

# DAILY MAVERICK

Everything you need to know about  
**advertising opportunities** and the  
Daily Maverick audience

2026

[advertise@dailymaverick.co.za](mailto:advertise@dailymaverick.co.za)

DEFEND TRUTH

Est 2009

# DAILY MAVERICK AT-A-GLANCE 2026

**The DM STORY:** We partner with like-minded companies and brands who see value in integrity and a research-based approach to reporting. In a world overwhelmed with fake news, we verify the facts and defend the truth. The support of our valued partners gives us the opportunity to generate investigative journalism that makes a difference. Daily Maverick offers you a platform to tell your story, through our various channels, to readers who trust our content.

## DIGITAL

UNIQUE BROWSERS PER MONTH

3.1 Million

VISITS PER MONTH

7.7 Million

PAGEVIEWS PER MONTH

10.7 Million

6 min 16 secs  
\*Average Engagement Time

SOURCE: Google Analytics 4 -04 data, March 2026

\*Note: Average Engagement Time (GA4) measures the actual time a webpage is in the foreground / actively engaged with. This metric is only reflecting article pages.

## PRINT

### PRINT ORDER: 10,500

The Daily Maverick 168 newspaper launched in the midst of the Covid pandemic, with the first issue published on 26 September 2020. The paper is published weekly on a Friday, has a cover price of R35 and is available at around 2,000 retailers nationwide. It is a short-tabloid that aims to inform, educate & entertain. The 2025 Q3 ABC certified circulation was 10 914 copies.

## NEWSLETTERS

Daily Maverick has 17 targeted NEWSLETTERS for commercial sponsorship, with a total of 561,298 UNIQUE SUBSCRIBERS and an average OPEN RATE OF 56%. Advertising in Daily Maverick newsletters provides clients with 100% share-of-voice and a benchmark CTR of 0.4%.

## SOCIAL

571,547 296,068 85,968 59,485



## CONTENT OPPORTUNITIES

**WEBINARS:** Daily Maverick hosts 2-3 live journalism webinars each week, with an average of 350 - 600 viewers on a webinar and around 800 - 1000 viewers on breaking news or big story. Topics include; current affairs, politics, mental health, economics, business, climate crisis, book launches, food and sport.

**PODCASTS & VIDEOS:** Daily Maverick's has a variety of multi-media assets including Rebecca Davis's Fact Checking videos, and Redi Tlhabi's 'Readiness Report'.

**SPONSORED CONTENT:** Daily Maverick publishes client provided sponsored content packages that include distribution via our established newsletter platform and socials. We pin the content to the Daily Maverick home page for 24-hours

## READERSHIP PROFILE

	%	Index
Male	54/46	104
Age 18 -34	22	72
Age 35-54	43	108
Age 55+	35	145
Gauteng	50	204
Western Cape	24	208
Tertiary Education	76	844
Earning over R30k/month	36	789

SOURCE: Gender, Age & Geographical Breakdown: Google Analytics 4, 04 data, March 2026

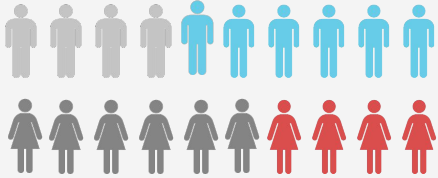
OUR READERS ARE **INFLUENTIAL, EDUCATED AND WEALTHY**



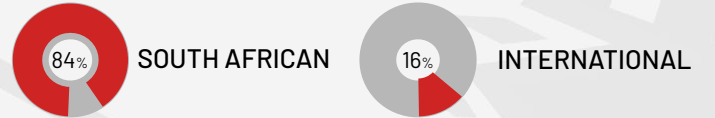
# DAILY MAVERICK READERSHIP DEMOGRAPHICS

SOURCE: Gender, Age & Geographical Breakdown: Google Analytics, Q4 data, March 2026 | Race: WhyBrandMapp Insights by Five, October 2024

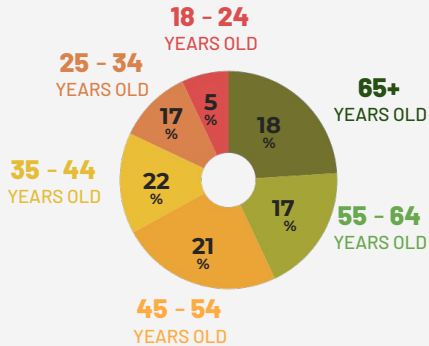
## GENDER



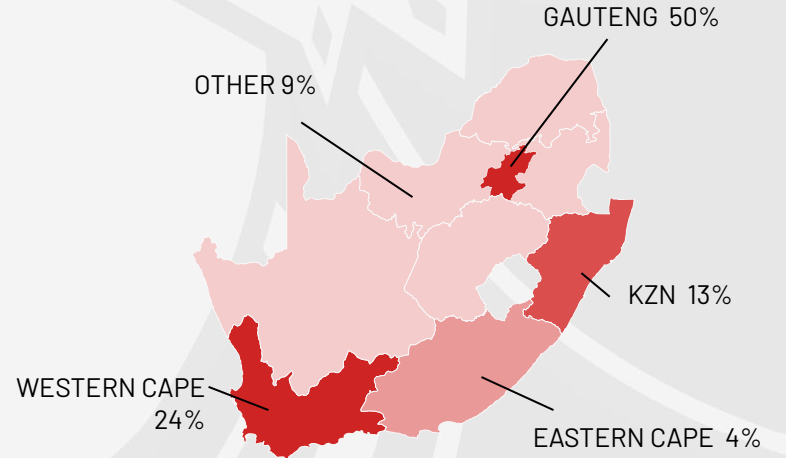
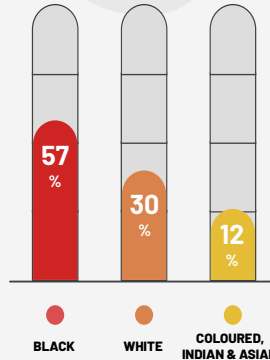
## GEOGRAPHIC BREAKDOWN



## AGE



## RACE



## Readership profile

	%	Index
Male	54/46	104
Age 18-34	22	72
Age 35 - 55	43	108
Age 55+	35	145
Gauteng	50	204
Western Cape	224	208
Tertiary Education	76	844
Earning over 30k/month	36	789

SOURCE: Gender, Age & Geographical Breakdown: Google Analytics 4, Q4 data, March 2026 |  
Education & Earning: WhyBrandMapp Insights by Five, October 2024

The Daily  
Maverick reader  
cares about their  
country,  
accountability and  
the sustainability  
of the world we  
live in.

# OUR READERS ARE **INFLUENTIAL, EDUCATED & WEALTHY**



**55%** have their own home



**36%** earn R30 000+ per month



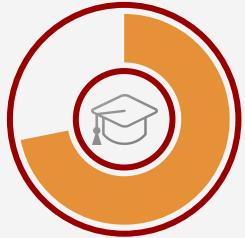
**57%** are managers



**79%** work in the private sector



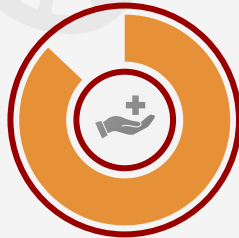
**57%** work remotely or split onsite / remote



**76%** have tertiary education



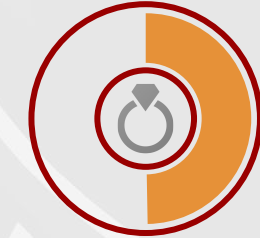
**63%** want to study further



**69%** have medical aid



**72%** are financially independent



**50%** are married

# Daily Maverick Audience Overview (in numbers)

**3.1 m**  
monthly users\*



Online

**1.25 m**  
registered users#



Logged In

**561,298**  
subscribers\*\*\*



Newsletter

**12,500**  
listeners\*\*



Podcasts

**45,540**  
subscribers\*#



Webinars

**32,000**  
maverick insiders#



Supporters

**3,713,690**



Facebook

**119,796**



Instagram

**1,189,782**



X(Twitter)

**626,000**



TikTok

**243,618**



LinkedIn

**145,968**



YouTube

Source: \*Google Analytics 4, Q4 data, March 2026;

Social Media platforms Q4 Data except X/Twitter (Jan to Feb 2026), TikTok (11 Feb - 10 Mar 2026), March 2026

\*\*Simplecast Jan to September 2026 (Unique Listeners); \*#Whitebeard March 2026;

\*\*\*Whitebeard March 2026; #RevEngine March 2026

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# DAILY MAVERICK ECOSYSTEM

## DAILY MAVERICK

UNIQUE BROWSERS PER MONTH  
VISITS PER MONTH  
PAGEVIEWS PER MONTH

3.1 Million

7.7 Million

10.7 Million

6 min 16 secs

\*Average Engagement Time

## BUSINESS MAVERICK

UNIQUE BROWSERS PER MONTH

404,280

VISITS PER MONTH

605,931

PAGEVIEWS PER MONTH

659,927

2 min 35 secs

\*Average Engagement Time

UNIQUE BROWSERS PER MONTH

245,918

VISITS PER MONTH

539,807

PAGEVIEWS PER MONTH

578,145

2 min 51 secs

\*Average Engagement Time



## MAVERICK SPORTS

UNIQUE BROWSERS PER MONTH

142,925

VISITS PER MONTH

191,746

PAGEVIEWS PER MONTH

202,277

2 min 56 secs

\*Average Engagement Time

## MAVERICK LIFE

UNIQUE BROWSERS PER MONTH

156,845

VISITS PER MONTH

207,398

PAGEVIEWS PER MONTH

203,207

2 min 02 secs

\*Average Engagement Time

## MAVERICK CITIZEN

UNIQUE BROWSERS PER MONTH

230,176

VISITS PER MONTH

305,174

PAGEVIEWS PER MONTH

327,698

1 min 28 secs

\*Average Engagement Time

SOURCE: Google Analytics, Q4 data, Daily Maverick Dec 2025 to Feb 2025, Sections 7 Jan to 28 Feb 2026.  
\*Note: Average Engagement Time (GA4) measures the actual time a webpage is in the foreground / actively engaged with. This metric is only reflecting article pages.



# Daily Maverick

## Display Rates & Specs

### 2026

# DAILY MAVERICK **DIGITAL DISPLAY RATE CARD**

## **DIRECT**

	<b>Load Size</b>	<b>CPM</b>
Desktop - 300x600   1000x250   980x90 (or 728x90)	Max 80kb	R 200
Mobile - 300x450   300x250   320x50	Max 60kb	R 150
Mobile Video - 300x250	Max 500mb	R250
ROS - all sizes	Max 80kb	R 150
Programmatic Guaranteed (please provide Deal ID)		R 80

## **24 HR SPONSORSHIPS**

	<b>IMPRESSIONS</b>	<b>RATE</b>
<b>Daily Maverick HPTO</b> (desktop & mobile) 100% SOV	Min. 200,000	R 40,000
<b>BUSINESS Section takeover</b> (desktop & mobile) 100% SOV	Min. 100,000	R 20,000

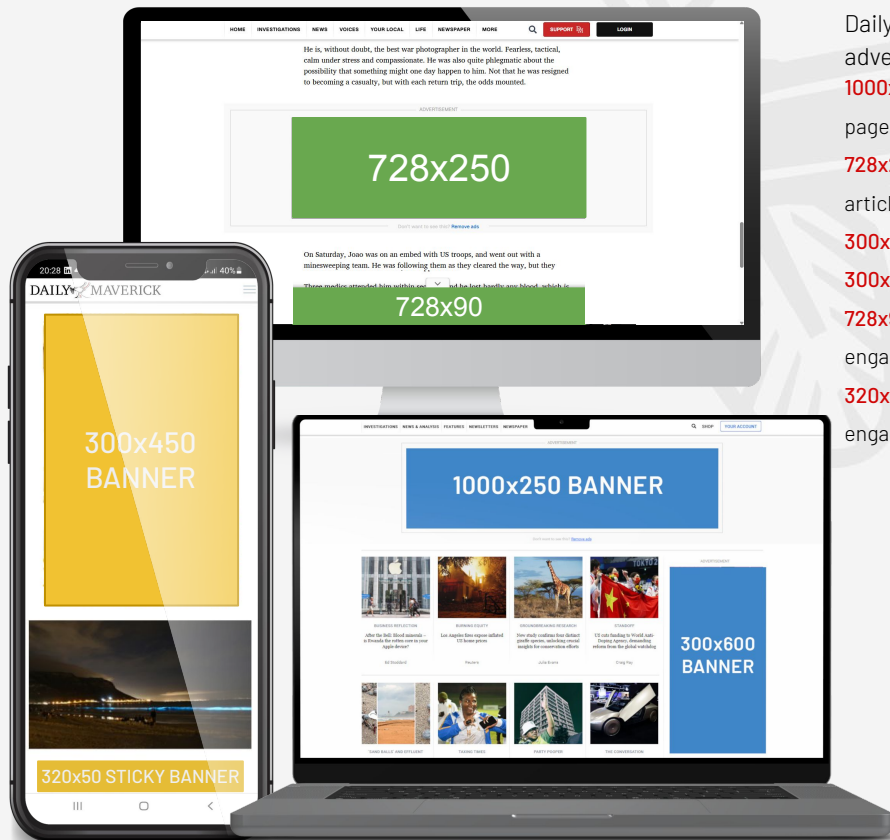
## **1 WEEK SPONSORSHIPS**

	<b>IMPRESSIONS</b>	<b>RATE</b>
<b>LIFE</b> Section takeover (desktop & mobile) 100% SOV	Min. 200,000	R 40,000
<b>MAVERICK EARTH</b> takeover - 100% SOV	Est. 300,000	R 50,000
<b>SPORT</b> Section takeover (desktop & mobile) 100% SOV	Est. 250,000	R 35,000
<b>FOOD</b> Section takeover (desktop & mobile) 100% SOV	Est. 100,000	R 15,000

All rates are net of agency commission and exclude VAT  
This rate card is valid from March 2026

Disclaimer: Impressions based on data from 1 June to 31 August 2025

# SITE DISPLAY OPTIONS & SPECS



Daily Maverick offers select display opportunities ensuring the reader is not inundated with advertising, thereby improving the user experience and creating high impact ad impressions.

**1000x250 BILLBOARD:** Occupies the width of the webpage and renders between text boxes on section pages. *Alternative 970x250*

**728x250 BILLBOARD (In-Article):** Occupies the width of the webpage and renders between text in article.

**300x600 HALF-PAGE:** \*Desktop section pages only

**300x450 MOBILE:** With an alternative 300x250 size

**728x90 DESKTOP ANCHOR:** With 100% viewability as the reader scrolls - high impact and increased user engagement, with an alternative 728x90 size

**320x50 MOBILE ANCHOR:** With 100% viewability as the reader scrolls - high impact and increased user engagement, with an alternative 320x100 size

## BANNER SPECIFICATIONS: dimensions in pixels

### DESKTOP BILLBOARD:

**Dimensions:** 1000x250

**Format:** jpeg, gif or html

**Max File size:** 80kb

**Animation:** limited to 15 sec.

### DESKTOP BILLBOARD (In-Article):

**Dimensions:** 728x250

**Format:** jpeg, gif or html

**Max File size:** 80kb

**Animation:** limited to 15 sec.

### DESKTOP Anchor Banner:

**Dimensions:** 728x90

**Format:** jpeg, gif or html

**Max File size:** 60kb

**Animation:** limited to 15 sec.

### DESKTOP Half Page\*:

**Dimensions:** 300x600

**Format:** jpeg, gif or html

**Max File size:** 60kb

**Animation:** limited to 15 sec.

### MOBILE BANNER:

**Dimensions:** 300x450 (or 300x250)

**Format:** jpeg, gif or html

**Max File size:** 50kb

**Animation:** limited to 15 sec.

### MOBILE ANCHOR BANNER:

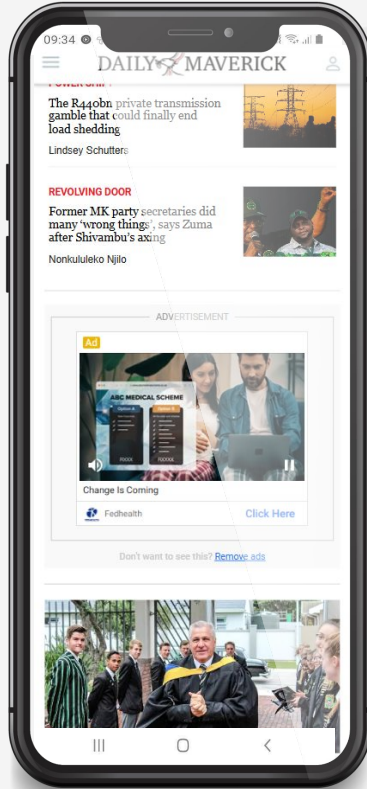
**Dimensions:** 320x50 (or 320x100)

**Format:** jpeg, gif or html

**Max File size:** 40kb

**Animation:** limited to 15 sec.

# SITE VIDEO OPTION & SPECS



Daily Maverick offers select video format where the advertisement renders within our display opportunity ensuring the reader is not inundated with advertising, thereby improving the user experience and creating high impact ad impressions.

**300x250 MOBILE DISPLAY UNIT**

## VIDEO SPECIFICATIONS:

**Format:** MP4

**Max File size:** 500MB

### Details:

Headline Text

Small Logo

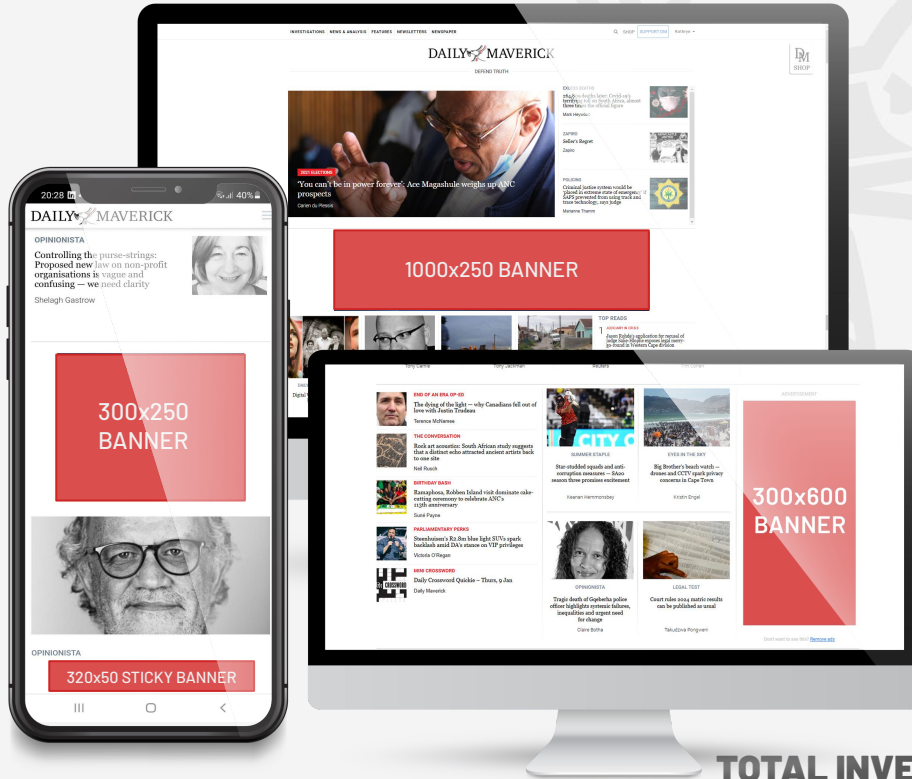
Call to Action Text

# HOMEPAGE TAKEOVER SPECS

Daily Maverick homepage takeovers offer 100% share-of-voice across both desktop and mobile for a 24-hour period, on the home page.

Each takeover serves approximately 200,000 impressions, reaching about 42,000 of Daily Maverick's most loyal readers.

The four banner sizes provide the opportunity to communicate different messaging on the home page. Great for launching a new brand or product, or to create a 'big brand' feel.



## BANNER SPECIFICATIONS: dimensions in pixels

### DESKTOP BANNER 1000x250:

Dimensions: 1000x250

Format: jpeg, gif or html

Max File size: 80kb

Animation: limited to 15 sec.

### DESKTOP BANNER 300x600:

Dimensions: 300x600

Format: jpeg, gif or html

Max File size: 60kb

Animation: limited to 15 sec.

### MOBILE BANNER 300x450 (or 300x250):

Dimensions: 300x450 (or 300x250)

Format: jpeg, gif or html

Max File size: 50kb

Animation: limited to 15 sec.

### MOBILE ANCHOR BANNER 320x50 (or 320x100):

Dimensions: 320x50 (or 300x100)

Format: jpeg, gif or html

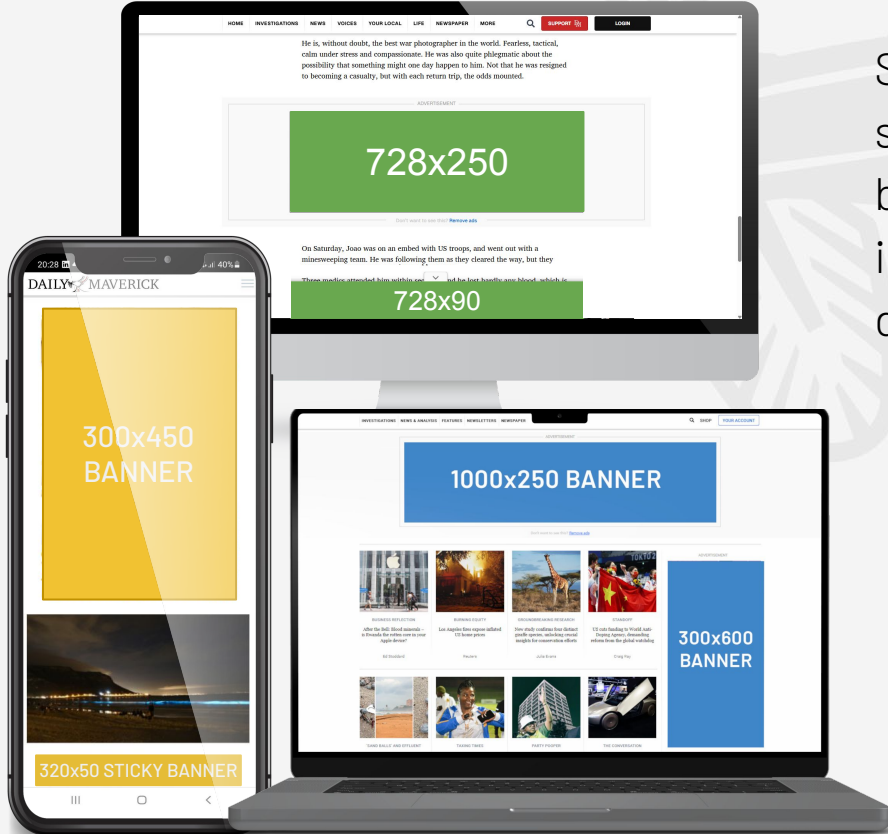
Max File size: 40kb

Animation: limited to 15 sec.

**TOTAL INVESTMENT**  
**R40 000 (ex. VAT)**

All rates are net of agency commission and exclude VAT

# SECTION TAKEOVERS



Section takeovers offer 100% share-of-voice across mobile and desktop, both on the section landing pages and in-article. 2 x mobile banners plus 3 x desktop banner sizes offer good visibility.

## BANNER SPECIFICATIONS: dimensions in pixels

### DESKTOP BILLBOARD:

Dimensions: **1000x250**  
 Format: jpeg, gif or html  
 Max File size: 80kb  
 Animation: limited to 15 sec.

### DESKTOP BILLBOARD (In-Article):

Dimensions: **728x250**  
 Format: jpeg, gif or html  
 Max File size: 80kb  
 Animation: limited to 15 sec.

### DESKTOP Anchor Banner:

Dimensions: **728x90**  
 Format: jpeg, gif or html  
 Max File size: 60kb  
 Animation: limited to 15 sec.

### DESKTOP Half Page\*:

Dimensions: **300x600**  
 Format: jpeg, gif or html  
 Max File size: 60kb  
 Animation: limited to 15 sec.

### MOBILE BANNER:

Dimensions: **300x450 (or 300x250)**  
 Format: jpeg, gif or html  
 Max File size: 50kb  
 Animation: limited to 15 sec.

### MOBILE ANCHOR BANNER:

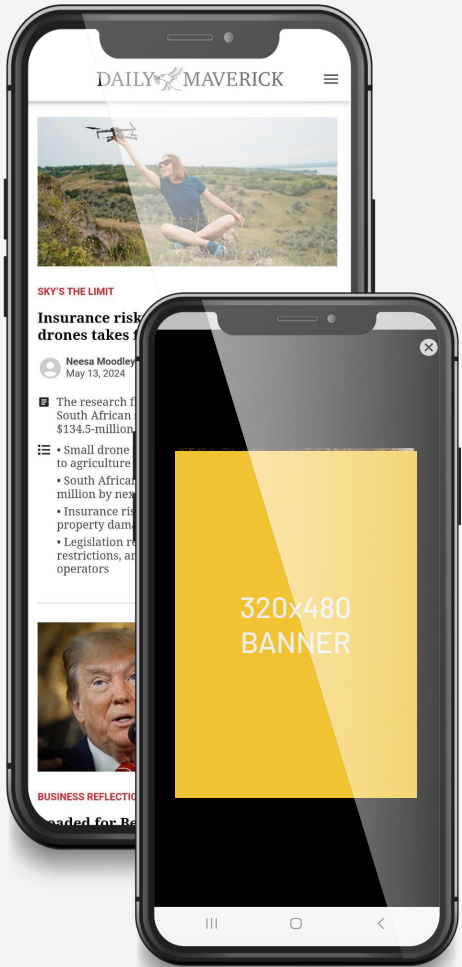
Dimensions: **320x50 (or 320x100)**  
 Format: jpeg, gif or html  
 Max File size: 40kb  
 Animation: limited to 15 sec.



# Daily Maverick

## App Rates & Info

### 2026



# DAILY MAVERICK **APP** Interstitials

Daily Maverick offers select advertising opportunities within the app ensuring the reader is not inundated with advertising, thereby improving the user experience and creating high impact ad impressions. The app currently has **23,397 monthly unique users**.

Description	Load size	CPM RATE
<b>ROS</b> Interstitials (on average a .8% click through rate)	190kb, jpeg or gif	R300

## INTERSTITIAL SPECIFICATIONS: dimensions in pixels

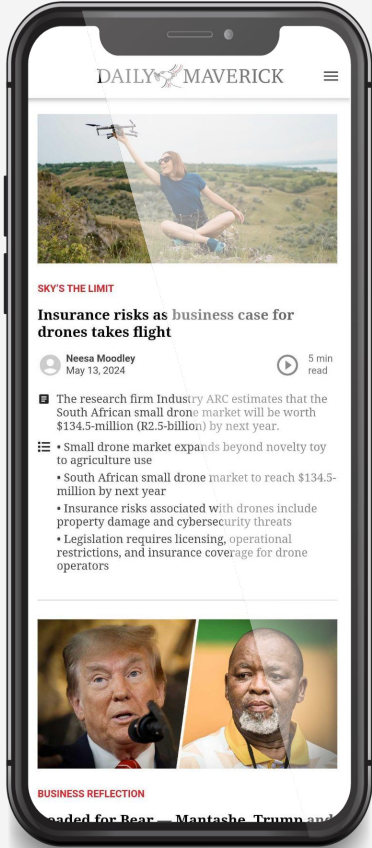
**Dimensions:** Mobile: 320x480 portrait & 480x320 landscape  
Tablet: 768x1024 portrait & 1024x768 landscape

**Format:** jpeg or gif

**Max File size:** 190kb

**Animation:** limited to 15 sec.

Ads rendered dynamically – both sizes required



# DAILY MAVERICK **APP** AUDIENCE

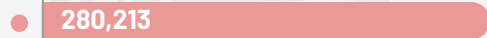
**UNIQUE BROWSERS**  
PER MONTH



**VISITS**  
PER MONTH



**PAGEVIEWS**  
PER MONTH

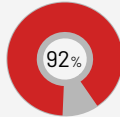


**11 min 59 secs**

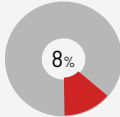
Average time per visit

SOURCE: Google Analytics : March 2026

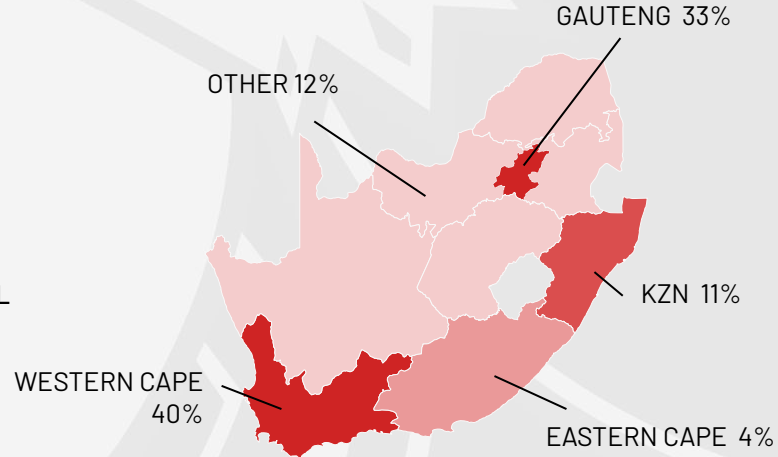
## GEOGRAPHIC BREAKDOWN



SOUTH AFRICAN



INTERNATIONAL





# Daily Maverick

## Newsletters Rates & Specs

### 2026

# DAILY MAVERICK NEWSLETTERS

NAME	SENT OUT	SUBSCRIBERS	OPEN RATE	COST
First Thing	Mondays to Sunday	441 100	51%	R 25 000
Afternoon Thing	Weekday Afternoons	123 500	46%	R 10 000
Business Maverick	Weekday Mornings	130 100	49%	R 17 500
After the Bell	Weekday Afternoons	40 600	71%	R 8 000
Joburg Bureau	Mon, Wed & Fri	163 600	47%	R10 000
Money Cents	Wednesdays	77 900	73%	R12 500
Zapiro	3 per week	72 500	74%	R 9 000
Madam & Eve	Fridays	72 500	68%	R 9 000
Maverick Citizen	Tuesdays	23 400	64%	R 3 500
Maverick Life, Live Smarter	Thursdays	33 000	63%	R 5 000
Maverick Life, Escape	Sundays	31 200	62%	R 5 000
Maverick Sport	Mondays	56 000	72%	R 10 000
Wonder Tools	Wednesdays	31 400	61%	R 5 000
TGIFood with Tony Jackman	Weekly on Fridays	36 500	48%	R 3 500
Maverick Earth	Fridays	27 400	62%	R 3 000
BayWatch	Mon, Wed, Fri am	31 500	52%	R5 000
Special Edition*	Mondays	137 000	76%	R 15 000

Daily Maverick a total of **561 298** unique newsletter subscribers and an average open rate of 56%.

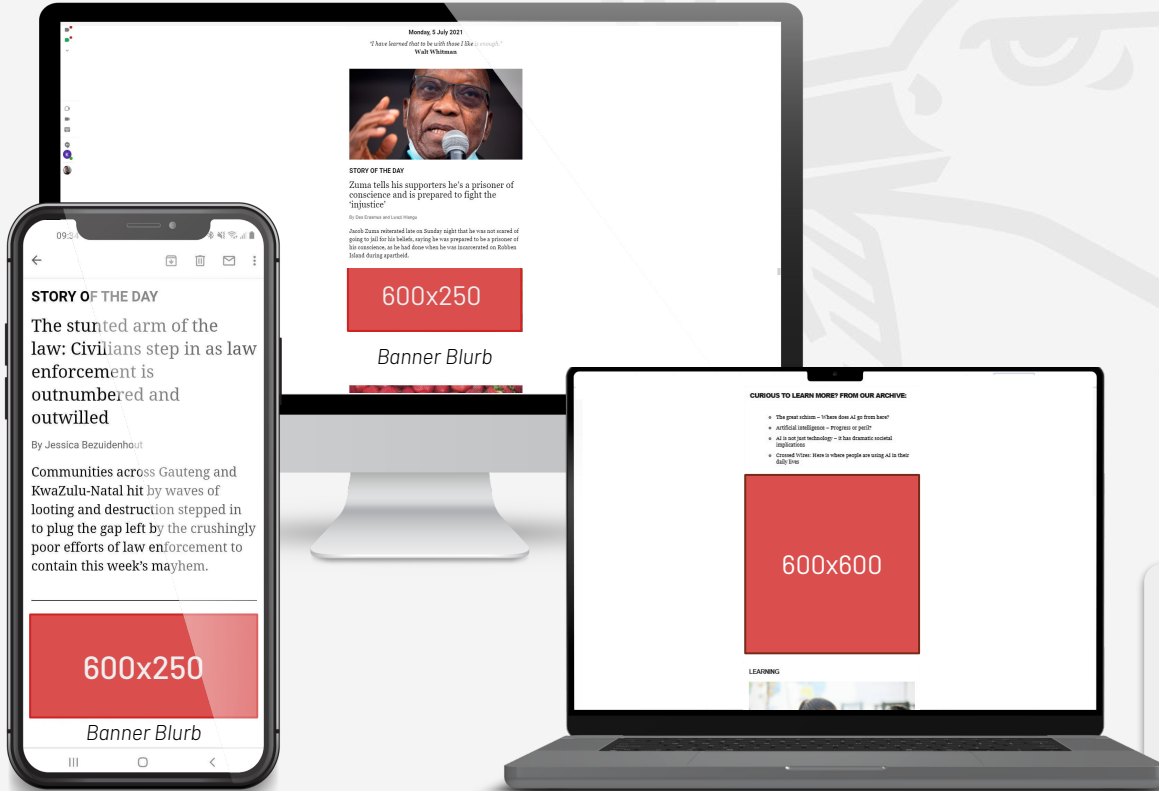
Advertising in Daily Maverick newsletters provides clients with three dedicated banner opportunities and 100% share-of-voice, with a benchmark CTR of 0.4%.

All rates are net of agency commission and exclude VAT  
 This rate card is valid from January 2025 and was updated 14.7.2025  
 \*Only two banner opportunities included

\* Special Edition newsletter (elections)



# NEWSLETTER ADVERTISING SPECIFICATIONS



Daily Maverick newsletters are sold on a sponsorship basis, providing the client with 100% share-of-voice in each newsletter.

Each newsletter includes **either** three 600x250 banner opportunities **or** one 600x600 banner opportunity. The client can submit three different creatives (if choosing the first option), or one creative that is repeated in each advertising slot.

Underneath each banner, there is a dedicated space for written text to support the banner campaign. These 'blurbs' improve the CTR performance by up to 30% and provides an excellent opportunity for extended client messaging.

## NEWSLETTER BANNER SPECIFICATIONS:

**Dimensions:** 600x250

**Format:** jpeg or gif

**Max File size:** 100kb

**Animation:** limited to 15 sec.

**Blurb:** Upto 30 words

**Dimensions:** 600x600

**Format:** jpeg or gif

**Max File size:** 100kb

**Animation:** limited to 15 sec.

**Blurb:** Upto 30 words



# Daily Maverick

## Sponsored Content Opportunities

### 2026

# DAILY MAVERICK ONLINE: SPONSORED CONTENT



## Native Storytelling with Daily Maverick Impact

Position your brand alongside South Africa's most trusted journalism. Our sponsored content is integrated directly into our CMS, ensuring your story shares the same premium look, feel, and "organic" credibility as our editorial content.

- **Premium Placement:** 24-hour homepage feature and inclusion in our high-engagement newsletter network.
- **Total Multimedia Support:** Full support for high-res imagery, custom infographics, and embedded video.
- **Permanent Authority:** Your content remains live on our site in perpetuity, building long-term SEO value.
- **Amplified Reach:** Substantial newsletter distribution, native social media amplification and pinned companion banners for maximum visibility.

**Package cost: R35,000 excl VAT**

**The Boost:** Add **200,000 targeted ROS impressions** for just R10,000 to drive a surge of traffic directly to your story.

All rates are net of agency commission and exclude VAT  
This rate card is valid from January 2026

# SPONSORED CONTENT SPECIFICATIONS

Copy / Content	Client supplied headline and article with a recommended length of 800 - 1,200 words in a word doc.
Byline	As this is paid-for content, the official byline that appears with the article will be the client's trading name. Specific mention of the author can be included in the footer of the article
Header Image	As Daily Maverick's article layout is responsive to the user's device, there is no specific dimension for the header image. Guideline dimensions: 1900x900   Max file size: 1MB   Recommendations: for maximum impact, the focal point should be in the middle third of the image. The image should not include any text or graphics as these are likely to be cropped out, depending on the user's device
In-article Graphics	Clients can supply relevant images, graphs or infographics to be included in the article. Format: Jpeg   Max file size: 1MB
In-article Video	Videos can be embedded in-article. Your video must be uploaded to YouTube or Vimeo. What to Supply: The client simply needs to provide the public URL link or the embed code. We will use standard embed blocks to pull the video into the article.
In-article links	Where relevant, the client is welcome to submit embedded URLs with the copy to redirect the reader
SEO	Clients can include keywords and URLs for search engine optimisation on Daily Maverick
Companion Banners	All sponsored content includes the option of companion banners, as added value: <ul style="list-style-type: none"><li>➤ Desktop 728x250 : jpeg, gif   80kb   Animation limited to 15secs</li><li>➤ Desktop 728x90 : jpeg, gif   60kb   Animation limited to 15secs</li><li>➤ Mobile 300x450 : jpeg, gif   75kb   Animation limited to 15secs</li><li>➤ Mobile strip 320x50 /100 : jpeg, gif   75kb   Animation limited to 15secs</li></ul>



# Daily Maverick 168

## Print Advertising Rates & Specs

### 2026

# DAILY MAVERICK **DM168**

A weekly newspaper for people with cool minds and fiery hearts

**Daily Maverick 168: The Weekend Authority** *A premium weekly newspaper for the discerning reader—cool minds, fiery hearts.*



- **Diverse Editorial Excellence:** 48 pages of curated News, Business, Tech, Lifestyle, and Sport.
- **The "MavericKids" Factor:** A dedicated 3-page section engaging the next generation (ages 6–12).
- **National Retail Footprint:** Found in 1,900+ premium locations, including Woolworths, Checkers, Pick n Pay, Exclusive Books, and elite Airport Business Lounges.
- **Multi-Format Access:** Available in high-quality print and an interactive e-Edition for our dedicated Insider members.
- **Key Calendar Moment:** The year-end "Person of the Year" flagship issue (Dec 19, 2025)—our highest-impact edition of the year.

# DM168 RATE CARD 2026

A **WEEKLY, Friday** publication | Print Order 10,500

Single column centimeter: R110 or R100 for classifieds



**Page size (mm):**

289 (w) x 380 (h)

**Type area (mm):**

265 (w) x 350 (h)

**FPS size (mm):**

265 (w) x 65 (h)

## SIZE\*

## SPECS (mm)

## RATE

SIZE*	SPECS (mm)	RATE
Double Page Spread	530 (w) x 350 (h)	R 60 000
Full Page ROP	265 (w) x 350 (h)	R 30 000
Half Page (horizontal)	265 (w) x 175 (h)	R 17 500
Half Page (vertical)	132 (w) x 350 (h)	R 17 500
Third Page	265 (w) x 116 (h)	R 15 000
Quarter Page	265 (w) x 87 (h)	R 10 000

## SPECIAL POSITIONS

## SPECS (mm)

## RATE

SPECIAL POSITIONS	SPECS (mm)	RATE
Front Page Solus	265 (w) x 65 (h)	R 20 000
Page 3 FP and page 6	265 (w) x 350 (h)	R35 000
Business Section Adjacency	265 (w) x 350 (h)	R 35 000
Other Section Adjacencies	265 (w) x 350 (h)	R 35 000
Outside Back Cover	265 (w) x 350 (h)	R37 500
Classifieds	132 (w) x 175 (h)	R8 750
Career/Job Ads	132 (w) x 116 (h)	R8 750

## ADDITIONAL

## RATE

ADDITIONAL	RATE
Coverwrap	ROA
Inserts	ROA
Special Reports	ROA

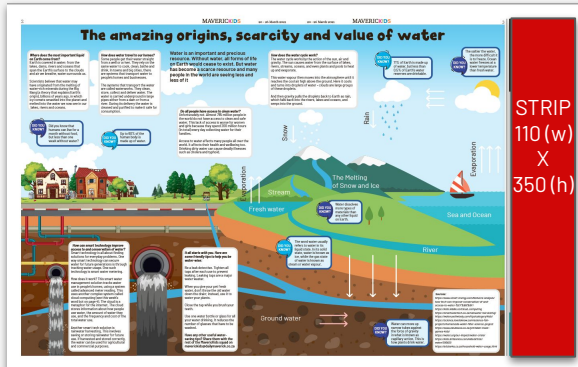
All rates are net of agency commission and exclude VAT  
This rate card is valid from the issue of May 2024

Other sizes available on request\*

# MAVERICKIDS RATE CARD

4 page tabloid pullout for ages 6-12

SIZE*	SPECS (mm)	RATE
Sponsorship Opportunities	Weekly themes including environmental, careers, technology, science, countries, saving, wildlife etc. Themes open to suggestion.	R25 000
Sizes	Third page Strip - 110 (w) x 350 (h) on page 2 or 3 Full Page - page 4	



All rates are net of agency commission and exclude VAT  
This rate card is valid from May 2024

# DM168 SECTION ADJACENCIES

## Section adjacency sponsorship

Business Maverick | Maverick Environment | Maverick Sport  
Maverick Escape | Maverick Opinionista | Maverick Life

Our short format tabloid design takes you on a journey of discovery from our hard-hitting investigations to inspiring lifestyle stories, in an easy to read layout favouring full page advertisements.

**BUSINESS MAVERICK**



### World Bank calculates costs of crime to SA's economy

The bank's findings reveal the price exacted from the public and private sectors – and ordinary citizens – living in the country's high crime areas. **Essentially, it's an another day, by Ed Stobbs**

CRIME IN SOUTH AFRICA IS NOT ONLY a social and economic scourge, but also a major drain on the country's economy, according to a new report from the World Bank.

The bank's findings reveal the price exacted from the public and private sectors – and ordinary citizens – living in the country's high crime areas. Essentially, it's an another day, by Ed Stobbs

**MAVERICK ENVIRONMENT**

### Kosi Bay fisherfolk face impacts of climate crisis

For them, the sea is their lifeline. But now, they are being forced to leave their homes as the effects of climate change take hold. **By Ed Stobbs**



For them, the sea is their lifeline. But now, they are being forced to leave their homes as the effects of climate change take hold. By Ed Stobbs

**MAVERICK SPORT**

### Children should be treated as a protected class in sport

With sports clubs abolishing age and gender restrictions, where athletes representing an LGBT can compete, the rights of children must be maintained. **By Peter Donnelly and Marissa Plasencia**



With sports clubs abolishing age and gender restrictions, where athletes representing an LGBT can compete, the rights of children must be maintained. By Peter Donnelly and Marissa Plasencia

**MAVERICK ESCAPE**

### From Soweto to NY and back

The talented advertising creative Mphahlele has returned from New York, armed with the joy of just movement and the desire to reimagine the city and urban design. **By Kaitlin Maseko**



The talented advertising creative Mphahlele has returned from New York, armed with the joy of just movement and the desire to reimagine the city and urban design. By Kaitlin Maseko

**MAVERICK OPINIONISTA**

### An act of depravity: the Gugulethu Seven murders

It was a night of terror for the Gugulethu Seven, a group of young men who were brutally murdered in the townships of Gugulethu and Nyanga. **By Ed Stobbs**



It was a night of terror for the Gugulethu Seven, a group of young men who were brutally murdered in the townships of Gugulethu and Nyanga. By Ed Stobbs

**MAVERICK LIFE**

### Why it's getting easier to learn an African language

It's no longer just for those who grew up in Africa. Now, more people are learning African languages, and it's becoming easier than ever. **By Ed Stobbs**



It's no longer just for those who grew up in Africa. Now, more people are learning African languages, and it's becoming easier than ever. By Ed Stobbs

# DM168 AD PLACEMENTS

FULL PAGE AD

FP ad specs in mm  
265 (w) x 350 (h)

FULL PAGE

Placing a full page ad in DM168 offers high-impact brand visibility. Full page ads are available in run-of-paper and on the outside back cover, with premium placement offered as section adjacencies, including business, environment, travel, life, sports, food, books and education.

Specs (mm): 265 (w) x 350 (h) with no bleed



## World Bank calculates costs of crime to SA's economy

The bank's findings reveal the price extracted from the public and private sectors – and ordinary citizens – owing to the country's high crime rates. Essentially, it's yet another tax. **By R. B. Boshard**

Business MAVERICK

Crime is a tax on the economy, and the World Bank's latest report on the economic impact of crime in South Africa is a stark reminder of that. The report, titled "The Economic Impact of Crime in South Africa," shows that crime costs the country an estimated 1.5% of its GDP each year. This is a significant burden, especially for a developing economy like South Africa's.

The report also highlights the impact of crime on the private sector. It estimates that crime costs the private sector an estimated 0.5% of its GDP each year. This is a significant burden, especially for a developing economy like South Africa's.

The report also highlights the impact of crime on the public sector. It estimates that crime costs the public sector an estimated 0.5% of its GDP each year. This is a significant burden, especially for a developing economy like South Africa's.

VERTICAL HALF PAGE

Vertical half page ads are available throughout the various newspaper sections. The advert runs the full height of the newspaper, providing the client with high-impact visibility.

Specs (mm): 132 (w) x 350 (h) no bleed

## When an ecosystem collapse and State Capture collide



The traditional community had a long and complicated relationship with its namesake, ophiota nature conservancy, known as the Mithunkulu Private Game Reserve.

The traditional community had a long and complicated relationship with its namesake, ophiota nature conservancy, known as the Mithunkulu Private Game Reserve.

In two cases that reach the highest rungs of local politics, land rights claims have been linked to illegal hunting



Illegal hunting and land rights claims have been linked to illegal hunting in two cases that reach the highest rungs of local politics.

HALF PAGE VERTICAL AD

Half page ad specs in mm  
132 (w) x 350 (h)



# PRINT SPECIFICATION SHEET

<b>File Type</b>	PDF
<b>Typefaces</b>	Please ensure typefaces are fully embedded or outlined in your PDF prior to sending
<b>Colours</b>	All colours used with the supplied advert should be defined as CMYK process colours. Pantone or spot colours must be converted to CMYK process colours.  Avoid using the over-print function unless it's for vector graphics and/or text reproduced from 100% back or a tint of 100% black.
<b>Photos &amp; Bitmap Graphics</b>	For photographs and bitmap graphics (non-vector artwork) in advertisements: all mono files should be saved as GRAYSCALE JPEGS.  All colour files should be saved as CMYK JPEGS. Photographs in particular should be colour-corrected, newspaper use, to take into account dot gain when published.
<b>Print Resolution</b>	At the time of publishing, all photographs or bitmap graphics will be printed at 200dpi. All photos/bitmap graphics must be supplied at a resolution of no less than 200dpi at their final print size.
<b>Dot Gain &amp; Ink Cover</b>	All artwork should take into account an average of between 18-26% dot gain. The maximum ink cover on our press, where four CMYK colours overlap, should add up to no more than 240%.

<b>Material Deadline</b>	<b>Cancelation Deadline</b>	<b>Cancelation Fee</b>	<b>Contact</b>
Tuesday COB in the week of publication	Friday COB in the week prior to publication	50% 2 working days prior to publication & 100% 1 working day prior to publication	delia@dailymaverick.co.za

# DAILY MAVERICK ABC CERTIFICATE

DM168 is the only weekly newspaper in South Africa  
boasting continuous year-on-year circulation growth.

July To September 2025

## Daily Maverick,

has reported in accordance with the ABC's Reporting Standards for

**Weekly Newspapers**

# 10914

CIRCULATION  
AVERAGE PER ISSUE

13 Issues this period

PUBLISHER	Daily Maverick (Pty) Ltd	COUNTRY	South Africa
COVER PRICE	R 35.00	e-EDITION PRICE	
PUBLICATION FREQUENCY	Weekly - Saturdays	CATEGORY	

End of Section 1 of 3



About this certificate:

This certificate has been produced from data declared by the publisher, which has been prepared in accordance with the ABC Reporting Standards. Should a subsequent audit reveal a material error, the ABC will publish a revised certificate.

The ABC cannot be held responsible for mistakes or omissions, although every care is taken to ensure that the information is correct.

©ABC  
and  
Daily Maverick (Pty) Ltd.

**For more information:**  
Audit Bureau of Circulations of South Africa  
email : abc@abc.org.za  
Tel : (011) 447 4290

503 Inanda Road, Seacow Lake, Durban, 4051  
The ABC has adopted a permanent work from home for  
all of the staff.

P O Box 52352 Saxonwold, 2132



# Daily Maverick

Multimedia Sponsorship &  
Video Opportunities  
2026

# DAILY MAVERICK **Vodcast & Podcast**



**Power Chats: Conversations with the Architects of Change** Align your brand with South Africa's most influential voices through our exclusive one-on-one interview series.

- **Multi-Channel Presence:** A seamless "Watch & Listen" experience across YouTube, Spotify, Apple Podcasts, and the Daily Maverick site.
- **Deep Engagement:** High-impact, 40-minute episodes that allow for nuanced storytelling and brand association.
- **Rapidly Growing Audience:** Reaching **34,000+** viewers and **1,000+** listeners per episode—and climbing.
- **Bi-Monthly Frequency:** Consistent, high-quality production released twice a month.

**Sponsorship Opportunities** Secure your place at the table of South Africa's most important conversations.

- **Single Episode Spotlight: R35,000**
  - Full branding across one 40-minute episode (Video & Audio).
- **The 3-Month Power Series: R180,000 (6 Episodes)**
  - *Strategic Advantage:* Benefit from a **R30,000 saving** and build sustained brand recognition over a full quarter.

\*This number will vary

# Sponsorship Deliverables & Technical Specs

## 1. Premium Brand Association

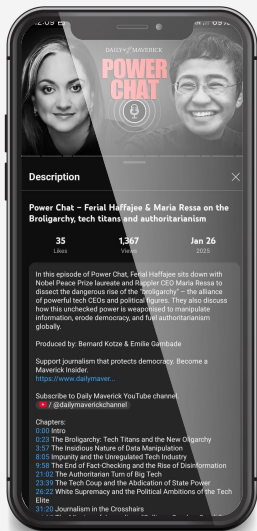
- **Exclusive Naming Rights:** Every episode opens with high-impact brand recognition: *“This episode of Power Chats is brought to you by [Sponsor Name], [Short Brand Tagline].”*

## 2. Integrated Ad Placements

- **Mid-Roll Spotlight:** A dedicated **60–90 second sponsor message** strategically placed at the first organic break for maximum listener retention.
- **Production Choice:**
  - **The "Editorial Voice":** Have your message pre-recorded by **Ferial Haffajee** for seamless, high-trust integration.
  - **Custom Creative:** Supply your own studio-produced audio/video to be professionally spliced into the episode by our production team.

## 3. Production Timelines

- **Submission Deadline:** All creative assets and scripts must be supplied **4 business days** prior to the episode air date.
- **Recording Schedule:** Host-read messages are recorded 24 hours before broadcast to ensure timely, relevant delivery.



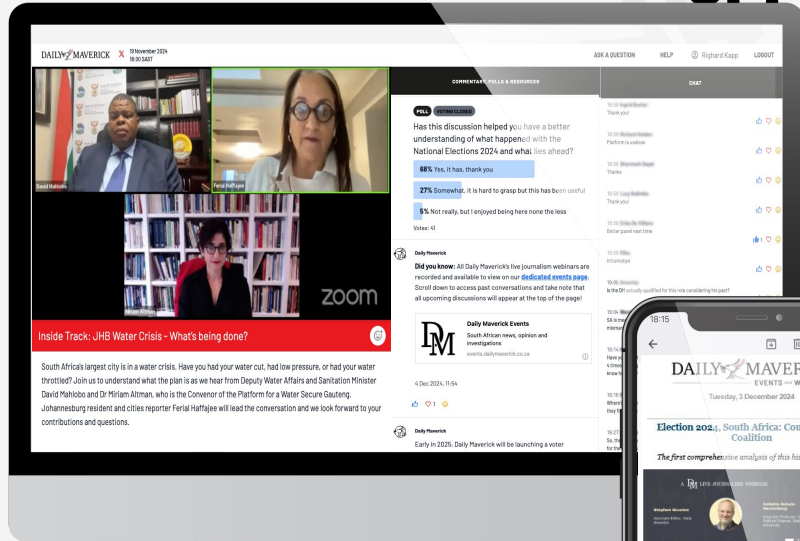


# Daily Maverick

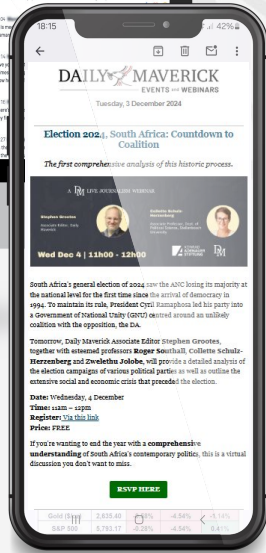
## Webinar Sponsorship Opportunities

### 2026

# WEBINAR SPONSOR OPPORTUNITIES



**TOTAL INVESTMENT  
R40,000 (ex. VAT)**



## Naming rights:

- Live journalism webinar/series brought to you by/in partnership with/ proudly supported by/ powered by

## Branding/logo on:

- Registration page
- Live webinar page
- YouTube recording
- All marketing material (including dedicated display banners and URL, webinar newsletters that go out to 45,800 subscribers and other ad hoc promotions)

## Engaging with the audience:

- Poll the audience to find out more information about their habits/needs
- Survey the audience in the post-webinar survey
- Share reading material, links, PDF's, images with audience in live room

# WEBINAR PERFORMANCE STATS

## Average per webinar:

Registrants: **550**

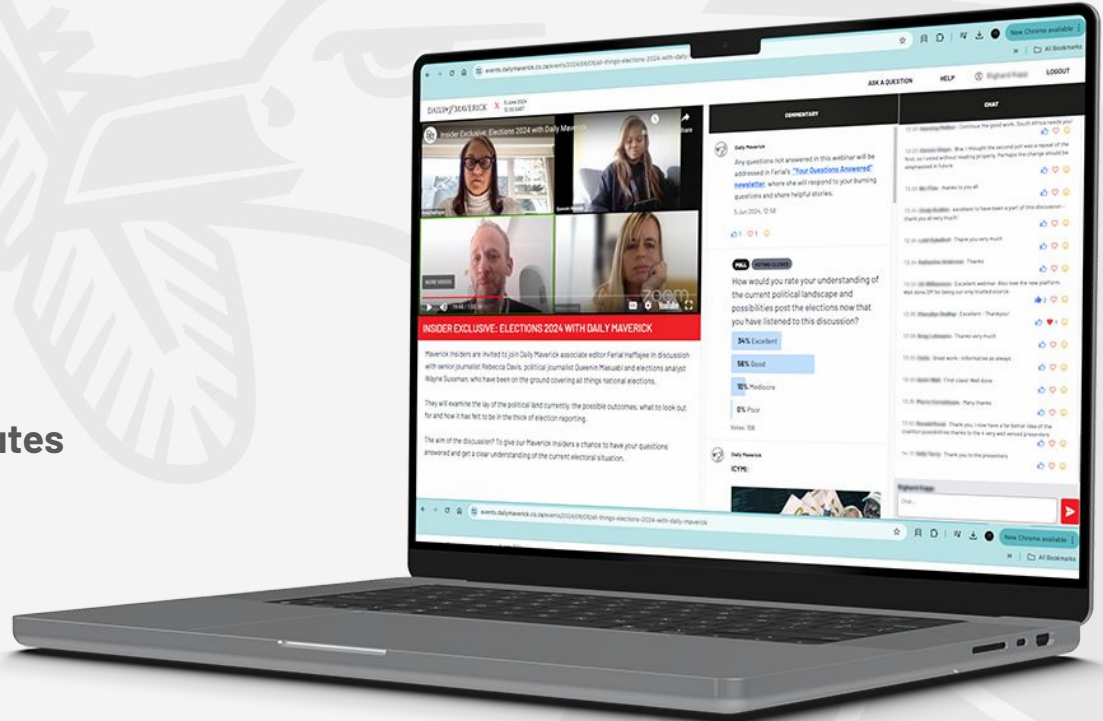
Attendees: **380**

Conversion: **70%**

Watch time: **53 minutes**

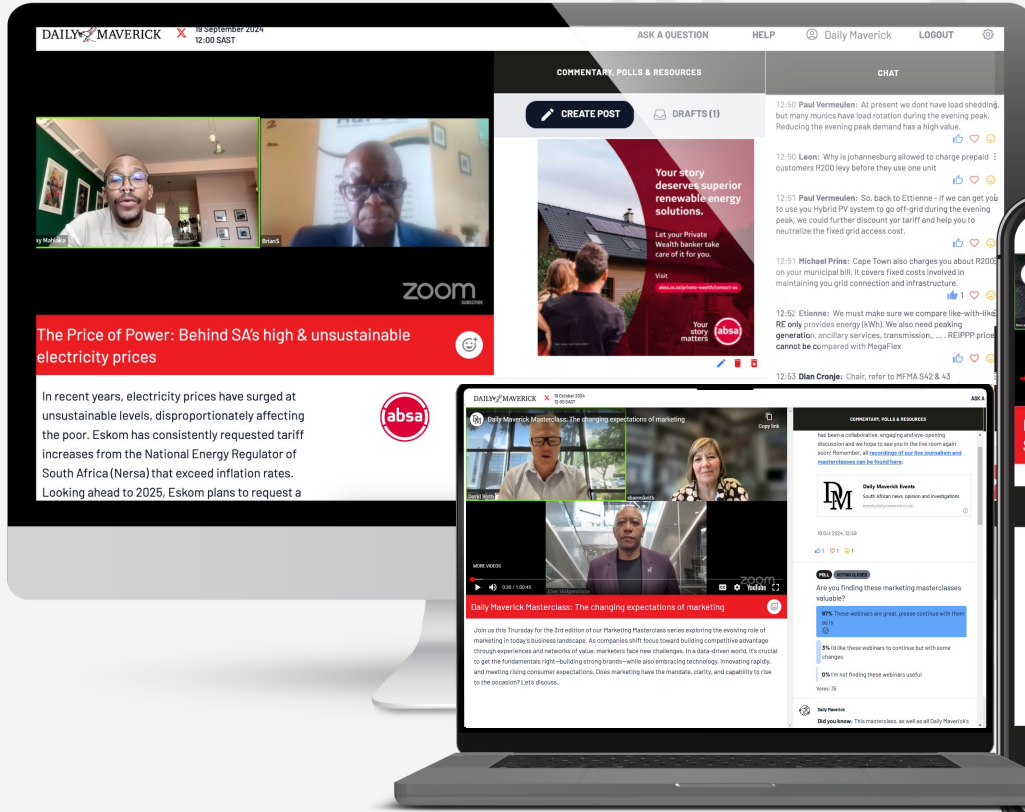
Watch-through rate: **88%**

CTR on banners: **2.1%**



**Great engagement | Conversational tone | Diverse audiences**

# RANGE OF TOPICS



## We cover:

- Finance
- Politics
- Education
- Investing
- Health
- ESG
- Insurance
- Fraud
- Book launches
- Other (come to us with ideas)



# Daily Maverick

## Event Opportunities

### 2026

# DAILY MAVERICK **EVENTS**

Created in 2010, our annual flagship event, The Gathering, has grown from strength to strength in both size and impact. From inception, it has dominated the **national conversation** and brought like-minded people together while we highlight and debate South Africa's most pressing questions.

[The Gathering 2024](#) - Daily Maverick - [The Gathering 2025](#)

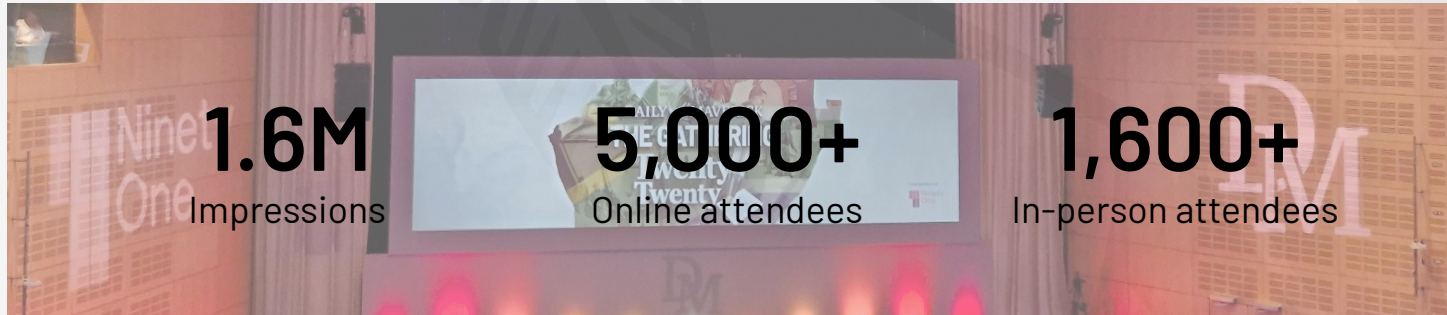
We host other events during the year, driven by the national agenda and citizen needs. These have included; Days of Zondo Book Launch, Business Maverick After Hours: The Metaverse, Growing Some Backbone: It's all about The Grid, Stage 6 Solutions: Bottom-up solutions to the Energy Crisis, Daily Maverick Premier Debates: Gauteng Edition, and Zapiro Screening & Annual 2024 Launch



# THE GATHERING **2026**

Our annual flagship event, The Gathering 2026 is taking place at the Cape Town International Convention Centre on Thursday, 28 August 2026.

This year, under the theme **Changemakers - The Impact Edition** we shine a spotlight on the bold thinkers, innovators and trailblazers shaping South Africa's future in real time.



Sponsorships go beyond traditional branding opportunities. We strive to offer partnerships that foster meaningful engagement and lasting impact. From tailored activations to thoughtful audience interactions, we work with you to create sponsorships that align with your brand values while delivering genuine connection. Our approach is collaborative, ensuring that your presence at The Gathering is both strategic and impactful.

# DAILY MAVERICK

**Thank you for your interest in Daily Maverick.**

**Our independent, public-service journalism is based on our commitment to defend the truth, protect our planet's resources and build a better South Africa.**

**For more information:**

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