




## ONLINE MEDIA PACK 2024

[www.hvacronline.co.za](http://www.hvacronline.co.za)




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	
   Raca Journal Publication	FB 1 011 followers
	TW 2 357 followers
	LI 1 758 followers

AUDIENCE OVERVIEW	COUNTRY BREAKDOWN		AFRICAN BREAKDOWN	
Users: 18 856	South Africa	46.14%	Southern Africa	36.25%
Pageviews: 52 878	United States	16.84%	Eastern Africa	00.72%
Avg. Session Duration: 00:01:20	India	04.52%	Western Africa	00.29%
	China	02.69%	Northern Africa	00.22%
	United Kingdom	02.42%	Middle Africa	00.08%

\*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
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 FEATURE, PROJECT, PRODUCT PRINT LOGO OR WEB LINK	R5 700.00 per issue (month)
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- 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
    - Event News
    - Projects
    - Heating
    - Energy
    - Ventilation
    - Air Conditioning
    - Refrigeration
    - Specialists' insight
    - Associations
    - Profiles
    - HEVAC&R Directory



IMAGES BY IMD AND WWW.FREEPIK.COM  
 LAST UPDATED: 213 SEPTEMBER 2023



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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
	Newsletter banner Size: 300 x 250 pixels (once a month)	R4 600.00 per insertion

### AUDIENCE OVERVIEW

Open rate: 15.54%  
Click-to-Open: 17.46%  
Delivered: 4 208  
Countries: 24  
Cities: 82

### 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

*New*

### 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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