

# DAILY MAVERICK

Everything you need to know about  
**advertising opportunities** and the  
Daily Maverick audience

DEFEND TRUTH

Est 2009

# DAILY MAVERICK AT-A-GLANCE

**The DM STORY:** We partner with like-minded companies and brands who see value in integrity and a research-based approach to reporting. In a world overwhelmed with fake news, we verify the facts and defend the truth. The support of our valued partners gives us the opportunity to generate investigative journalism that makes a difference. Daily Maverick offers you a platform to tell your story, through our various channels, to readers who trust our content.

## DIGITAL

UNIQUE BROWERS PER MONTH

● 10 Million

3 min 48 secs  
Average time per visit

VISITS PER MONTH

● 11.8 Million

PAGEVIEWS PER MONTH

● 13 Million

SOURCE: Google Analytics ; October 2022  
Average Time on Page calculated on readers who visit Daily Maverick twice or more in a month

## PRINT

**PRINT ORDER: 15,500**

The Daily Maverick 168 newspaper launched in the midst of the Covid pandemic, with the first issue published on 26 September 2020. The paper is published weekly on a Saturday, has a cover price of R25 and is available at around 2,000 retailers nationwide. It is a short-tabloid that aims to inform, educate & entertain. As of May 2022, It has a circulation of around 10,000 copies.

## NEWSLETTERS

Daily Maverick has 16 **INDIVIDUAL NEWSLETTER PRODUCTS**, with a total of **225,000 UNIQUE NEWSLETTER SUBSCRIBERS** and an average **OPEN RATE OF 30%**. Advertising in Daily Maverick newsletters provides clients with 100% share-of-voice and a benchmark CTR of 0.5%.

## SOCIAL

**545,700**   **175,507**   **17,900**



## CONTENT OPPORTUNITIES

**WEBINARS:** Daily Maverick hosts 2-3 live journalism webinars each week, with an average of 650 attendees per webinar. Topics include; current affairs, politics, mental health, economics, business, climate crisis, book launches, food and sport.

**PODCASTS:** Don't Shoot the Messenger is Daily Maverick's flagship podcast. In 2020, it was awarded Biggest New Podcast in South Africa by Apple Podcasts. After three successful seasons, Season Four is in pre-production with a launch date to be confirmed.

**SPONSORED CONTENT:** Daily Maverick publishes client provided sponsored content. This provides an excellent opportunity for clients to authentically engage with Daily Maverick's readers.

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## READERSHIP PROFILE

	%	Index
<b>Male</b>	<b>56/44</b>	104
<b>Age 18 -34</b>	<b>17</b>	72
<b>Age 35-55</b>	<b>39</b>	108
<b>Age 55+</b>	<b>44</b>	145
<b>Gauteng</b>	<b>52</b>	204
<b>Western Cape</b>	<b>29</b>	208
<b>Tertiary Education</b>	<b>74</b>	844
<b>Earning over R30k/month</b>	<b>36</b>	789

SOURCE: Gender, Age & Geographical Breakdown: Google Analytics, October 2022

OUR READERS ARE **INFLUENTIAL, EDUCATED AND WEALTHY**

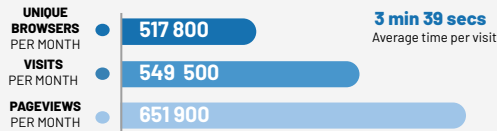


# DAILY MAVERICK ECOSYSTEM

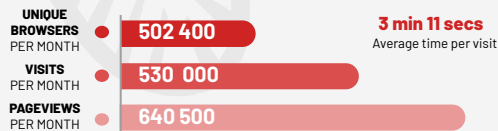
## DAILY MAVERICK



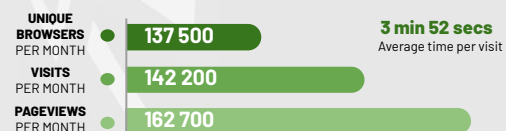
## BUSINESS MAVERICK



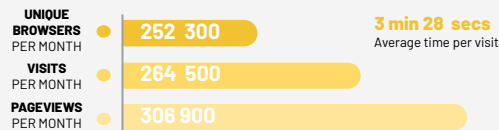
## OUR BURNING PLANET



## MAVERICK SPORTS



## MAVERICK LIFE



## MAVERICK CITIZEN



SOURCE: Google Analytics, October 2022. Average Time on Page calculated on readers who visit Daily Maverick twice or more in a month

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# OUR READERS ARE **INFLUENTIAL, EDUCATED & WEALTHY**

SOURCE: BrandMapp Insights by Why Five, July 2021.



**45%** earn **over R30k**  
per month



**61%** are  
**managers**



**72%** work in the  
**private sector**



**62%** own their  
**own home**



**76%** have a **tertiary**  
**education**



**62%** want to **study**  
**more**



**83%** have **medical**  
**aid**



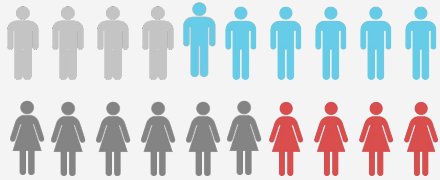
**79%** buy **investment**  
**products**



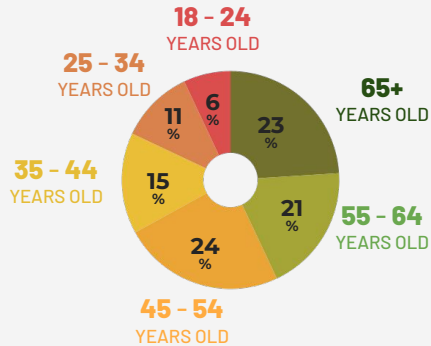
# DAILY MAVERICK READERSHIP DEMOGRAPHICS

SOURCE: Gender, Age & Geographical Breakdown: Google Analytics, October 2022 | Race: BrandMapp Insights by Why Five, October 2021.

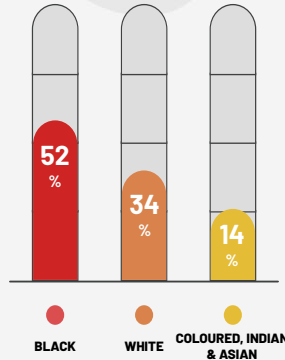
## GENDER



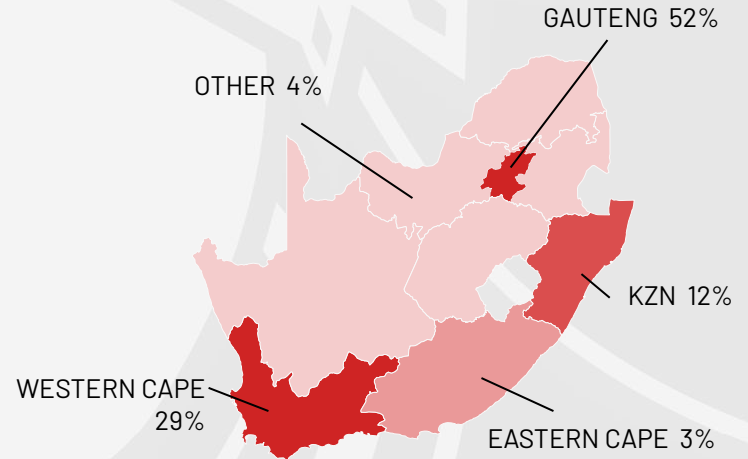
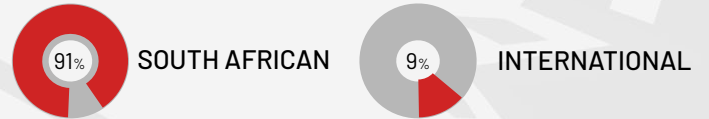
## AGE



## RACE



## GEOGRAPHIC BREAKDOWN



# Understanding DM's audience

**17,000**

MAVERICK INSIDERS



**10M**

UNIQUE BROWSERS\*



**1,500**

LIVE IN-PERSON  
AUDIENCE



**20,000+**

ONLINE EVENTS  
AUDIENCE



**43,000**

WEBINAR  
REGISTRANTS



**272,000**

NEWSLETTER  
SUBSCRIBERS





# Daily Maverick

## Display Rates & Specs

# DAILY MAVERICK **DIGITAL RATE CARD**

## DESKTOP BANNERS

	SIZE in pixels	CPM
Half Page ad unit	300x600	R 380
Billboard ad unit	1000x250	R 350

## MOBILE BANNERS

	SIZE in pixels	CPM
Mobile MPU	300x250	R 250
Mobile Display	300x450	R 280
Sticky Mobile ad unit: bottom of screen	320x50	R 280

## 24 HR SPONSORSHIPS (HPTO)

	IMPRESSIONS	RATE
Daily Maverick (desktop & mobile) 100% SOV	Est. 250 000	R 60 000

## SPONSORED CONTENT

	WORDS	RATE
Client supplied content and images Includes newsletter push and social media amplification	800 - 1200	R 35 000

All rates are net of agency commission and exclude VAT  
This rate card is valid from January 2022

# SITE DISPLAY OPTIONS & SPECS

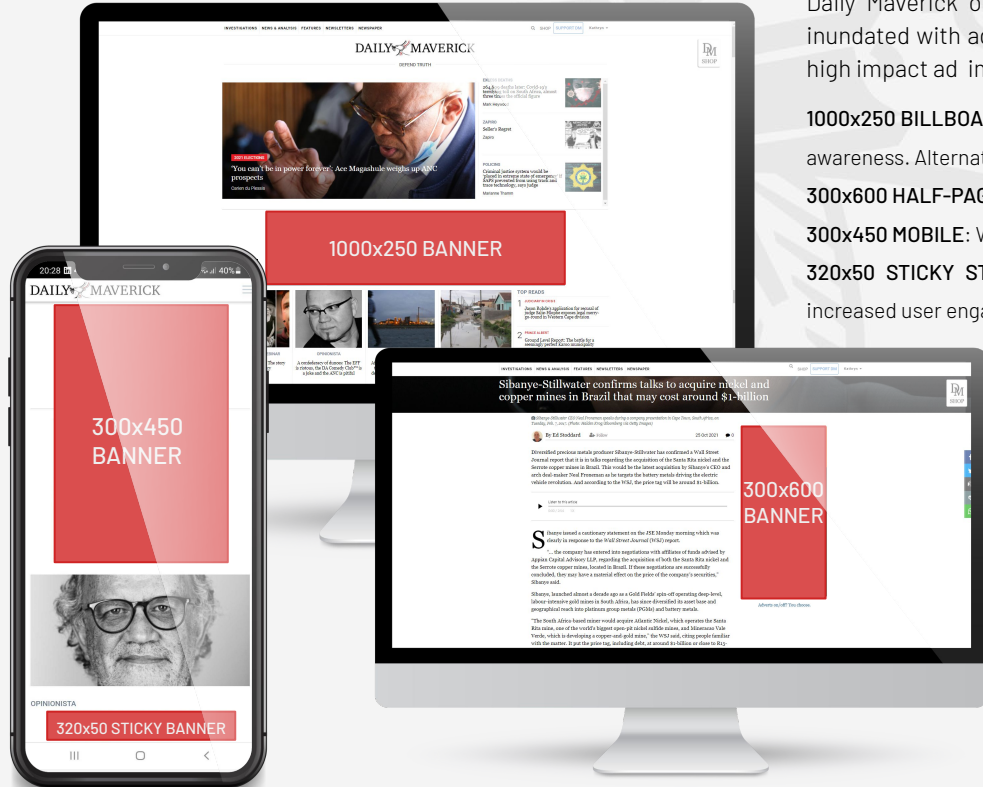
Daily Maverick offers select display opportunities ensuring the reader is not inundated with advertising, thereby improving the user experience and creating high impact ad impressions.

**1000x250 BILLBOARD:** Occupies the width of the webpage and is ideal for maximum brand awareness. Alternative 970x250 or 728x90 sizes

**300x600 HALF-PAGE:** In-article, with sticky scrolling and up to two minutes of viewability

**300x450 MOBILE:** With an alternative 300x250 size

**320x50 STICKY STRIP:** With 100% visibility as the reader scrolls - high impact and increased user engagement



## BANNER SPECIFICATIONS: dimensions in pixels

### DESKTOP BANNER 1000x250:

**Dimensions:** 1000x250

**Format:** jpeg, gif or html

**Max File size:** 80kb

**Animation:** limited to 15 sec.

### DESKTOP BANNER 300x600:

**Dimensions:** 300x600

**Format:** jpeg, gif or html

**Max File size:** 60kb

**Animation:** limited to 15 sec.

### MOBILE BANNER 300x450:

**Dimensions:** 300x450

**Format:** jpeg, gif or html

**Max File size:** 50kb

**Animation:** limited to 15 sec.

### MOBILE BANNER 320x50:

**Dimensions:** 320x50

**Format:** jpeg, gif or html

**Max File size:** 40kb

**Animation:** limited to 15 sec.

## \*PG (Programmatic Guaranteed) Desktop + Mobile Display

Option - Minimum Spend = R 25 000

Ad Unit Sizes = 1000x250 + 300x600 + 320x50 + 300x250

# HOMEPAGE TAKEOVER



**TOTAL INVESTMENT**  
**R40 000 (ex. VAT)**

Daily Maverick homepage takeovers provide advertisers with 100% share-of-voice across both desktop and mobile for a 24-hour period, on the home page.

Each takeover serves approximately 200,000 impressions with a reach of about 42,000 of Daily Maverick's most loyal readers.

Rather than utilising a skin, clients provide creatives for all four banner opportunities available on the site.

## BANNER SPECIFICATIONS: dimensions in pixels

**DESKTOP BANNER 1000x250:**  
**Dimensions:** 1000x250  
**Format:** jpeg, gif or html  
**Max File size:** 80kb  
**Animation:** limited to 15 sec.

**DESKTOP BANNER 300x600:**  
**Dimensions:** 300x600  
**Format:** jpeg, gif or html  
**Max File size:** 60kb  
**Animation:** limited to 15 sec.

**MOBILE BANNER 300x450:**  
**Dimensions:** 300x450  
**Format:** jpeg, gif or html  
**Max File size:** 50kb  
**Animation:** limited to 15 sec.

**MOBILE BANNER 320x50:**  
**Dimensions:** 320x50  
**Format:** jpeg, gif or html  
**Max File size:** 40kb  
**Animation:** limited to 15 sec.

*All rates are net of agency commission and exclude VAT  
This rate card is valid from 31 July 2021 - 31 December 2021*

**\*Publisher Hosted (PHPG) HomePage Takeover Desktop + Mobile**  
Estimated Daily Impressions = 200 000  
Takeover Cost = R40 000  
Specs = 1000x250 + 300x450 + 300x600 + 320x50

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# SECTION TAKEOVERS

Section takeovers provide clients with 100% share-of-voice across mobile and desktop, both on the section homepage and in article.

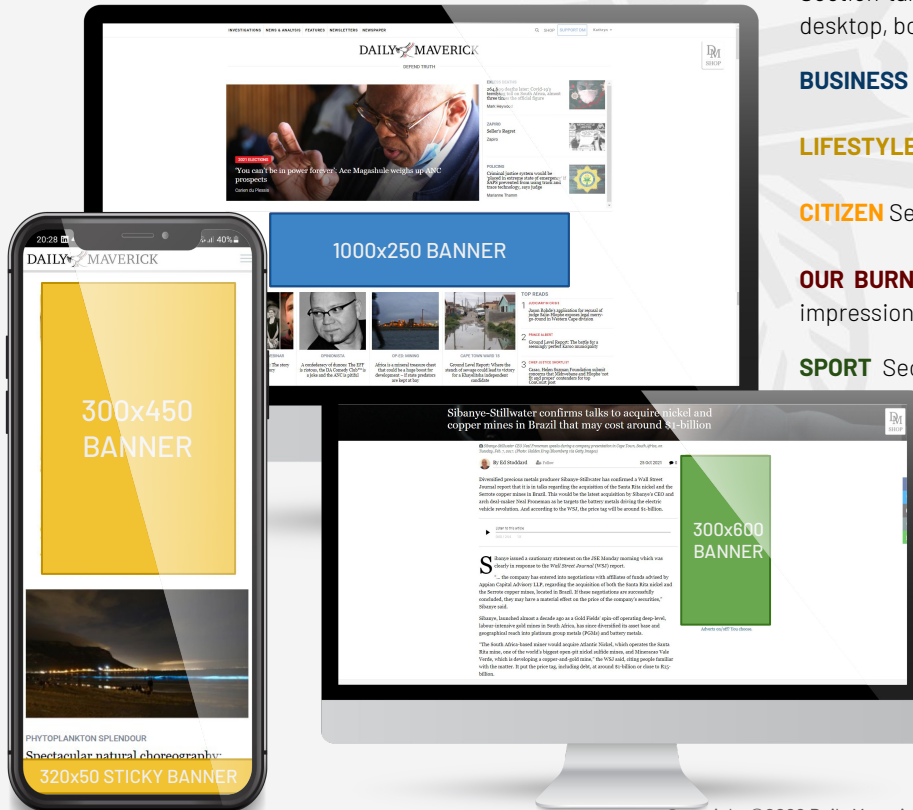
**BUSINESS** Section Takeover: PER DAY R20,000 (approx. 100k ad impressions)

**LIFESTYLE** Section Takeover: PER WEEK R25,000 (approx. 140k ad impressions)

**CITIZEN** Section Takeover: PER DAY R10,000 (approx. 50k ad impressions)

**OUR BURNING PLANET** Section Takeover: PER DAY R10,000 (approx. 45k ad impressions)

**SPORT** Section Takeover: PER WEEK: R10,000 (approx. 45k ad impressions)



## BANNER SPECIFICATIONS: dimensions in pixels

### DESKTOP BANNER 1000x250:

**Dimensions:** 1000x250

**Format:** jpeg, gif or html

**Max File size:** 80kb

**Animation:** limited to 15 sec.

### MOBILE BANNER 300x450:

**Dimensions:** 300x450

**Format:** jpeg, gif or html

**Max File size:** 50kb

**Animation:** limited to 15 sec.

### DESKTOP BANNER 300x600:

**Dimensions:** 300x600

**Format:** jpeg, gif or html

**Max File size:** 60kb

**Animation:** limited to 15 sec.

### MOBILE BANNER 320x50:

**Dimensions:** 320x50

**Format:** jpeg, gif or html

**Max File size:** 40kb

**Animation:** limited to 15 sec.



# Daily Maverick

## Newsletters rates & specs



# NEWSLETTER PERFORMANCE & RATE CARD

Daily Maverick has 17 individual newsletter products (listed below plus Judith's Prudence, with a total of 272,000 unique newsletter subscribers and an average open rate of over 30%. Advertising in Daily Maverick newsletters provides clients with three dedicated banner opportunities and 100% share-of-voice, with a benchmark CTR of 0.4% on unique opens..

NAME	SENT OUT	SUBSCRIBERS	OPEN RATE	COST
First Thing	Weekday Mornings	272 000	33%	R 17 500
Afternoon Thing	Weekday Afternoons	151 000	30%	R 10 000
Special Edition	Mondays	118 000	35%	R12 500
Weekend Thing	Saturday	270 000	32%	R 17 500
Business Maverick	Weekday Mornings	161 000	27%	R 17 500
After the Bell	Weekday Afternoons	42 700	59%	R 10 000
Weekly Wrap	Sundays	272 000	33%	R 17 500
Zapiro*	3 per week	107 000	37%	R 10 000
Madam & Eve*	Fridays	107 000	36%	R 10 000
Maverick Citizen	Tuesdays	22 900	40%	R 3 500
Maverick Life	Thursdays & Sundays	37 400	39%	R 5 000
Maverick Sports	Mondays	23 100	38%	R 3 500
SME Toolkit	Thursdays	7 000	31%	R 3 000
Young Maverick	Monthly - Last Thursday	26 700	47%	R 6 500
Your Questions Answered	Mid-Month	52 400	60%	R 16 000
TGIFood with Tony Jackman	Weekly on Fridays	35 600	26%	R5 000

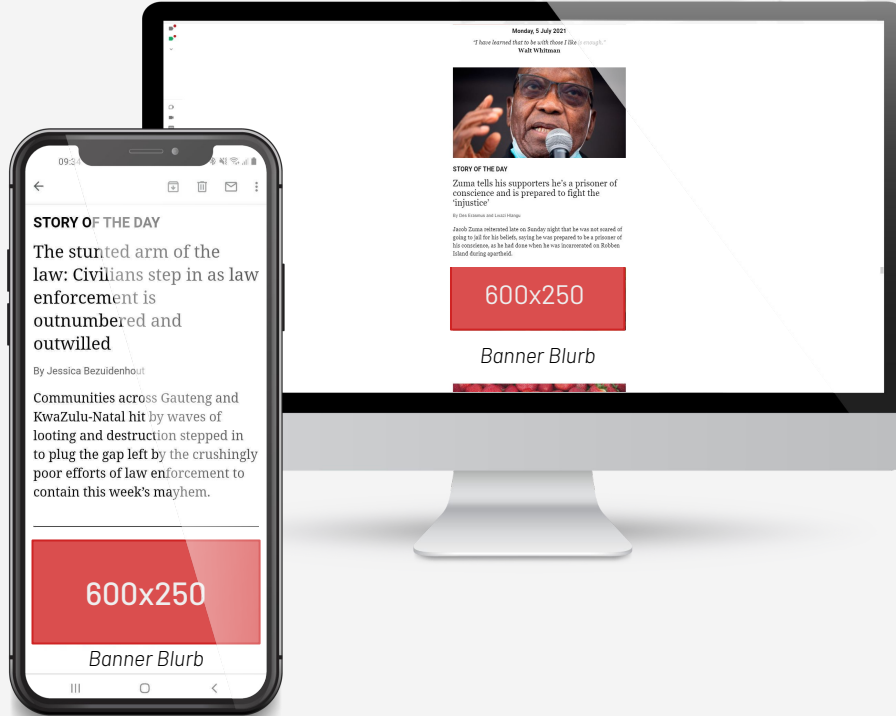
All rates are net of agency commission and exclude VAT  
This rate card is valid from January 2022

\*Only two banner opportunities included

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# NEWSLETTER ADVERTISING SPECIFICATIONS



Daily Maverick newsletters are sold on a sponsorship basis, providing the client with 100% share-of-voice in each newsletter. Each newsletter includes three\* banner opportunities. The client can submit three different creatives, or one creative that is repeated in each advertising slot.

Underneath each banner, there is a dedicated space for written text to support the banner campaign. These 'blurbs' improve the CTR performance by up to 30% and provides an excellent opportunity for extended client messaging.

## NEWSLETTER BANNER SPECIFICATIONS:

**Dimensions:** 600x250

**Format:** jpeg or gif

**Max File size:** 50kb

**Animation:** limited to 15 sec.

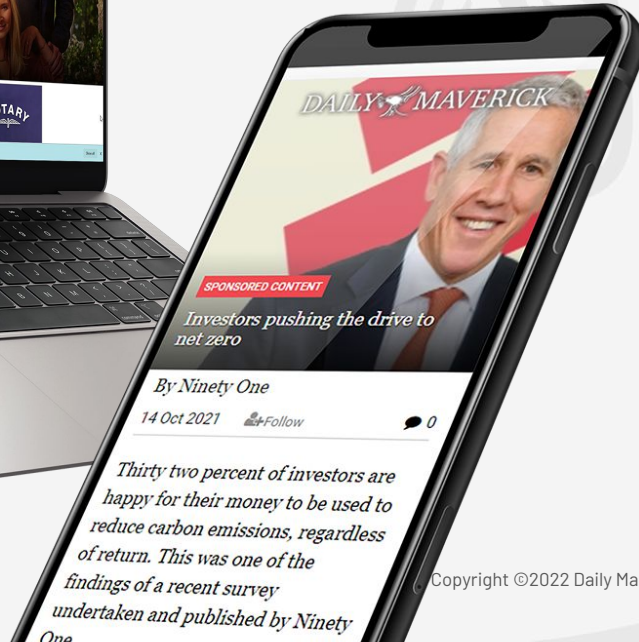
**Blurb:** Upto 30 words



# Daily Maverick

## Sponsored Content Opportunities

# SPONSORED CONTENT



Sponsored Content provides an excellent opportunity for client's to authentically engage with Daily Maverick's readers.

Client supplied copy and images are published on Daily Maverick's article templates with companion banners. Clients are welcome to supply relevant images, graphs, infographics, videos and links to be embedded in the article.

The article is featured on Daily Maverick's homepage for 24hrs, distributed through Daily Maverick's newsletters and receives social media amplification on Daily Maverick's Facebook page. Sponsored content articles remain active on Daily Maverick's site for a minimum of 6 months, thereafter they are added to the archives.

**TOTAL INVESTMENT PER ARTICLE:  
R35,000 (ex. VAT)**

All rates are net of agency commission and exclude VAT  
This rate card is valid from January 2022

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# SPONSORED CONTENT SPECIFICATIONS

Copy / Content	Client supplied headline and article with a recommended length of 800 - 1,200 words
Byline	As this is paid-for content, the official byline that appears with the article will be the client's trading name. Specific mention of the author can be included in the footer of the article
Header Image	As Daily Maverick's article layout is responsive to the user's device, there is no specific dimension for the header image. Guideline dimensions: 1900x900   Max file size: 1MB   Recommendations: for maximum impact, the focal point should be in the middle third of the image. The image should not include any text or graphics as these are likely to be cropped out, depending on the user's device
In-article Graphics	Clients can supply relevant images, graphs or infographics to be included in the article. Format: Jpeg   Max file size: 1MB
In-article Video	Videos can be embedded in-article with client supplied Iframe code
In-article links	Where relevant, the client is welcome to submit embedded URLs with the copy to redirect the reader
Companion Banners	All sponsored content includes the option of companion banners, as added value: <ul style="list-style-type: none"><li>• Desktop 300x600 : jpeg, gif or html   150kb   Animation limited to 15secs</li><li>• Mobile 300x450 : jpeg, gif or html   75kb   Animation limited to 15secs</li><li>• Mobile strip 320x50 : jpeg, gif or html   75kb   Animation limited to 15secs</li></ul>



# Daily Maverick 168

## Print advertising rates & specs

# Daily Maverick 168, South Africa's quality weekly read

South Africa's favourite weekly newspaper, in Tabloid from 7 May 2022



- News & Opinion, Politics, Business, Tech, Motoring & Sport: minimum 60 pages Short Tabloid
- Plus 4 Page kids section (6-12 yrs)
- Available at over 1,700 stores nationwide via Woolworths, Pick n Pay, Exclusive Books, Checkers, Spar, Garage Shops, Airport stores, Business Class lounges & other retailers
- Bumper year-end holiday issue includes our Person-of-the-Year section /17 Dec '22
- Cover price R25
- Print Order: 15,500 | Ave circulation 8,500+



# DM168 RATE CARD FROM 7 May 2022



A **WEEKLY, SATURDAY** publication | Print Order 15,500

**Page size (mm):**

380 (h) x 289 (w)

**Type area (mm):**

350 (h) x 265 (w)

**FPS size (mm):**

65 (h) x 265 (w)

SIZE*	SPECS (mm)	RATE
Double Page Spread	350 (h) x 530 (w)	R 80 000
Full Page ROP	350 (h) x 265 (w)	R 45 000
Half Page (horizontal)	175 (h) x 265 (w)	R 30 000
Half Page (vertical)	350 (h) x 132 (w)	R30 000
Third Page	116 (h) x 265 (w)	R 25 000
Quarter Page	87 (h) x 265 (w)	R 20 000

SPECIAL POSITIONS	SPECS (mm)	RATE
Front Page Solus	65 (h) x 265 (w)	R 30 000
Page 3 FP and page 6	350 (h) x 265 (w)	R47,500
Business Section Adjacency	350 (h) x 265 (w)	R 47 500
Travel Section Adjacency	350 (h) x 265 (w)	R 47 500
Environment Adjacency	350 (h) x 265 (w)	R 47 500
Maverick Life Adjacency	350 (h) x 265 (w)	R 47 500
Sport Section Adjacency	350 (h) x 265 (w)	R 47 500
Education/Classifieds	175 (h) x 132 (w)	R11,500
Career/Job Ads	116 (h) x 132 (w)	R8,000
Outside Back Cover	350 (h) x 265 (w)	R50,000

## ADDITIONAL

## RATE

Coverwrap	ROA
Inserts	ROA
Special Reports	ROA

All rates are net of agency commission and exclude VAT  
This rate card is valid from the issue of 7 May 2022

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Other sizes available on request\*





# MAVERICK KIDS RATE CARD



**THIRD PAGE**  
116 (h) x 265 (w)

**SPONSORSHIP**  
**R30 000 (ex. VAT)**

## CONTENT:

4 page tabloid pullout aimed at 8 to 12 yr olds

## Page size (mm):

380 (h) x 289 (w)

## Type area (mm):

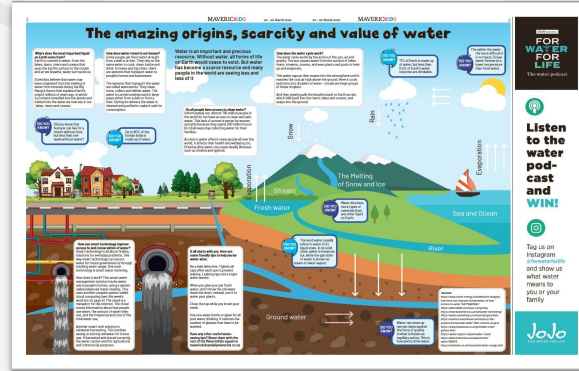
350 (h) x 265 (w)

## SIZE\*

## SPECS (mm)

## RATE

SIZE*	SPECS (mm)	RATE
Sponsorship	Third page cover, strip inside, quarter page back page	R30 000
Third Page (Landscape)	116 (h) x 265 (w)	R 17 500
Vertical Strip	350 (h) x 65 (w)	R 13 500
Quarter Page (Portrait)	175 (h) x 129 (w)	R 13 500
Quarter Page (Landscape)	87 (h) x 265 (w)	R 13 500



# DM168 LAYOUT & DESIGN

Our new format tabloid design takes you on a journey of discovery from our hard-hitting investigations to inspiring lifestyle stories, in an easy to read layout favouring full page advertisements.

**SPECIAL FEATURES/SPONSORSHIPS:**  
**STOCK PAGES | EDUCATION | CAREERS | ESG | PERSONAL FINANCE | TRAVEL | POETRY**

**MAVERICK ESCAPE**



## The timeless working boats of Zanj are fading

Looking seaward from almost any shore between northern Mozambique and the Red Sea, you are likely to see a fleet of ancient white winged wooden craft gliding the horizon. Words by Don Pincock and photography by Justin Fox

Let's say you're taken to the edge of a village in a remote area of Mozambique. The boatmen there are the last of their kind. They are the last of a long line of boatmen who have been building and sailing these boats for centuries. They are the last of a long line of boatmen who have been building and sailing these boats for centuries. They are the last of a long line of boatmen who have been building and sailing these boats for centuries.

At the beginning, the scene was bleak. Most people there were poor, and the boats were old and worn. But over time, the boats became a symbol of hope and a source of income for the people of the region. They were a lifeline for many, and they were a source of pride for all.

But now, the boats are disappearing. They are being replaced by modern motorboats, and the people of the region are losing their way of life. The boats are fading, and the people are fading with them.

It's a sad story, but it's a story that needs to be told. The boats of Zanj are a part of our heritage, and they are a part of our future. We need to protect them, and we need to protect the people who depend on them.

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**MAVERICK LIFE**



## The Tinder Swindler phenomenon in South Africa

According to a study done by Techsleider, a technology and online security news website, South Africa is one of 20 countries in the world where people are most likely to fall victim to online romance scams.


The Tinder Swindler phenomenon is a global issue, but it is particularly prevalent in South Africa. According to a study done by Techsleider, a technology and online security news website, South Africa is one of 20 countries in the world where people are most likely to fall victim to online romance scams.

The study found that South Africa is one of the most vulnerable countries to online romance scams. This is due to a number of factors, including a high rate of internet usage and a lack of awareness of online security risks.

It's important for people in South Africa to be aware of the risks of online romance scams. They should be cautious of anyone who asks for money or personal information. They should also be aware of the signs of a scam, such as a lack of photos or a story that is too good to be true.

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**MAVERICK ENVIRONMENT**



## Tyres are poisoning rivers and killing aquatic life

Synthetic chemical compounds commonly added to 'rubber' tyres are getting into waterways, killing several types of fish and smaller forms of aquatic life, recent scientific studies reveal.

The study found that synthetic chemical compounds commonly added to 'rubber' tyres are getting into waterways, killing several types of fish and smaller forms of aquatic life, recent scientific studies reveal.

The researchers found that these compounds are highly toxic to aquatic life, and they are being found in waterways around the world. This is a serious problem, as it is threatening the health of our oceans and rivers.

We need to take action to reduce the use of these chemicals in tyres. We need to encourage manufacturers to use safer materials, and we need to encourage consumers to buy eco-friendly tyres.

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**BUSINESS MAVERICK**



## The next quarter looks a little more cheerful for

It does seem gloomy. Unemployment is staggering; inflation is surely starting to climb, as is the country's debt level, but still there is a glimmer on the horizon

The next quarter looks a little more cheerful for. It does seem gloomy. Unemployment is staggering; inflation is surely starting to climb, as is the country's debt level, but still there is a glimmer on the horizon.

Despite the challenges, there are signs of hope. The economy is showing signs of recovery, and there are opportunities for growth. We need to stay optimistic and work together to overcome our challenges.

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# DM168 AD SIZE OPTIONS

FULL PAGE AD



## The next quarter looks a little more cheerful for

It does seem gloomy. Unemployment is staggering; there is a new Covid variant hobbling tourism and other industries; inflation is surely starting to climb, as is the country's debt level. But still there is a glimmer on the horizon



**B**USINESS MAVERICK

The year of our Lord just has been a grinding slog. The economic impact of the pandemic has been far more onerous than we could have imagined. High unemployment, low demand, and a host of other factors have conspired to make the recovery seem like a distant dream. But there is a glimmer on the horizon. The next quarter looks a little more cheerful for the economy. It does seem gloomy. Unemployment is staggering; there is a new Covid variant hobbling tourism and other industries; inflation is surely starting to climb, as is the country's debt level. But still there is a glimmer on the horizon.

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### Like all calamities, the coronavirus pandemic has changed the way we live, and more pertinently the way we work

The coronavirus pandemic has changed the way we live, and more pertinently the way we work. It has forced us to re-evaluate our priorities and the way we spend our time. We are now more conscious of our health and the well-being of others. We are also more aware of the importance of our work and the impact it has on our lives. The pandemic has shown us that we are all in this together, and that we need to work together to overcome our challenges. It has also shown us that we are capable of great things, and that we can overcome any obstacle. The pandemic has changed the way we live, and more pertinently the way we work. It has forced us to re-evaluate our priorities and the way we spend our time. We are now more conscious of our health and the well-being of others. We are also more aware of the importance of our work and the impact it has on our lives. The pandemic has shown us that we are all in this together, and that we need to work together to overcome our challenges. It has also shown us that we are capable of great things, and that we can overcome any obstacle.

## FULL PAGE

Placing a full page ad in DM168 offers high-impact brand visibility. Full page ads are available in run-of-paper and on the outside back cover, with premium placement offered as section adjacency, including business, travel, life, sports and education.

Specs (mm): 350 (h) x 265 (w)

## When an ecosystem collapse and State Capture collide

When an ecosystem collapse and State Capture collide, the consequences can be dire. It is a complex issue that involves the intersection of environmental science and political power. The collapse of an ecosystem can lead to the loss of biodiversity, the degradation of natural resources, and the displacement of communities. State capture, on the other hand, is the process by which a small group of individuals or organizations gain control over a state's resources and decision-making. When these two forces collide, the result can be a disaster for the environment and the people who depend on it.

In two cases that reach the highest rungs of local politics, land rights scans have been linked to illegal hunting



In two cases that reach the highest rungs of local politics, land rights scans have been linked to illegal hunting. The cases involve the discovery of illegal hunting activities in areas that are the subject of land rights scans. This is a serious problem because illegal hunting can lead to the loss of endangered species and the degradation of ecosystems. Land rights scans, on the other hand, are a process by which the government identifies and registers land rights. This process is essential for the development of a country's land resources. However, the discovery of illegal hunting in areas that are the subject of land rights scans suggests that there may be a connection between the two. This is a concern because it suggests that the government's land rights scans may be incomplete or inaccurate, and that there may be a need for a more comprehensive approach to land rights management.

The traditional community had a long and complicated relationship with its namesake o'ooaha nature conservancy. Known as the Mimihihi Private Game Reserve, the conservancy was established in 1998. It was a landmark achievement for the community, as it was the first time that a private game reserve had been established in the country. The conservancy was intended to protect the community's natural resources and to provide a source of income for the community. However, the relationship between the community and the conservancy was not always smooth. There were many disputes over land rights and the management of the conservancy. The community felt that the conservancy was not being managed in their best interests, and that the land was being sold off to outsiders. The conservancy, on the other hand, felt that the community was not doing enough to protect the land. The relationship between the community and the conservancy was a complex one, and it was a challenge to find a way to resolve the disputes. In the end, the community and the conservancy reached an agreement that allowed the community to have a say in the management of the conservancy. This was a positive outcome, and it showed that the community and the conservancy were able to work together to find a solution to their problems.



Photo: iStock.com/Robert Pappalardo

## VERTICAL HALF PAGE

Vertical half page ads are available throughout the various newspaper sections. The advert runs the full height of the newspaper, providing the client with high-impact visibility.

Specs (mm): 350 (h) x 132 (w)

HALF PAGE VERTICAL AD

# PRINT SPECIFICATION SHEET

<b>File Type</b>	PDF is Preferred (Please ensure saved or exported files for publication are Acrobat 4 (PDF version 1.3).
<b>Typefaces</b>	Please ensure typefaces are fully embedded or outlined in your PDF prior to sending
<b>Colours</b>	All colours used with the supplied advert should be defined as CMYK process colours. Pantone or spot colours must be converted to CMYK process colours.  Avoid using the over-print function unless it's for vector graphics and/or text reproduced from 100% back or a tint of 100% black.
<b>Photos &amp; Bitmap Graphics</b>	For photographs and bitmap graphics (non-vector artwork) in advertisements: all mono files should be saved as GRAYSCALE JPEGS.  All colour files should be saved as CMYK JPEGS. Photographs in particular should be colour-corrected, newspaper use, to take into account dot gain when published.
<b>Print Resolution</b>	At the time of publishing, all photographs or bitmap graphics will be printed at 200dpi. All photos/bitmap graphics must be supplied at a resolution of no less than 200dpi at their final print size.
<b>Dot Gain &amp; Ink Cover</b>	All artwork should take into account an average of between 18-26% dot gain. The maximum ink cover on our press, where four CMYK colours overlap, should add up to no more than 240%.

<b>Material Deadline</b>	<b>Cancelation Deadline</b>	<b>Cancelation Fee</b>	<b>Contact</b>
Tuesday COB in the week of publication	Friday COB in the week prior to publication	50% 2 working days prior to publication & 100% 1 working day prior to publication	nokuthula@dailymaverick.co.za



# Daily Maverick Live Journalism Events



# DAILY MAVERICK WEBINARS

Each week, Daily Maverick hosts 2-3 webinars. These webinars include topics (as determined by the DM webinar team) covering current affairs, economics, business, book launches, food and sport. Speakers are selected by the DM webinar team, and will be experts in their field, accompanied by a DM journalist/moderator. Daily Maverick Webinars have the capacity to host 2,000 attendees. They have proven to be a highly effective platform for engaging with a captive audience and creating authentic brand awareness.

**Webinar Duration:** 1 hour

**Potential Attendees:** 2 000 pax.

## Branding:

- Pre-webinar promotional material (sponsor logo)
  - Banners on Daily Maverick promoting the webinar
  - Social media posts (Facebook, Twitter & Instagram)
  - Newsletter advertising
- Branding on Webinar registration page
- Branding on Webinar holding page
- Branding at the top of the Webinar chat bar
- Branding on the Webinar recording (hosted on YouTube)
- 600x250 banner included in weekly Webinar Newsletter

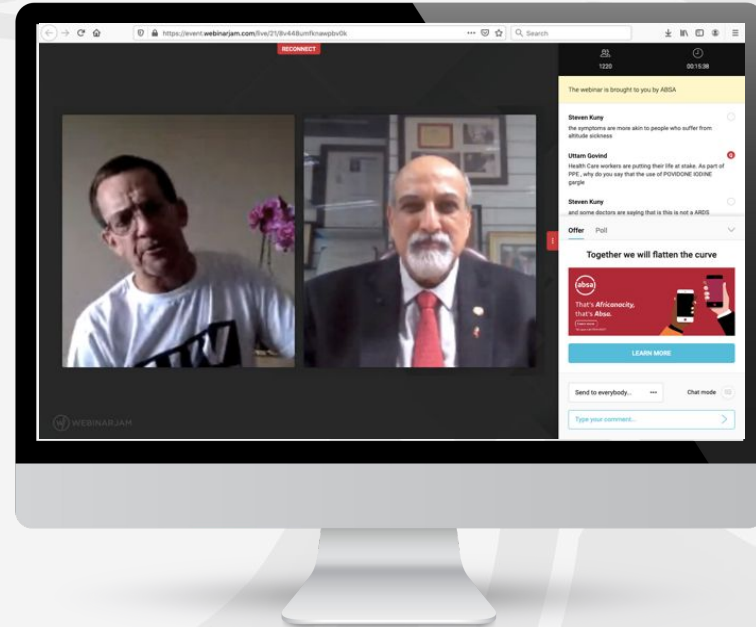
## Potential engagement opportunities:

- Pre-webinar survey
- In-Webinar 'poll'
- Utilise the in-webinar 'deal' function (high CTR)

**TOTAL INVESTMENT PER WEBINAR:**

**R35 000 (excl. VAT)**

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# some of our best performing webinars

- **The Inside Track: Putin's War** (*Reached highest number of attendees at 3257 and highest watch through rate of 85%*)
- **A Bigger Picture: Bringing a new African voice to the Climate Crisis** (*Highest conversion rate from registrants to attendees at 70.4%*)
- **Multimillion Dollar Corruption: The Sentry and Tendai Biti expose dodgy dealings in Zimbabwe** (*Highest recording views at 24 634*)
- **We Are Zama Zama: Migrants, mining and the fight for survival in South Africa's goldfields** (*Highest conversion rate of lands on registration page to people signing up at 60%*)
- **The End of Money: The Great Erosion Of Trust In Banking, China's Minsky Moment And The Fallacy Of Cryptocurrency** (*Highest post-webinar article reads of 32 326*)

# DAILY MAVERICK PODCASTS

Don't Shoot the Messenger is **Daily Maverick's weekly podcast**, hosted by Rebecca Davis.

Rebecca Davis is an **award-winning Daily Maverick journalist** and commentator known for her insightful reporting and incisive takes on current affairs. A two-time Vodacom Journalist Of The Year winner, Davis is also the author of two critically-praised books offering a humorous appraisal of South African society and has a weekly slot on Cape Talk Radio.

Don't Shoot the Messenger launched at the start of South Africa's lockdown. DSTM's aim is to look at a range of **South Africa's thorniest social and economic problems** and is exploring the **most innovative local thinking designed to address these problems**. We have aired three seasons of 10 episodes each, with Season 4 due in Q4 2022.







# Daily Maverick

## Event Sponsorship Opportunities

# DAILY MAVERICK CLIMATE CONFERENCE



*Daily Maverick's* climate crisis division, *Our Burning Planet*, is the largest climate journalism unit on the African continent. On **June 3rd**, our journalism is taking to the stage at the **CTICC in Cape Town (and online globally)** to table real solutions to the greatest threat facing Africa and the world: the climate crisis.

We expect over 1,000 delegates at the event, and 20,000+ joining us online. We have several sponsorship opportunities aligned with climate change/ ESG/ sustainability/ education.

# DAILY MAVERICK 'THE GATHERING' 24 Nov 2022

Created in 2010, The Gathering has grown from strength to strength in both size and impact. From inception, it has dominated the **national conversation** and brought like-minded people together while we highlight and debate South Africa's most pressing questions. The Gathering hosts the most **influential political and business people** in the country and delivers meaningful conversations, which come together to create an event that is as impactful as Daily Maverick's journalism. Past speakers have included Adv Shamila Batohi, Pravin Gordhan, William Browder, Mosilo Mothepu, Dr Nic Crisp and many more.



## What our audience says about *Daily Maverick*?

[I] am proud to support a subscription to the *Daily Maverick*. It is my **chief go-to source of news** and **excellent opinion articles**.

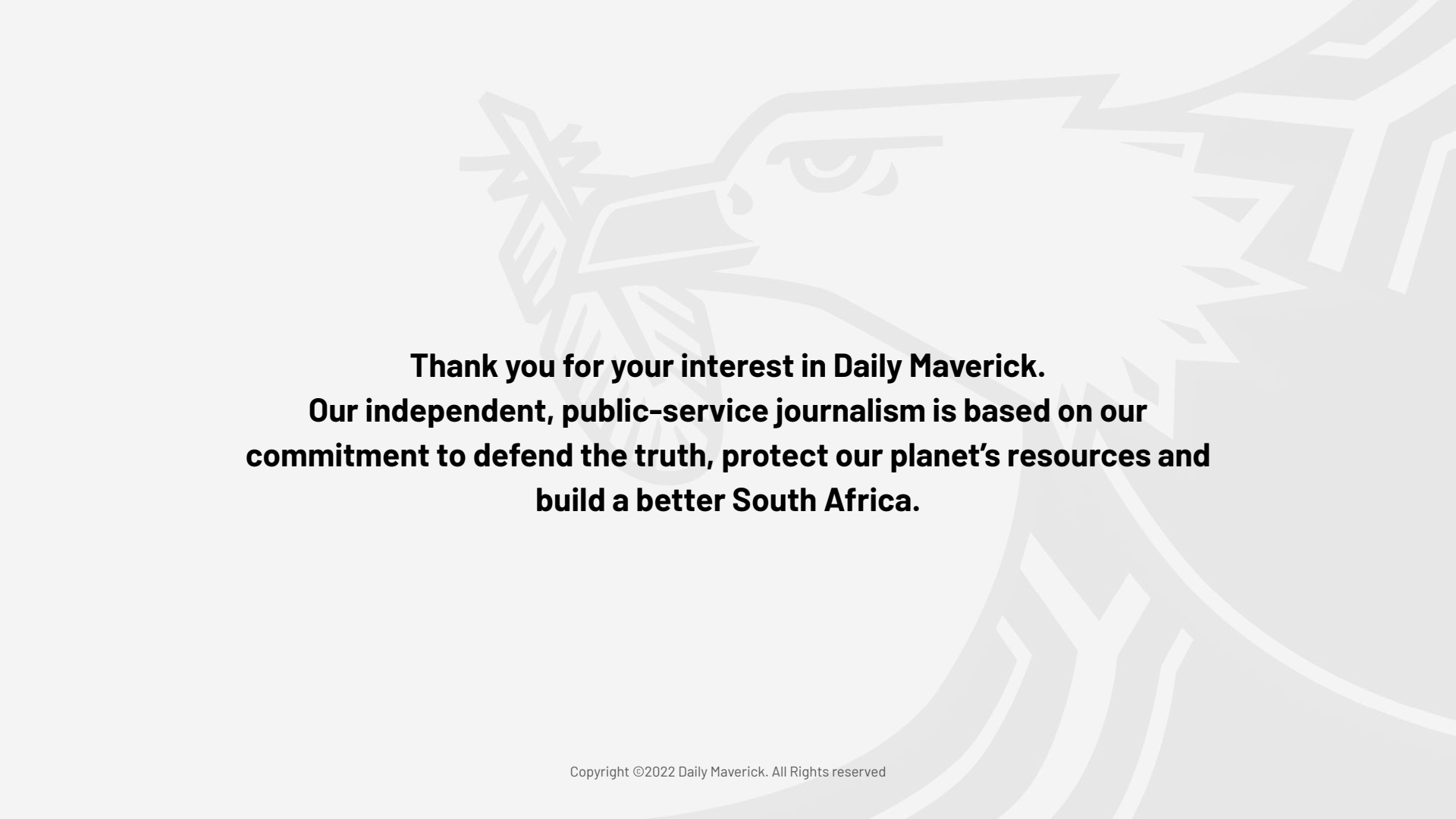
I hope this new addition to *DM*'s offerings will also help increase subscriptions **at a time when we have never needed excellent, trusted journalistic cover and opinion more**.

– Sudan Sonnenberg, Climate Crisis and Covid-19 webinar

I enjoyed the new format and the wide range of story topics. I am an **avid reader**, including online.

I was happy to read those articles on paper that I either did not, or would not, read online.

– Larry Dolley, 9 May letter to DM168 editor



**Thank you for your interest in Daily Maverick.  
Our independent, public-service journalism is based on our  
commitment to defend the truth, protect our planet's resources and  
build a better South Africa.**