

## ONLINE MEDIA PACK 2025

[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 1 014 followers
	TW 2 369 followers
	LI 2 409 followers

AUDIENCE OVERVIEW	COUNTRY BREAKDOWN		AFRICAN BREAKDOWN	
Users: 20 000	South Africa	64.63%	Southern Africa	55.11%
Pageviews: 67 085	United States	32.19%	Eastern Africa	51.06%
Avg. Session Duration: 00:01:34	India	93.34%	Western Africa	39.77%
	China	72.82%	Northern Africa	56.70%
	United Kingdom	75.82%	Middle Africa	38.89%

\*Google analytics, August 2023 - July 2024

**WEBSITE BANNERS**  
 ALL RATES VALID: 1 OCTOBER 2024 - 30 SEPTEMBER 2025  
 All rates exclude agency commission and VAT. Bookings do not guarantee editorial placements.

	WEB BANNER	Size: 300 x 250 pixels	R15 800.00 per year
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	FEATURE, PROJECT, PRODUCT PRINT LOGO OR WEB LINK	R6 100.00 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



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### MONTHLY NEWSLETTER

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

	Newsletter banner	R6 600.00 per insertion
	Size: 700 x 150 pixels (once a month)	

	Newsletter banner	R4 900.00 per insertion
	Size: 300 x 250 pixels (once a month)	

### AUDIENCE OVERVIEW

Open rate: 13.50%  
 Click-to-Open: 16.16%  
 Delivered: 4 408  
 Countries: 29  
 Cities: 90

### SPECIFICATIONS

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

### PRODUCT BLAST

R6 100

### SPECIFICATIONS

- Payment required in full. (COD)
- Material to be provided in JPEG, PNG or GIF format
- Request information on the target market
- Average send: 5 103
- Open rate: 15.10%

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