

RATE CARD & MEDIA KIT

2025

Natural
MEDICINE WORLD

natmedworld.com



At the root of our appeal is the quality of our content, written by experts in their field.

Consumers are increasingly shifting to online shopping, driven by a growing need for trusted health products. Stress, self-medication trends, and shifting consumer lifestyles can influence the demand for consumer health products. As a result, **it has become vital for brand owners to position their products in educational content** on digital platforms.

READERSHIP & EXPOSURE PIPELINE

Our audience (**LSM 7 – 10** and **SEM Upper Middle 4 – Elite 5**) cover a wide demographic from **18 – 64 years old (65% female)**.

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

Healing professionals: Medical doctors and health care practitioners.

Those in the natural medicine industry: They earn their income or a portion of their income from natural medicine or healing such as growers, product formulators, manufacturers, retail buyers, distributors, brand managers and CEO's.

***LSM** (*Living Standards Measure*) developed to **SEM** (*Socio Economic Measure*).

We are best positioned to enable you to reach engaged, intelligent consumers who are highly motivated to purchase products to support their healthy lifestyles.

Unit sales are not achieved solely by eyeballs on adverts but depend very much on the potential buyer being interested enough in the content to click on an advert. Click-through depends on the quality of the content as well as the credibility of the page.

All options include carefully crafted content abstracted from the article, distributed across our Exposure Pipeline (funnels), sending traffic to the article.

Targeted adverts alongside credible content yield the best results. A boosted article outperforms a boosted advert by 48%.



This is the success story of Tara Pharmaceuticals and the hard work and trust between Paul Bosman and Daleen Totten. We achieved the results because his products are effective, safe and of high quality.

This is what Paul has to say:

‘I met Daleen Totten in 2018. We had an open discussion on marketing, content, credibility and collaborating with market leaders to get to speak about disease entities. I wanted to get my products and ingredients verified by a credible third party like herself.

I needed independent medical doctors to speak about IBS, the treatment options and natural solutions. The public needed to be assured that Tara’s products are manufactured in an ISO 9001 facility, with good manufacturing practice (GMP) – a system for ensuring that products are consistently produced and controlled according to quality standards. It is FDA approved and registered with SAPHRA. Not all products are the same and one needs to be transparent in your marketing and claims linked to products.

I really enjoyed and still enjoy working with Daleen and find Natural Medicine World a great platform to get to both my prescribers and my end users. **Since starting the collaboration, my sales have increased by 20% year-on-year.’**

AN ADVERTISERS SUCCESS STORY



EDITORIAL SECTIONS



Our Editorial Sections Include:

1. [Improve Health](#)
2. [Natural Nutrition](#)
3. [Natural Remedies](#)
4. [Natural Therapy](#)
5. [Natural Living](#)
6. [Natural Beauty](#)
7. [Family Health](#)
8. [Pregnancy and Birth](#)
9. [Children's Corner](#)
10. [Fitness Focus](#)
11. [Movement and Yoga](#)
12. [Mindy, Body and Soul](#)
13. [Animal Health](#)
14. [Pioneers in Medicine](#)
15. [Ask the Expert](#)



An omnichannel approach will continue to influence sales and brand penetration.

As a whole, our health product industry is severely restricted in what it can claim or even simply state in its marketing material and packaging. **No such restrictions apply to our objective content: articles, reports, reviews and videos.**

WE SAY WHAT YOU CAN NOT

ADVERTISING OPTIONS

Option 1: Article advert

Option 2: Listing

Option 3: Newsletter

Option 4: Magazine Advert

Option 5: Packages

Option 6: Product Review and Editor's Report

Option 7: Sponsorship

Option 8: Book a page for your company and all its products.

1. ARTICLE Advert

Placed within credible, inspiring content.



Boosting the immune system

There are some simple ways to boost your immune system – it can be as easy as putting the right food in your body. Margaret Roberts makes some suggestions. Stick to them, using what nature has to offer, and you'll vastly improve your chances of staying well – without having to live in a plastic bubble!

In the world we live in today – with toxic pollution, stress, flu and speed increasingly invading every aspect of our lives, compromising our health to the extent that few of us are fully well – we need to boost our immune systems. Everyone is saying this, but how to do it is becoming as complicated as our very existence!



MARGARET ROBERTS is a herbal pioneer in South Africa. For almost 40 years she has imported and trialed herb seeds and extracts for South African gardeners and farmers. She lectures and consults on herbs, medicinal foods and wilderness safety natural insecticides at tertiary institutions countrywide and at her Herbal Centre at De Wildt. She was one of the first true organic farmers in South Africa, and has shared her knowledge through over 30 books and engaging radio and television series. Margaret received a Laureate Award from Pretoria University in recognition of her outstanding contribution to the field. Contact her on 012-604 2121 or visit www.margaretroberts.co.za



Option 1

Article advert in credible, relevant, expert written content on our website.

Only 3 spaces per article. Invest in educational content placement and share its credibility with your followers and customers.

- a) **One** 900 x 900 @ **R 14 000** for a 12 month period.
- b) **One** 900 x 1800 or **Two** 900 x 900 @ **R 22 000** for a 12 month period.

For more article options, refer to package deals below, or contact Daleen directly.

Specs
900 x 900
900 x 1800

Only 3 ads
per article

Deadline:
Before the 28th
of every month

See our Editorial
Calendar 2025

2. LISTING option

Placed within credible, inspiring content.

Chocolate & coffee



– the good, the bad & the ugly

Chocolate and coffee provide a luxurious and indulgent element in the lives of many. Some call them foods, others drugs; some deem them to be healthy, others a risk. Whatever your perspectives, these two products, each derived from a bean of sorts, provide endless fascination and debate. Let's take a look at what makes these foods what they are.

CHOCOLATE – SOUL FOOD
This bean, together with the surrounding fruit derived from the cacao tree, *Theobroma cacao*, has been consumed by

While cocoa may be a delectable food, it also has many proven and anecdotal health benefits. Traditionally the cocoa plant had several uses, including for the control of

MannaBrew



web listing in content

theobromine. *Theobroma* means 'food of the gods', a sentiment many would agree with. The name of cocoa, *theobroma*, provides a clue as to its main psychoactive component, theobromine. *Theobroma* means 'food of the gods', a sentiment many would agree with.

show cocoa to be far more efficacious than conventional cough remedies such as The most notable of these is as a potential cough suppressant. Double-blind studies show cocoa to be far more efficacious than conventional cough remedies such as

Option 2

Listing option in credible, relevant, expert written content on our website. With this new listing option, you can feature all your products! A listing does not require any ad material. We only need a high res pack shot, product name and URL to online shop or website. We will make up the listing and add a 'buy now' button.

These **listings** can be placed for different products in one article, or a variation of products in articles. A listing is renewable and upcoming feature articles will be supplied to select from.

These listings are not static and can be changed around to other articles, replaced or updated. Each listing quoted is the **monthly rate**. If 3 or less listings are booked, it requires a booking for a **min period of 6 months**. Payment can be made monthly in advance.

- a) 1 listing at R3 000
- b) 2 listings at R4 500
- c) 3 listings at R6 000
- d) 4 listings at R7 500 and so on...

With every 10 listings booked, receive 2 complimentary listings.



GLENN ASHTON is a writer and researcher working on health, food safety and security and environmental issues. He has written extensively on the topic of genetically modified foods and is considered an authority on the subject. He contributed a chapter to and edited the recent book, *A Palatable World? The Privatization of Life and Nature*, published by Jacana. View his website at www.kla.gala.org for more of his writing on this and many other subjects.

Specs

900 x 900
900 x 450

**Only 1
Newsletter**
per month

Deadline:
Before the 28th
of every month

Email us for
line-up
info@natmedworld.com



Option 3

Newsletter advert 900 x 900 @ **R6 000** per advert.

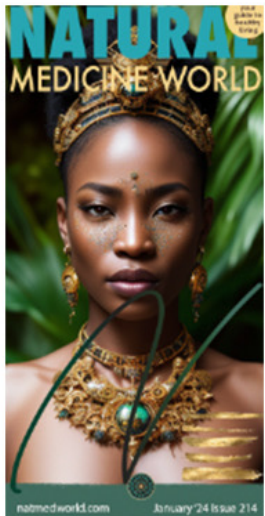
Additional advert 900 x 450 @ **R3 500** per advert so that you can 'continue' your advert further down in the newsletter.

Placement is determined by the order of bookings received.

4. MAGAZINE Advert



Monthly publication dates between the 5th and 10th.



Ad 1	Ad 3
Ad 2	Ad 4

Two additional ad spaces at the bottom of the magazine.

Placement order based on date of booking.

Option 4

Magazine advert 900 x 900 @ **R8 500** per advert., includes R1 500 boost budget.

Only 6 spaces per magazine. It is online only. The magazine, with your advert, will remain on the website indefinitely, and therefore searchable.

Specs
900 x 900
900 x 1800

Only 6 ads
per magazine

Deadline:
One month
in advance

See our Editorial
Calendar 2025



Option 5

Package Rates A: @ R18 000 payable upfront

1. 1 x newsletter advert
2. 1 x magazine advert
3. 2 x listings (for 6 months)

Package Rates B: @ R20 000 payable upfront

1. 1 x newsletter advert
2. 1 x magazine advert
3. 1 x article advert (for 12 months)
4. 2 x listings (for 2 months)

Package C: @ R26 000 payable upfront

THE 'WE TAKE CARE OF IT FOR YOU' MODEL

An all-inclusive integrated campaign with this multiplatform package where we will select the best content and placement fit for your product including a first option on new content placement. We understand strategy, placement and integration.

1. 1 x newsletter advert
2. 1 additional 900 x 250 newsletter advert
3. 1 x magazine advert
4. 2 x article adverts (for 12 months)
5. 2 x listings (for 3 months)

In addition to options A, B and C: We include carefully crafted content abstracted from the article, distributed across our Exposure Pipeline (funnels), sending traffic to the article.

We tag and mention your product. Additional boost budget is recommended for Facebook and Instagram.

Option 6

Product Review and Editor's Report

Our research is extensive, objective and credible. We analyze the benefits, features, uniqueness, value, utility and advantage over the competition. We build what you need, starting with a basic rate of **R25 000** for a 12 month placement period.

Send us the product and we will research the following, ensuring the review is objective and credible. **We say what you can not.**

Please note below a cost estimate of a product review production:

- a) Research raw material source & manufacturing process: **R1 000**
- b) Research the condition/s product addresses, specific to the product's formulation: **R2 000**
- c) Formulation analysis (strengths & weaknesses): **R2 000**
- d) Delivery mechanism and form: **R500**
- e) Research 1st (main) active ingredient: **R4 000**
- f) Research subsequent active ingredients: **R4 000** (subject to quantity and to be discussed)
- g) Dosage and efficacy: **R1 000**
- h) Identify unique selling points (USP) & saleable benefits: **R3 000**
- i) Research, Content writing, Reference studies & Editing: minimum **R3 000** (R4 per word)
- j) Graphics: **R6 000** for 6 impactful images with unique selling points. This is optional and you may supply the graphics yourself.
- k) One advert within relevant content, pointing to the product review: **R9 000**. This is optional & rate is discounted by 50% and includes R3000 boost budget.
- l) Boost budget for the exposure pipeline: **R5 000** to be used in part at the launch of the review, and the remainder distributed as agreed during the 12 month period. You can increase this at any point.

The following can be added to your product review to make it more personalised, and the rate is based on your needs:

- Social media buttons to your pages
- Video links
- Tile banners with url's to your website and /or online platforms with a call to action, i.e. buy now
- Additional tiles advertising your product, testimonials, other product reviews or other products in your range.

Annual renewal of the product review will only be the cost of placement, unless new graphics are required or changes to the product has been made. The rate includes 5 updates or changes during each 12 month period. Additional changes will be charged at **R1 250** per hour.

Option 7

Sponsorship

A featured tile of 900 x 1800 pixels wide by pixels tall, will be placed at the top of one of our **editorial sections** of your choice. It will clearly be marked with 'This section is sponsored by...'

The cost is **R60 000** for a 12 month period and includes boost funding and two 900 x 900 adverts (**valued at R22 000**) placed within relevant content, that will run for the same period.

Option 8

Book a page

You can now create a dedicated page on our website to showcase your company's values, history, products, and more. There are no word count limits, allowing you to present your entire product range, bolster brand trust, and share customer testimonials to influence potential buyers. The cost is **R24 000** for a 12 month period plus boost funding of **R6 000**.

Each external link from one product to an online shop is an additional R1 500 for a 12 month period.



Together We Improve Access to Information and Drive Demand for Natural Products.

WORK WITH US

We invite you to help us optimise our service to you. Giving us the opportunity to work closely together, will ensure the most favourable placement and exposure. **Remember, targeted adverts alongside content that is both credible and relevant to your product or service, yield the best results.**

We understand strategy, placement and integration.

To discuss your booking options, timelines and our editorial line-up, please contact:

Katja on +27 66 326 5320 | email info@natmedworld.com or
Daleen on +27 82 9030 621 | daleen@natmedworld.com

