HVACR Online brings you the latest HEVAC&R industry news for the African market (and beyond), looking at Heating, Energy, Ventilation, Air Conditioning, and Refrigeration (HEVAC&R). What is happening in the HEVAC&R industry here in South Africa as well as the rest of the continent? From projects to event news and everything in between, we get it first so you can stay up to date.

**SOCIAL MEDIA**

- HVACR Online: 893 followers
- Raca Journal Publication: 2,274 followers
- African Breakdown: 158 followers

**AUDIENCE OVERVIEW**

- Users: 73,432
- Pageviews: 72,733
- Avg. Session Duration: 00:01:02

**COUNTRY BREAKDOWN**

- South Africa: 27.90%
- United States: 19.97%
- India: 11.89%
- United Kingdom: 4.07%
- Australia: 3.29%

**AFRICAN BREAKDOWN**

- Southern Africa: 90.77%
- Eastern Africa: 4.17%
- Northern Africa: 2.50%
- Western Africa: 2.32%

**WEBSITE BANNERS**

**ALL RATES VALID: 1 OCTOBER 2021 - 30 SEPTEMBER 2022**

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

**WEB BANNER**

- Size: 300 x 250 pixels
- R13,000.00 per year

**FEATURE, PROJECT, PRODUCT PRINT LOGO OR WEB LINK**

- R5,100.00 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:
  - News
  - Events & Exhibitions
  - Heating
  - Air Conditioning
  - Ventilation
  - Refrigeration
  - Energy
  - Refrigerants
  - Contributor
  - Industry matters
  - Skills and Training
  - Projects
  - Personality
  - Local Manufacturing
  - HEVAC&R Directory
### MONTHLY NEWSLETTER

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

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter banner</td>
<td>700 x 150 pixels (once a month)</td>
<td>R5 400.00 per insertion</td>
</tr>
<tr>
<td>Newsletter banner</td>
<td>300 x 250 pixels (once a month)</td>
<td>R4 000.00 per insertion</td>
</tr>
</tbody>
</table>

### AUDIENCE OVERVIEW

- Open rate: 8.104%
- Click-to-Open: 25.13%
- Delivered: 4,858
- Countries: 16
- Cities: 47

### SPECIFICATIONS

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

### PRODUCT BLAST

**New**

<table>
<thead>
<tr>
<th>括</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>R5 100</td>
</tr>
</tbody>
</table>

**SPECIFICATIONS**

- Payment required in full. (COD)
- Material to be provided in JPEG, PNG or GIF format
- Request information on the target market
- Average send: 6,325
- Click-to-open: 17.83%