PRODUCT AWARENESS IS STIMULATED NATURALLY THROUGH EDITORIAL CONTENT

Reach

As people across multiple demographic groups become increasingly aware of the benefits of a healthy lifestyle, we see a growing trend towards natural products.

The general public
Intelligent, well-educated, discerning readers. They value their well-being and the health of their family, friends, society and the environment. Lifestyle is an important focus, but so too are the products they like to use.

Healing professionals
Those who earn their income or a portion of their income from natural products or healing.

The natural medicine industry
Businesses that manufacture, sell and distribute complementary medicines.

Natural Medicine World is a global independent educational, online, content and video platform on health.

Social media & YouTube stats
Facebook, Twitter, Instagram, and Pinterest
Followers 50,000 +
Monthly Reach 1,000,000 +
Total Video Views 700,000 +
Total Minutes watched 700,000 +

DEMOGRAPHIC SNAPSHOT

Women
- 90%
- 11% 18-24
- 23% 25-34
- 22% 35-44
- 16% 45-54
- 18% 55+

Men
- 10%
- 1% 18-24
- 3% 25-34
- 2% 35-44
- 2% 45-54
- 2% 55+

www.natmedworld.com
email: ads@natmedworld.com
tel: +27 21 880 1444
## RATES

### WEBSITE

<table>
<thead>
<tr>
<th>Position</th>
<th>Banners/Size (Width x Height)</th>
<th>Leaderboard (750 x 125)</th>
<th>Sidebar skyscraper (300 x 615)</th>
<th>Sidebar square (300 x 300)</th>
<th>Footer banner (750 x 125)</th>
<th>In line advert (750 x 188)</th>
<th>Homepage package (includes options 1, 3 and 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Leaderboard (750 x 125)</td>
<td>3 800</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>2</td>
<td>Sidebar skyscraper (300 x 615)</td>
<td>9 000</td>
<td>6 000</td>
<td>4 200</td>
<td>4 800</td>
<td>6 000</td>
<td>n/a</td>
</tr>
<tr>
<td>3</td>
<td>Sidebar square (300 x 300)</td>
<td>4 200</td>
<td>4 200</td>
<td>4 200</td>
<td>4 800</td>
<td>6 000</td>
<td>n/a</td>
</tr>
<tr>
<td>4</td>
<td>Footer banner (750 x 125)</td>
<td>4 800</td>
<td>4 800</td>
<td>4 800</td>
<td>4 800</td>
<td>6 000</td>
<td>n/a</td>
</tr>
<tr>
<td>5</td>
<td>In line advert (750 x 188)</td>
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<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>6</td>
<td>Homepage package (includes options 1, 3 and 4)</td>
<td>11 000</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

### HOME PAGE

- **Leaderboard (750 x 125)**: 3 800
- **Sidebar skyscraper (300 x 615)**: 9 000
- **Sidebar square (300 x 300)**: 4 200
- **Footer banner (750 x 125)**: 4 800
- **In line advert (750 x 188)**: n/a
- **Homepage package (includes options 1, 3 and 4)**: 11 000

### ARTICLE

- **Leaderboard (750 x 125)**: n/a
- **Sidebar skyscraper (300 x 615)**: 6 000
- **Sidebar square (300 x 300)**: 4 200
- **Footer banner (750 x 125)**: 4 800
- **In line advert (750 x 188)**: 6 000
- **Homepage package (includes options 1, 3 and 4)**: n/a

### WEBVERTORIAL RATES

**Product reviews**: 15 000 p.a.
- Includes options 1 and 2 alongside a write-up of your product or service and organic distribution through Facebook, Twitter, Instagram, Pinterest and LinkedIn.
- Additional video per option 1: 2 800
- Additional video per option 2: 2 800

**Allocate extra**: Boost budget to gain additional traction online periodically.

### NEWSLETTER

1. **Banner advert (580 x 250)**: 5 000

**RICH MEDIA**: Add 20% to advert rate. Only applicable to supplied material.

### PACKAGE DEAL A

- **15 000**
- Includes options 2 & 7 with relevant content, plus video sponsorship banner, option 8

### PACKAGE DEAL B

- **13 000**
- Two banner ads with one playable clip
- A banner with a product pack shot
- A banner with a ‘buy now’ button

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**Notes**:
- Size: pixels wide by pixels tall
- Homepage banner rates are per 12 000 impressions
- Article banner rates are per year or 12 000 impressions (whichever comes first)
- Rates are quoted in Rand currency.
Each video interview clip to be published on the Natural Medicine World Facebook page. The full interview will be published on Natural Medicine World website, as well as on our YouTube channel.

RATES INCLUDE THE FOLLOWING

Editor as film director, filming with videographer and on-set assistant, consultations, research and pre- and post-production.

Option 1
Corporate videos to be produced into three segments 46 000
(1 min, 3 min, 10 min)

Option 2
A five minute video per product 10 000

Full interview will be published on:
Website: www.natmedworld.com
YouTube channel: Natmedworld
Facebook page: @Natmedworld

Additional minimum boost recommended 2 500 per platform
(Facebook & YouTube)

These rates exclude the following costs:
• Venue hire and travelling fees if the shoot takes place off-site (Franschhoek).
• Cost of hair and make-up if the service is required.
• Any outsourced crew requested.
• Packshots can be provided at R500 each.