

RATE CARD 2025

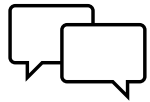


August 2024
Women of Impact

WOMEN OF
impact

WELCOME TO WOMEN IN SCIENCE....

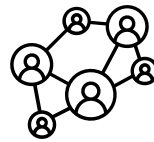
The continent's premier platform for women scientists, with a reputation for in-depth, thought-provoking, inspiring and pan-African content. **Women in Science is published by: Media Torque & Events (PTY) Ltd**



Engaging content

Through our pan-African focus, we reflect the diversity of women on the African continent, providing a platform for Africa's growing community of female scientists to network, find support and share their ideas and accomplishments.

We promote the advancement of women in science by lobbying policymakers and encouraging the career development and creating a platform for networking and mentoring amongst women scientists.



Engaged audience

Through our unwavering commitment to delivering quality content, Women In Science has built an enviable following of 70k engaged thinkers, scholars, researchers, senior government officials, business drivers and scientists.

Dynamic and diverse in backgrounds, our readers share a common goal - to be part of the advancement of STEM, empowerment of women, and the transformation of the STEM sector.



Engage with us

We offer exciting opportunities to partner in the areas of content, advertising and partnerships.

Partner with us to leverage our established and engaged audience of educated readers. In addition, you can reach those who are working toward building wealth, improving their wellbeing, and advancing women in STEM fields.

| CONTENT PILLARS

NEWS AND UPDATES SURVEYS & SUPPLEMENTS



Gender-related policy, gender data, women achievements by region, East, West, Southern Africa

FEATURES & ANALYSIS

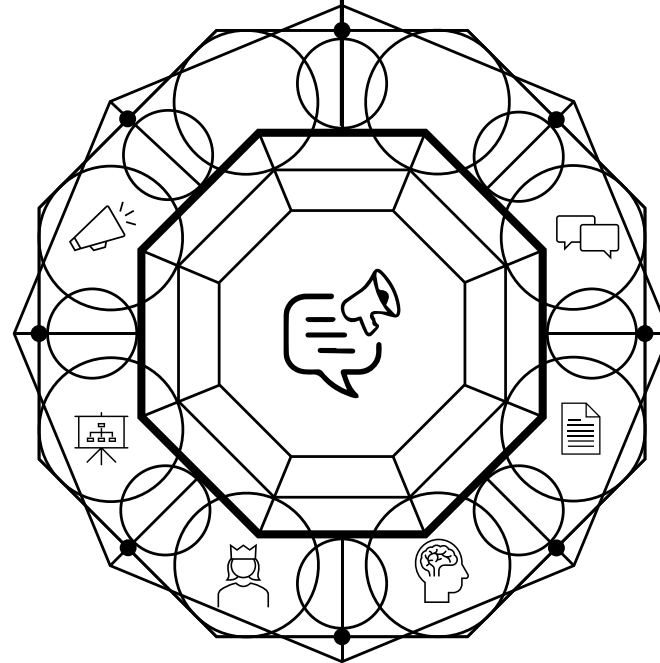


Policy Analyses/Critiques, Human Interest Stories

WOMEN OF IMPACT



Monthly profile of a trailblazer-recognising female scientists and their achievements



HOT TOPICS

Events, Webinars and Seminars



STEM CAREERS & JOBS

Career Guide, Labour market trends, Job placements



THOUGHT LEADERSHIP /OPINIONS

Opinion, views and perspective

2024 ANNUAL FOCUS AREAS FOR PARTNERSHIPS...

READ MORE

<https://www.womeninscience.africa/Collaboration-Opportunities/>

TOP 50 QUOTES FROM AFRICA'S WOMEN IN STEM

Annual coffee table book featuring inspiring quotes from a new generation of Women in STEM, poised to change the world and make a difference.

NOVEMBER- GBV_ MY CHOICE

We explore promoting a shift in attitudes and approaches toward gender-based violence (GBV) to benefit victims, particularly young girls and women.

SEPTEMBER – MY CAREER GUIDE

A free digital career publication to inspire learners, students, teachers, and parents to pursue STEM careers.

AUGUST – WOMEN OF IMPACT (WOMEN'S MONTH)

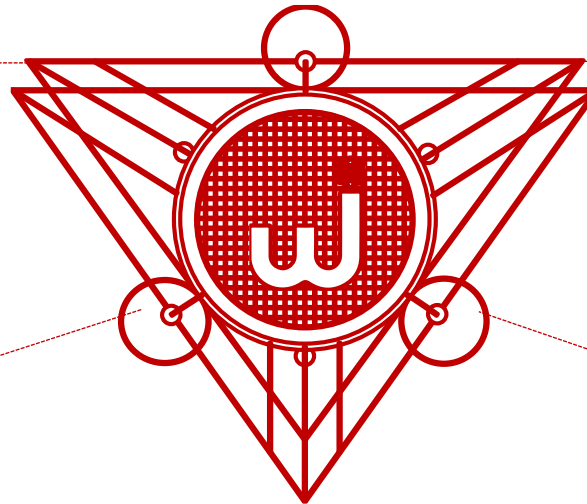
During Women's Month, Woman of Impact honours influential women in STEM, recognizing their courage, determination, and impact on others.

JUNE - YOUTH MONTH

Every June (Youth Month), we celebrate Africa's outstanding young female scientists, aiming to inspire and ignite a new generation of women in science.

JULY- NATIONAL SCIENCE WEEK

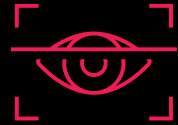
Promote science week awareness by connecting communities and exploring the vital role of science and technology in daily life.



AUDIENCE & INSIGHTS

40 000
Unique visitors

+200k
Page Views



Pan-African Coverage

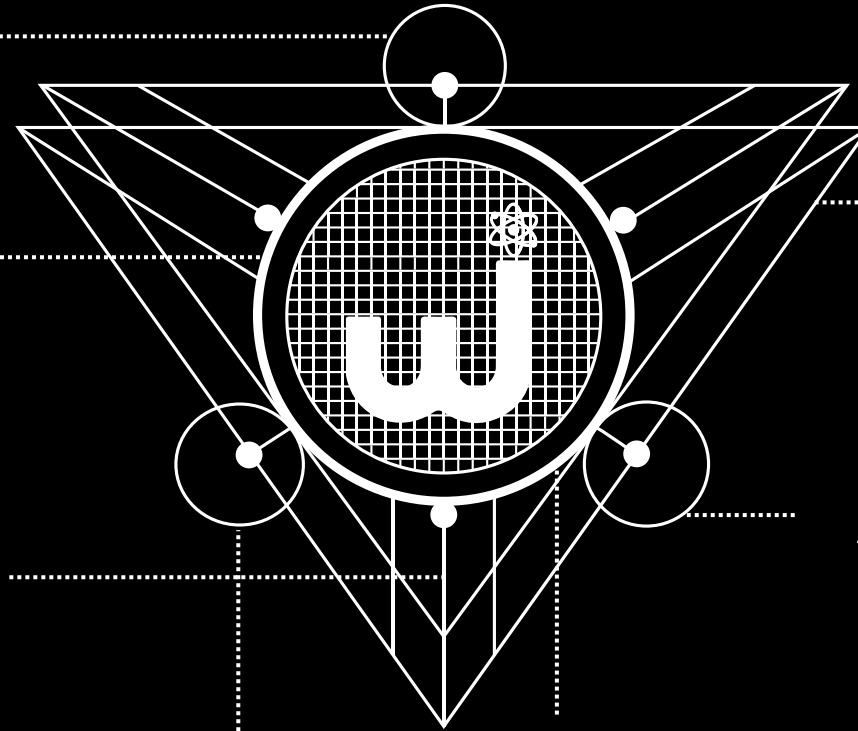


Online:

60% Female Readership
40% Male Readership

Social Media :

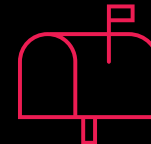
80% Female Readership
20% Male Readership



91% Mobile Readership

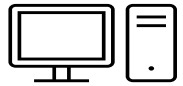
8% Desktop
1% Tablet

5000
Social Fans



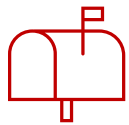
15 000
Weekly Newsletter,
60 000 per month

ADVERTISING SOLUTIONS TO HELP YOUR BRAND



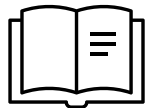
WEBSITE & MOBILE ADVERTISING

Enhance awareness, engagement, and traffic by strategically integrating your ad presence with compelling content.



NEWSLETTER ADVERTISING

Your customized ad message or content can now reach the inboxes of over 60,000 subscribers within actively engaged audiences through up to four newsletters each month.



PUBLISHING

Our bespoke print and digital publishing platform provides an ideal opportunity to seamlessly integrate your brand message alongside our distinctive and targeted content.



Download our Rate card

<https://www.womeninscience.africa/advertising/>



SPONSORSHIP OF ANNUAL INITIATIVES

Increase visibility and establish dominance by sponsoring key annual initiatives such as Youth4Science, Women of Impact, and more. Your brand will take center stage, aligning with impactful events that resonate with diverse audiences



JOBS AND CAREERS

Elevate your company's status as a premier recruiter for STEM careers and foster brand awareness within our vibrant science community.




SPONSORED & PARTNERED CONTENT

Enhance visibility within our engaged audience through top-of-mind content, crafted either by your team or by us specifically for you, covering targeted subject matters

PUBLISHING ADVERTISING RATES

(DIGITAL PUBLICATION, IE SPECIAL REPORTS AND CUSTOM PUBLICATIONS)

Rates are Net and Excl VAT and for Digital only. Print will differ.

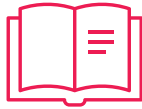


FULL PAGE

Trim size:
210x275mm

Type area:
177x250mm

R10 000



DOUBLE PAGE

Trim size:
430x297mm

Type area:
177x250mm

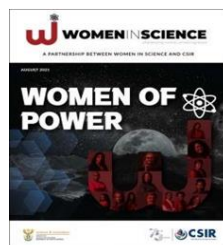
R17 000



SPECIAL POSITION

Trim size: 430x297mm
Type area: 177x250mm

INSIDE FRONT COVER	R12 000
INSIDE BACK COVER	R13 000
OUTSIDE BACK COVER	R15 000

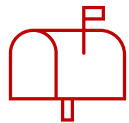


DIGITAL SOLUTIONS



DISPLAY

Element	Format	Size in Pixels	Rate
Leaderboard	Dynamic banner, all pages	728px Width 90px Height	R 10 000
Half Page	Dynamic banner, all pages	300px Width 600px Height	R 8 000
Medium Rectangle	Dynamic banner, all pages	300px Width 250px Height	R 6 000



Newsletter advertising

Banner Advert : **R6 000 to R10 000 weekly (pending on size)**

Content Marketing : **R8 000**

Press Release: **R2500 per release**

File Formats: JPEG, GIF, HTML – Approved third party tags

File size: Max 80kb

CPM: Cost per thousand ad impressions

Rates are Net and Excl of VAT

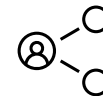
Design of creatives will be an additional cost

Subject to changes and availability



MOBILE

Element	Format	Size in Pixels	CPM
Leaderboard	Dynamic banner, all pages	300px Width 250px Height	R10 000
Intext	Dynamic banner, all pages	300px Width 250px Height	R7000
Medium Rectangle	Dynamic banner, all pages	300px Width 250px Height	R5000

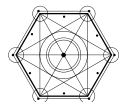


SOCIAL MEDIA & VIDEO

Element	Format	Price	(Post per platform)
Article Post	Twitter/FB/INST	R 800	
Photo Post	Facebook, Twitter, Instagram	R 800	
Video Post	Facebook, Twitter, Instagram	R 1500	

CONTENT MARKETING PACKAGES

Rates are Net and Excl VAT. All Articles will be live for a period of one (1) month) and includes social post: FB & Tw

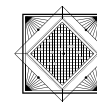


SPONSORED CONTENT

Provide ready to publish content for the relevant section/category

1 Article	R 8 000
2 Articles	R 14 000
4 Articles	R 24 000
8 Articles	R 56 000
10 Articles	R 65 000

Supply content: 600 word + 1-3 pic. Supply click through URL Article posted online & social media



PARTNERED CONTENT

Provide content and creative for editing/adjustment by our content team. Articles will appear in the appropriate section or category.

1 Article	R 12 000
2 Articles	R 22 000
4 Articles	R 40 000
8 Articles	R 72 000
10 Articles	R 80 000

Supply content: 600 word + 1-3 pic. Supply click through URL. Article posted online & social media

STEM JOBS & CAREERS

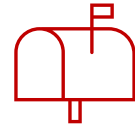
Rates are Net and Excl VAT.



Jobs Advert

- Online display banner with a link (50 000 impressions)
- Job Alert: Social media post with link
- In Newsletter banner advertising

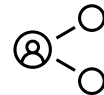
Single job Package
adv: R10 000



Newsletter

Banner Advert : R 5 000 – R8000

Content Marketing : R10 000



Social Media

Per post : R2 500

Per post, per platform



WEBINARS

Pre & Post Advertising and post feedback: R60 000

EMPLOYER PROFILE



Job Alerts

1 Month Online banner

Partnered Content (1x article)

Social Media post

Newsletter advertising

R15 000

ENQUIRIES




EDITORIAL


Pop us an email: editor@womeninscience.africa

ADVERTISING & PARTNERSHIPS


Nthabiseng +27 83 286 5080 advertising@womeninscience.africa

SOCIALS

 [womeninscience.africa](https://www.instagram.com/womeninscience.africa)

 [womeninscience_](https://twitter.com/womeninscience_)

 [womeninscience.africa](https://www.facebook.com/womeninscience.africa)

 www.womeninscience.africa