



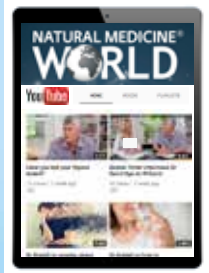
# NATURAL MEDICINE WORLD

Media Kit  
**2018**

NATMED WORLD  
WEBSITE



NATMED WORLD  
CHANNEL



NATMED WORLD  
NEWSLETTER



# 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.**

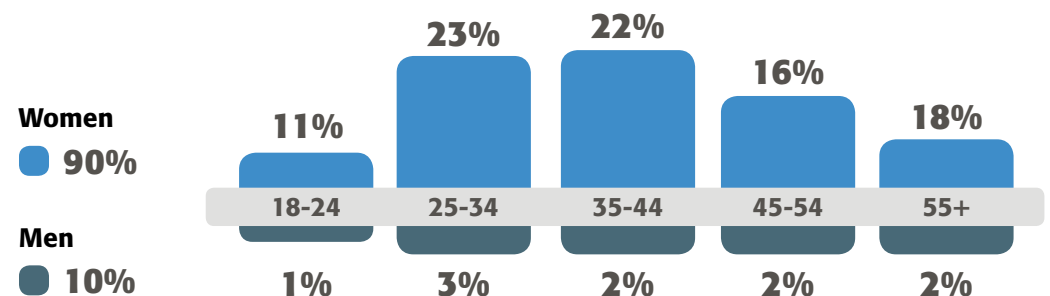


## Social media & YouTube stats

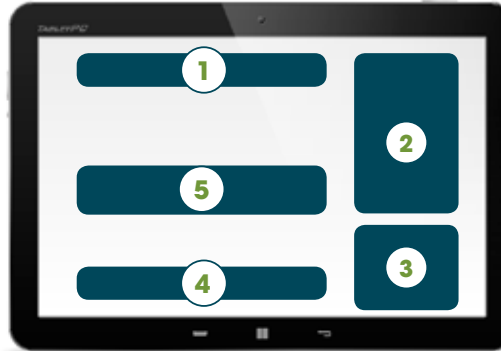
Facebook, Twitter, Instagram, and Pinterest

Followers	50 000 +
Monthly Reach	1000 000 +
Total Video Views	700 000 +
Total Minutes watched	700 000 +

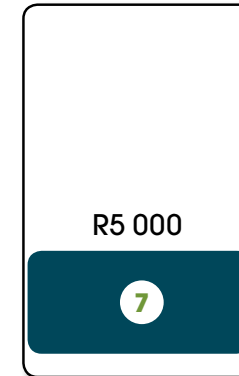
## DEMOGRAPHIC SNAPSHOT



# RATES



## NEWSLETTER



## WEBSITE

## HOMEPAGE

## ARTICLE

	WEBSITE	HOMEPAGE	ARTICLE
1	<b>Leaderboard</b> (750 x 125)	3 800	n/a
2	<b>Sidebar skyscraper</b> (300 x 615)	9 000	6 000
3	<b>Sidebar square</b> (300 x 300)	4 200	4 200
4	<b>Footer banner</b> (750 x 125)	4 800	4 800
5	<b>In line advert</b> (750 x 188)	n/a	6 000
6	<b>Homepage package</b> (includes options 1, 3 and 4)	11 000	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.

## 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

## FACEBOOK

Four posts

855

## NEWSLETTER

7 Banner advert (580 x 250) 5 000

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

\* 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.



# VIDEO RATES

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](http://www.natmedworld.com)

YouTube channel: [Natmedworld](https://www.youtube.com/Natmedworld)

Facebook page: [@Natmedworld](https://www.facebook.com/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.

