




ONLINE MEDIA PACK 2024

www.coldlinkafrica.co.za



One consolidated voice for the South African refrigeration market, looking at every link in the cold chain – not only locally, but internationally too. From the producer link to export, wherever refrigeration is involved in the perishable supply chain, that’s where we’ll be. Projects, events, news, expert opinions and more – this is the place to be.

SOCIAL MEDIA		
  	FB	303 followers
	TW	673 followers
	LI	1306 followers

Cold Link Africa Publication


AUDIENCE OVERVIEW	COUNTRY BREAKDOWN		AFRICAN BREAKDOWN	
Users: 21 529	South Africa	51.48%	Southern Africa	93.79%
Pageviews: 75 742	United States	4.92%	Eastern Africa	3.63%
Avg. Session Duration: 00:01:12	China	4.92%	Western Africa	1.66%
	India	1.87%	Northern Africa	0.63%
	United Kingdom	1.64%	Middle Africa	0.29%

*Google analytics: August 2022 - July 2023

WEBSITE BANNERS

ALL RATES VALID: 1 OCTOBER 2023 - 30 SEPTEMBER 2024

All rates exclude agency commission and VAT. Bookings do not guarantee editorial placements.

 **WEB BANNER** Size: 300 x 250 pixels R14 800.00 per year

 **FEATURE, PROJECT, PRODUCT PRINT LOGO OR WEB LINK** R5 700.00 per issue (month)

- SPECIFICATIONS**
- Payment required in full before advert goes live
 - Material to be provided in JPEG, PNG or GIF format
 - The sections that adverts can be placed:
 - Home/News
 - Projects
 - Import and Export
 - Production and Processing
 - Refrigeration
 - Skills and Training
 - Retail
 - Transport
 - Warehousing and Storage
 - Associations
 - HEVAC&R Directory



IMAGES BY IMD AND WWW.FREEPIK.COM
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MONTHLY NEWSLETTER

All rates exclude agency commission and VAT. Bookings do not guarantee editorial placements.

 Newsletter banner Size: 700 x 150 pixels (once a month)	R6 200.00 per insertion
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 Newsletter banner Size: 300 x 250 pixels (once a month)	R4 600.00 per insertion
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AUDIENCE OVERVIEW

Open rate: 18.90%
Click-to-Open: 16.78%
Delivered: 1 699
Countries: 14
Cities: 49

SPECIFICATIONS

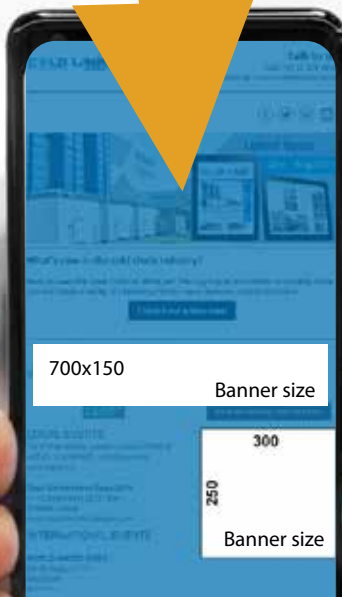
- Payment required in full before advert is inserted into bulletin
- Material to be provided in JPEG, PNG or GIF format

PRODUCT BLAST R5 700



SPECIFICATIONS

- Payment required in full. (COD)
- Material to be provided in JPEG, PNG or GIF format
- Request information on the target market
- Average send: 5 341
- Open rate: 13.85%



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