISEMENT SKYSCRAPER
297 X 210 PX	MAGAZINE ADVERTISEMENT A4
297 X 420 PX	MAGAZINE ADVERTISEMENT DOUBLE PAGE SPRD

PROFUSIONMAG.CO.ZA provides the necessary guidance and know-how, linking our readers to various channels, outlooks and interests across the world wide web.

PLEASE ENSURE THAT THE CORRECT LINKS ARE PROVIDED FOR SUCCESSFUL NAVIGATION AND REFERRALS. SHOULD ADVERTS NOT BE PROVIDED IN THE CORRECT FORMAT OR SIZE, THEY WILL BE RESIZED TO FIT PROFUSION'S TEMPLATE.

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