

DAILY MAVERICK

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

DEFEND TRUTH

Est 2009

DAILY MAVERICK AT-A-GLANCE

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 BROWERS PER MONTH

● 9.4 Million

3 min 48 secs
Average time per visit

VISITS PER MONTH

● 10.2 Million

PAGEVIEWS PER MONTH

● 10.4 Million

SOURCE: Google Analytics : April 2024
Average Time on Page calculated on readers who visit Daily Maverick twice or more in a month

PRINT

PRINT ORDER: 11,500

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 Saturday, has a cover price of R25 and is available at around 2,000 retailers nationwide. It is a short-tabloid that aims to inform, educate & entertain. The 2024 Q1 ABC certified circulation was 10 823 copies.

NEWSLETTERS

Daily Maverick has 20 **INDIVIDUAL NEWSLETTER PRODUCTS**, with a total of **545,666 UNIQUE NEWSLETTER SUBSCRIBERS** and an average **OPEN RATE OF 30%**. Advertising in Daily Maverick newsletters provides clients with 100% share-of-voice and a benchmark CTR of 0.5%.

SOCIAL

575,400 **198,000** **53,200**



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: Daily Maverick's weekly business breakdown hosted by Mark Barnes and Tim Cohen midweek, every week. The podcast has been running since February 2023. It attracts between 2.5k and 3k listens every week.

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

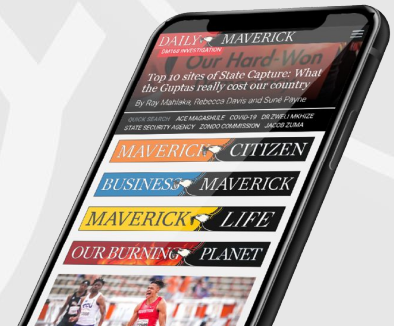
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READERSHIP PROFILE

	%	Index
Male	53/47	104
Age 18 -34	17	72
Age 35-55	36	108
Age 55+	47	145
Gauteng	44	204
Western Cape	27	208
Tertiary Education	76	844
Earning over R30k/month	36	789

SOURCE: Gender, Age & Geographical Breakdown: Google Analytics, April 2024

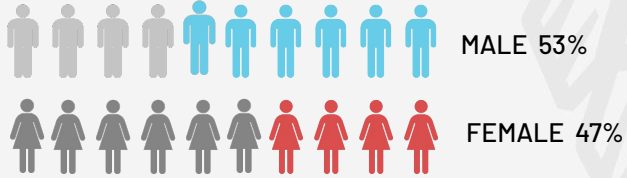
OUR READERS ARE **INFLUENTIAL, EDUCATED AND WEALTHY**



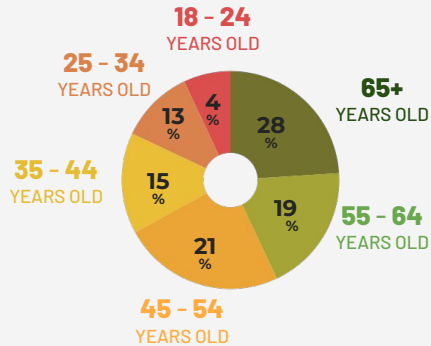
DAILY MAVERICK READERSHIP DEMOGRAPHICS

SOURCE: Gender, Age & Geographical Breakdown: Google Analytics, April 2024 | Race: WhyBrandMapp Insights by Five, January 2024

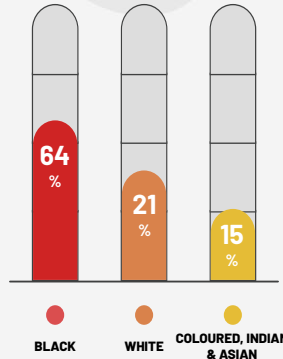
GENDER



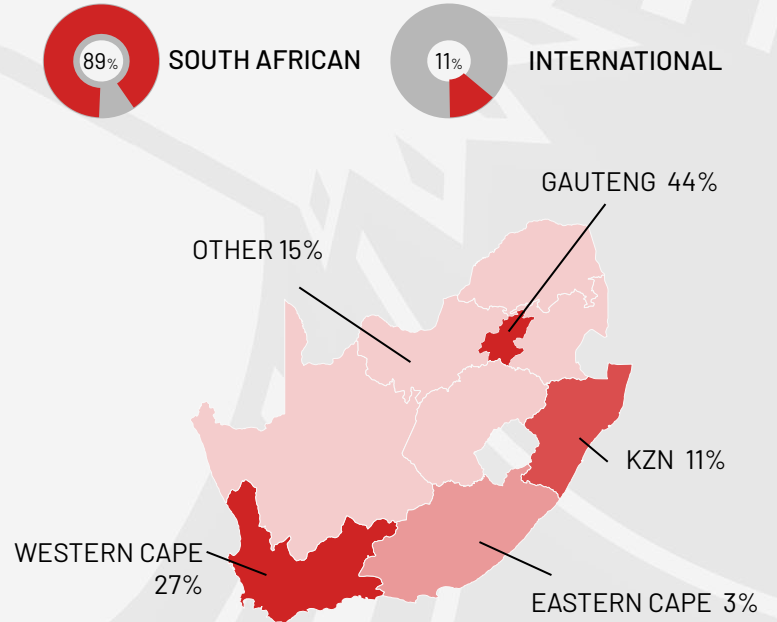
AGE



RACE



GEOGRAPHIC BREAKDOWN



Readership profile

	%	Index
Male	53/47	104
Age 18-34	17	72
Age 35 - 55	36	108
Age 55+	47	145
Gauteng	44	204
Western Cape	27	208
Tertiary Education	76	844
Earning over 30k/month	36	789

SOURCE: Gender, Age & Geographical Breakdown: Google Analytics, April 2024

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

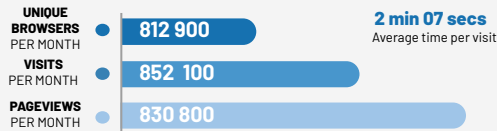


DAILY MAVERICK ECOSYSTEM

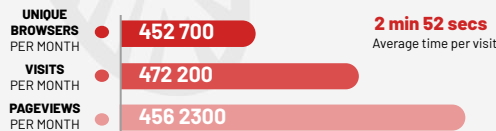
DAILY MAVERICK



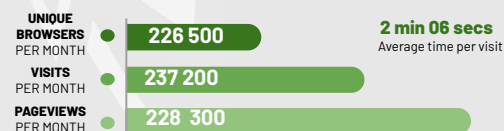
BUSINESS MAVERICK



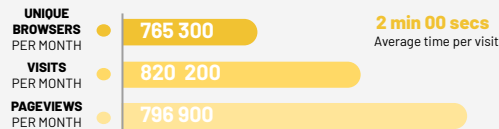
OUR BURNING PLANET



MAVERICK SPORTS



MAVERICK LIFE



MAVERICK CITIZEN



SOURCE: Google Analytics, April 2024. Average Time on Page calculated on readers who visit Daily Maverick twice or more in a month

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

SOURCE: BrandMapp Insights by Why Five, October 2022



36% earn **over R30k**
per month



56% are
managers



72% work in the
private sector



62% own their
own home



76% have a **tertiary**
education



62% want to **study**
more

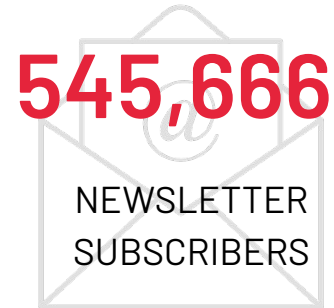
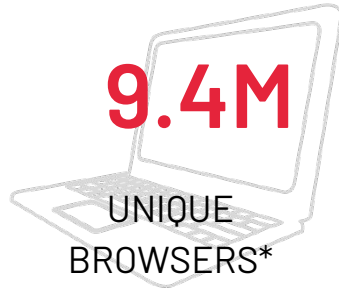


83% have **medical**
aid



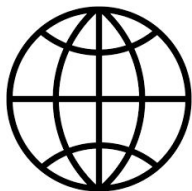
79% buy **investment**
products

Daily Maverick Reach



DM's Total Reach Overview

10.2M



Online

16,094



Podcasts

43,000



Webinars

1,600



In-person
Events

5,000



Online Events
Audience

1,683,251



Facebook

117,812



Instagram

4,281,100



Twitter

257,181



TikTok





Daily Maverick

Display Rates & Specs

DAILY MAVERICK **DIGITAL DISPLAY RATE CARD**

DIRECT

	Load Size	CPM
Desktop - 300x600 1000x250	Max 80kb	R 200
Mobile - 300x450 300x250 320x50	Max 60kb	R 125
ROS - all sizes	Max 80kb	R 150

24 HR/ 1 WEEK SPONSORSHIPS

	IMPRESSIONS	RATE
Daily Maverick HPTO (desktop & mobile) 100% SOV	Min. 200 000	R 40 000
BUSINESS Section takeover (desktop & mobile) 100% SOV	Min. 100,000	R 20,000
LIFE Section takeover (desktop & mobile) 100% SOV	Min. 185,000	R 25,000
Climate/ ENVIRONMENT /Sustainability takeover - 100% SOV	Est. 430,000	R 40,000
SPORT Section takeover (desktop & mobile) 100% SOV	Est. 110,000	R 15,000
FOOD Section takeover (desktop & mobile) 100% SOV	Est. 75,000	R 10,000

SITE DISPLAY OPTIONS & SPECS

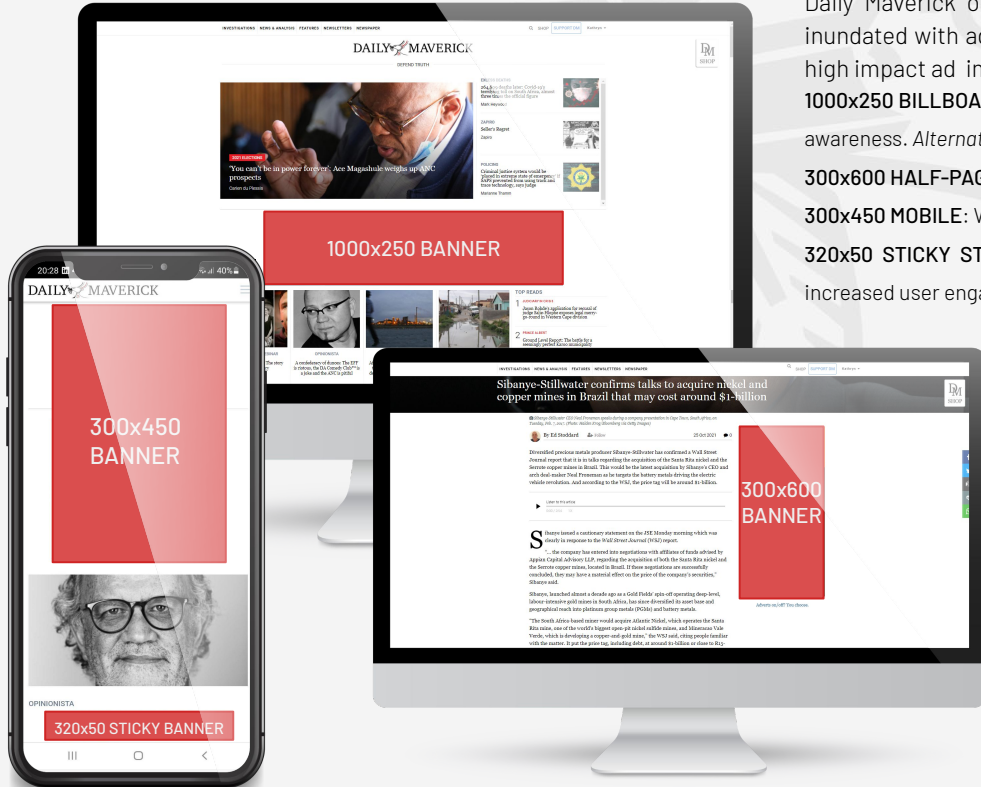
Daily Maverick offers select display opportunities ensuring the reader is not inundated with advertising, thereby improving the user experience and creating high impact ad impressions.

1000x250 BILLBOARD: Occupies the width of the webpage and is ideal for maximum brand awareness. *Alternative 970x250 or 728x90 sizes*

300x600 HALF-PAGE: In-article, with sticky scrolling and up to two minutes of visibility

300x450 MOBILE: With an alternative 300x250 size

320x50 STICKY STRIP: With 100% visibility as the reader scrolls - high impact and increased user engagement



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: Dimensions: 300x450 Format: jpeg, gif or html Max File size: 50kb Animation: limited to 15 sec.	MOBILE BANNER 320x50: Dimensions: 320x50 Format: jpeg, gif or html Max File size: 40kb Animation: limited to 15 sec.

HOMEPAGE TAKEOVER



TOTAL INVESTMENT
R40 000 (ex. VAT)

Daily Maverick homepage takeovers provide advertisers with 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 with a reach of about 42,000 of Daily Maverick's most loyal readers.

Rather than utilising a skin, clients provide creatives for all four banner opportunities available on the site.

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:

Dimensions: 300x450

Format: jpeg, gif or html

Max File size: 50kb

Animation: limited to 15 sec.

MOBILE BANNER 320x50:

Dimensions: 320x50

Format: jpeg, gif or html

Max File size: 40kb

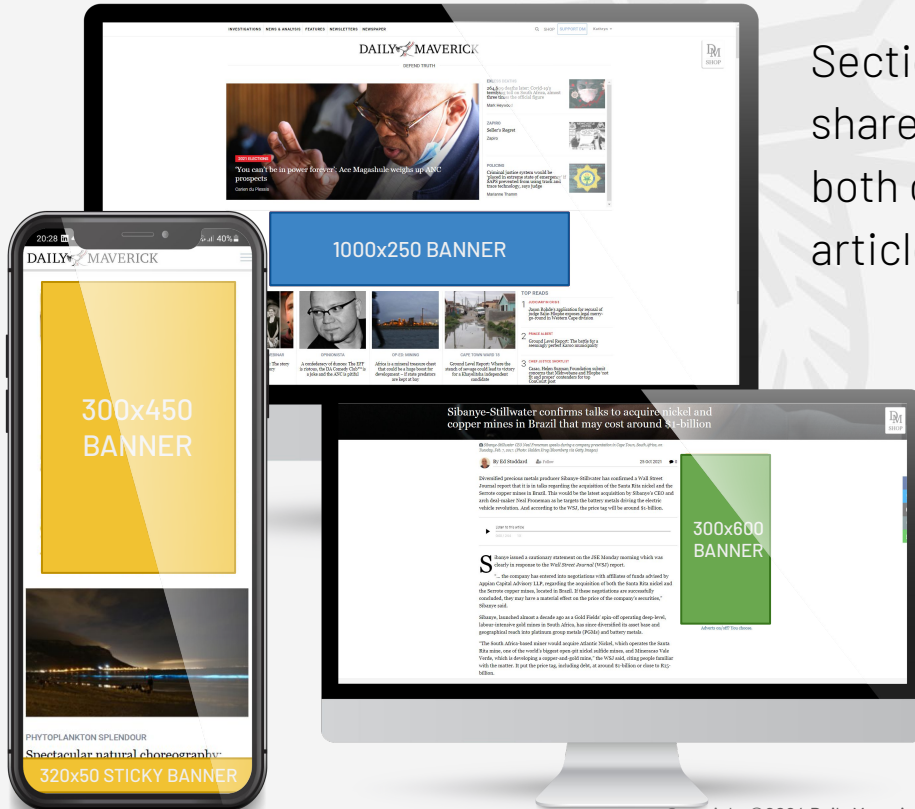
Animation: limited to 15 sec.

All rates are net of agency commission and exclude VAT

T

SECTION TAKEOVERS

Section takeovers provide clients with 100% share-of-voice across mobile and desktop, both on the section homepage and in article.



BANNER SPECIFICATIONS: dimensions in pixels

DESKTOP BANNER 1000x250:

Dimensions: 1000x250

Format: jpeg, gif or html

Max File size: 80kb

Animation: limited to 15 sec.

MOBILE BANNER 300x450:

Dimensions: 300x450

Format: jpeg, gif or html

Max File size: 50kb

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 320x50:

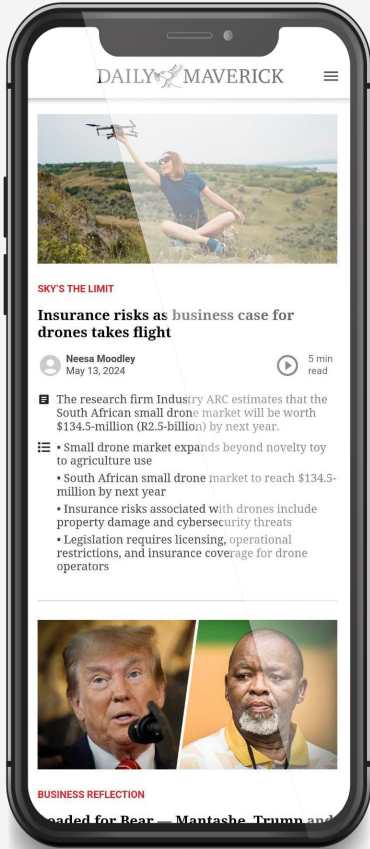
Dimensions: 320x50

Format: jpeg, gif or html

Max File size: 40kb

Animation: limited to 15 sec.

DM APP SPONSORSHIP



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 over 17k monthly users prior to a public launch. The number is expected to grow significantly.

Sponsorship of the Daily Maverick app offers clients a branded message on the splash screen for eg. 'This premium app is powered by...', as well as interstitial ads with a 100% share of voice, capped at 3 per user session - average session time is 15 minutes

1 Month SPONSORSHIP

IMPRESSIONS

RATE

Sponsorship 100% SOV, Splash Screen & Interstitials

Min. 300,000

R 60,000

INTERSTITIAL SPECIFICATIONS: dimensions in pixels

Dimensions: Mobile: 340x480 / 480x320

Tablet: 1024x768 / 768x1024

Format: jpeg or gif

Max File size: 190kb

Animation: limited to 15 sec.



Daily Maverick

Newsletters rates & specs

NEWSLETTER PERFORMANCE & RATE CARD

Daily Maverick has 17 individual newsletter products (listed below plus Judith's Prudence and Our Burning Planet) with a total of 545 666 unique newsletter subscribers and an average open rate of over 30%. Advertising in Daily Maverick newsletters provides clients with three dedicated banner opportunities and 100% share-of-voice, with a benchmark CTR of 0.4% on unique opens.

NAME	SENT OUT	SUBSCRIBERS	OPEN RATE	COST
First Thing	Weekday Mornings	403 000	41%	R 21 000
Afternoon Thing	Weekday Afternoons	140 000	32%	R 10 000
Weekend Thing	Saturday	401 000	36%	R 21 000
Business Maverick	Weekday Mornings	147 000	34%	R 17 500
After the Bell	Weekday Afternoons	38 000	62%	R 10 000
Weekly Wrap	Sundays	330 000	33%	R 21 000
Zapiro*	3 per week	74 000	48%	R 9 000
Madam & Eve*	Fridays	74 000	48%	R 9 000
Maverick Citizen	Tuesdays	21 000	45%	R 3 500
Maverick Life	Thursdays & Sundays	60 000	49%	R 5 000
Maverick Sports	Mondays	74 000	65%	R 10 000
Long Story Short	Monthly - Last Thursday	21 000	44%	R 3 500
Your Questions Answered	Mid-Month	41 000	57%	R 10 000
TGIFood with Tony Jackman	Weekly on Fridays	30 000	42%	R3 500
Power to the People	Thursdays	71 000	64%	R 12 000
Extra! Extra! DM168	Friday Afternoons	21 000	52%	R3 000
Special Edition	Mondays	137 000	76%	R10 000

* Special Edition newsletter (upcoming elections)

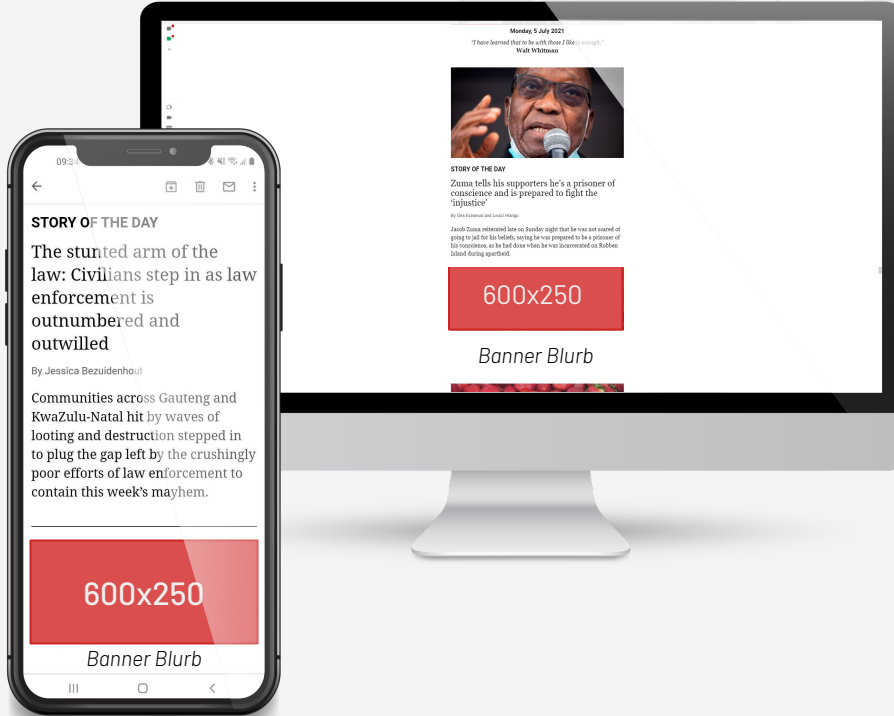
All rates are net of agency commission and exclude VAT
This rate card is valid from February 2023

*Only two banner opportunities included

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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 three* banner opportunities. The client can submit three different creatives, 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



Daily Maverick

Sponsored Content Opportunities

SPONSORED CONTENT



Sponsored Content provides an excellent opportunity for client's to authentically engage with Daily Maverick's readers.

Client supplied copy and images are published on Daily Maverick's article templates with companion banners. Clients are welcome to supply relevant images, graphs, infographics, videos and links to be embedded in the article.

The article is featured on Daily Maverick's homepage for 24hrs, distributed through Daily Maverick's newsletters and receives social media amplification on Daily Maverick's Facebook page. Sponsored content articles remain active on Daily Maverick's site for a minimum of 6 months, thereafter they are added to the archives.

**TOTAL INVESTMENT PER ARTICLE:
R35,000 (ex. VAT)**

All rates are net of agency commission and exclude VAT
This rate card is valid from January 2022

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 with client supplied Iframe code
In-article links	Where relevant, the client is welcome to submit embedded URLs with the copy to redirect the reader
Companion Banners	All sponsored content includes the option of companion banners, as added value: <ul style="list-style-type: none">• Desktop 300x600 : jpeg, gif 150kb Animation limited to 15secs• Mobile 300x450 : jpeg, gif 75kb Animation limited to 15secs• Mobile strip 320x50 : jpeg, gif 75kb Animation limited to 15secs



Daily Maverick 168

Print advertising rates & specs

DM168 RATE CARD 2024

A **WEEKLY, SATURDAY** publication | Print Order 11,500



Page size (mm):
380 (h) x 289 (w)

Type area (mm):
350 (h) x 265 (w)

FPS size (mm):
65 (h) x 265 (w)

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

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

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 7 May 2022

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Other sizes available on request*



Daily Maverick 168, South Africa's quality weekly read

South Africa's favourite weekly newspaper

- News & Opinion, Politics, Business, Tech, Motoring & Sport: 64 pages Short Tabloid
- Plus 4 Page kids section (6-12 yrs)
- Available at over 1,900 stores nationwide via Woolworths, Pick n Pay, Exclusive Books, Checkers, Spar, Garage Shops, Airport stores, Business Class lounges & other retailers
- Bumper year-end holiday issue includes our Person-of-the-Year section and Zapiro calendar /21 Dec '24
- Cover price R35
- Print Order: 11,500 | Ave circulation 10,500+
- e-Edition available to subscribers



MAVERICK KIDS RATE CARD



SPONSORSHIP
R25 000 (ex. VAT)

CONTENT:

4 page tabloid pullout aimed at 8 to 12 yr olds

Page size (mm):

380 (h) x 289 (w)

Type area (mm):

350 (h) x 265 (w)

SIZE*

Sponsorship Opportunities

Sizes

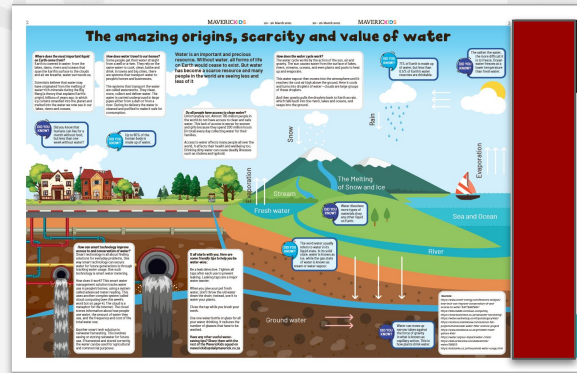
SPECS (mm)

Weekly themes include, Water, Trees, Environment, Lighthouses, Aviation, Bicycles, Summer etc. We are open to suggestions.

116mm h x 265mm w third page
350mm h x 110mm w strip
87mm h x 265mm w quarter page

RATE

R25 000



DM168 LAYOUT & DESIGN

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.

SPECIAL FEATURES/SPONSORSHIPS:

STOCK PAGES || PERSONAL FINANCE || MBA || ROAD SAFETY || ESG

MAVERICK ESCAPE



The timeless working boats of Zanj are fading

Looking seaward from almost any shore between northern Mozambique and the Red Sea, you are likely to see a fleet of ancient white winged wooden craft gliding the horizon. Words by Don Pincock and photography by Justin Fox

Let's say you're back on the coast of Zanzibar, a little north of Stone Town. You're looking out at the sea, and you see a small boat, a dhow, with a white winged mast. It's a traditional dhow, a type of boat that has been used for centuries in the Indian Ocean. It's a beautiful sight, and it's a reminder of the rich maritime history of the region. The dhow is a symbol of the Zanzibari people's connection to the sea, and it's a testament to their resilience and adaptability. The dhow is a small boat, but it's a big part of the Zanzibari culture. It's a boat that has been used for centuries, and it's still used today. It's a boat that has been used for trade, for transport, and for leisure. It's a boat that has been used for everything, and it's a boat that has been used for a long time. The dhow is a symbol of the Zanzibari people's connection to the sea, and it's a testament to their resilience and adaptability. The dhow is a small boat, but it's a big part of the Zanzibari culture. It's a boat that has been used for centuries, and it's still used today. It's a boat that has been used for trade, for transport, and for leisure. It's a boat that has been used for everything, and it's a boat that has been used for a long time.

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MAVERICK LIFE



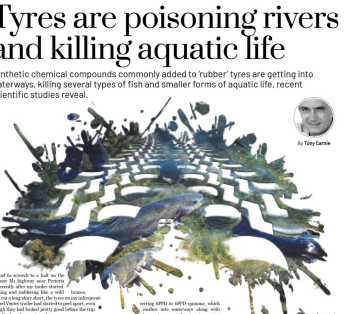
The Tinder Swindler phenomenon in South Africa

According to a study done by Techshield, a technology and online security news website, South Africa is one of 20 countries in the world where people are most likely to fall victim to online romance scams.

The Tinder Swindler phenomenon is a global issue, but it's particularly prevalent in South Africa. According to a study done by Techshield, a technology and online security news website, South Africa is one of 20 countries in the world where people are most likely to fall victim to online romance scams. The study found that South Africa has the highest number of reported online romance scams, with a total of 1,200 cases reported in 2023. This is a significant increase from the 800 cases reported in 2022. The study also found that the average age of victims in South Africa is 35 years old, which is higher than the global average of 30 years old. The study also found that the average amount of money lost to online romance scams in South Africa is \$10,000, which is higher than the global average of \$5,000. The study also found that the average time it takes for victims to report a scam is 10 days, which is longer than the global average of 5 days. The study also found that the average time it takes for victims to receive a refund is 30 days, which is longer than the global average of 15 days. The study also found that the average time it takes for victims to receive a refund is 30 days, which is longer than the global average of 15 days. The study also found that the average time it takes for victims to receive a refund is 30 days, which is longer than the global average of 15 days.

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MAVERICK ENVIRONMENT



Tyres are poisoning rivers and killing aquatic life

Synthetic chemical compounds commonly added to 'rubber' tyres are getting into waterways, killing several types of fish and smaller forms of aquatic life, recent scientific studies reveal.

The study found that synthetic chemical compounds commonly added to 'rubber' tyres are getting into waterways, killing several types of fish and smaller forms of aquatic life, recent scientific studies reveal. The study found that these compounds, which are used to make tyres more durable and resistant to wear, are being washed off of tyres into waterways. This is a significant problem because these compounds are toxic to many types of aquatic life, including fish, amphibians, and invertebrates. The study also found that these compounds are being found in the water, sediment, and biota of waterways. This is a significant problem because these compounds are toxic to many types of aquatic life, including fish, amphibians, and invertebrates. The study also found that these compounds are being found in the water, sediment, and biota of waterways. This is a significant problem because these compounds are toxic to many types of aquatic life, including fish, amphibians, and invertebrates. The study also found that these compounds are being found in the water, sediment, and biota of waterways. This is a significant problem because these compounds are toxic to many types of aquatic life, including fish, amphibians, and invertebrates.

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BUSINESS MAVERICK



The next quarter looks a little more cheerful for

It does seem gloomy. Unemployment is staggering; there is a new Covid variant hobbling tourism and other industries; inflation is surely starting to climb, as is the country's debt level, but still there is a glimmer on the horizon

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Page 24



DM 168 full page advert

Trim size (mm):
380 (h) x 289 (w)

Type area (mm):
350 (h) x 265 (w)

BUSINESS MAVERICK

The next quarter looks a little more cheerful for

It does seem gloomy. Unemployment is staggering; there is a new Covid variant hobbling tourism and other industries; inflation is surely starting to climb, as is the country's debt level, but still there is a glimmer on the horizon

By The Editor

Like all calamities, the coronavirus pandemic has changed the way we live, and more pertinently the way we work

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): 350 (h) x 265 (w) no bleed

DM 168 half page vertical

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

OUR BURNING PLANET **DAILY MAVERICK 168** 01-12-2024

When an ecosystem collapse and State Capture collide

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

By Kevin Brown

HALF PAGE VERTICAL AD

OUR BURNING PLANET **DAILY MAVERICK 168**

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

PRINT SPECIFICATION SHEET

File Type	PDF
Typefaces	Please ensure typefaces are fully embedded or outlined in your PDF prior to sending
Colours	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.
Photos & Bitmap Graphics	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.
Print Resolution	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.
Dot Gain & Ink Cover	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%.

Material Deadline	Cancelation Deadline	Cancelation Fee	Contact
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

January To March 2024

Daily Maverick,

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

Weekly Newspapers

10823

CIRCULATION
AVERAGE PER ISSUE

12 Issues this period

PUBLISHER	Daily Maverick (Pty) Ltd	COUNTRY	South Africa
COVER PRICE	R 29.00	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.

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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 Live Journalism Events



DAILY MAVERICK WEBINARS

Each week, Daily Maverick hosts 2-3 webinars. These webinars include topics (as determined by the DM webinar team) covering current affairs, economics, business, book launches, food and sport. Speakers are selected by the DM webinar team, and will be experts in their field, accompanied by a DM journalist/moderator. Daily Maverick Webinars have the capacity to host 2,000 attendees. They have proven to be a highly effective platform for engaging with a captive audience and creating authentic brand awareness.

Webinar Duration: 1 hour

Potential Attendees: 2 000 pax.

Branding:

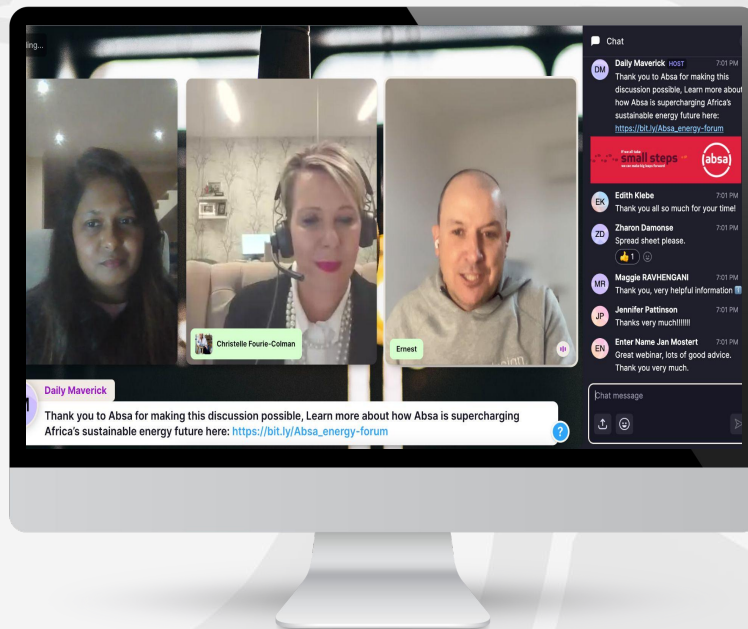
- Pre-webinar promotional material (sponsor logo)
 - Banners on Daily Maverick promoting the webinar
 - Social media posts (Facebook, Twitter & Instagram)
 - Newsletter advertising
- Branding on Webinar registration page
- Branding on Webinar holding page
- Branding at the top of the Webinar chat bar
- Branding on the Webinar recording (hosted on YouTube)
- 600x250 banner included in weekly Webinar Newsletter

Potential engagement opportunities:

- Pre-webinar survey
- In-Webinar 'poll'
- Utilise the in-webinar 'deal' function (high CTR)

TOTAL INVESTMENT PER WEBINAR:
R35 000 (excl. VAT)

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some of our best performing webinars

- **The Inside Track: Putin's War** (*Reached highest number of attendees at 3257 and highest watch through rate of 85%*)
- **A Bigger Picture: Bringing a new African voice to the Climate Crisis** (*Highest conversion rate from registrants to attendees at 70.4%*)
- **Multimillion Dollar Corruption: The Sentry and Tendai Biti expose dodgy dealings in Zimbabwe** (*Highest recording views at 24 634*)
- **We Are Zama Zama: Migrants, mining and the fight for survival in South Africa's goldfields** (*Highest conversion rate of lands on registration page to people signing up at 60%*)
- **The End of Money: The Great Erosion Of Trust In Banking, China's Minsky Moment And The Fallacy Of Cryptocurrency** (*Highest post-webinar article reads of 32 326*)



Daily Maverick

Event Sponsorship Opportunities

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.

We host other events during the year, driven by the national agenda and citizen needs. For more enquiries, please visit [The Gathering 2024 - Daily Maverick](#)



What our audience says about *Daily Maverick*?

[I] am proud to support a subscription to the *Daily Maverick*. It is my **chief go-to source of news** and **excellent opinion articles**.

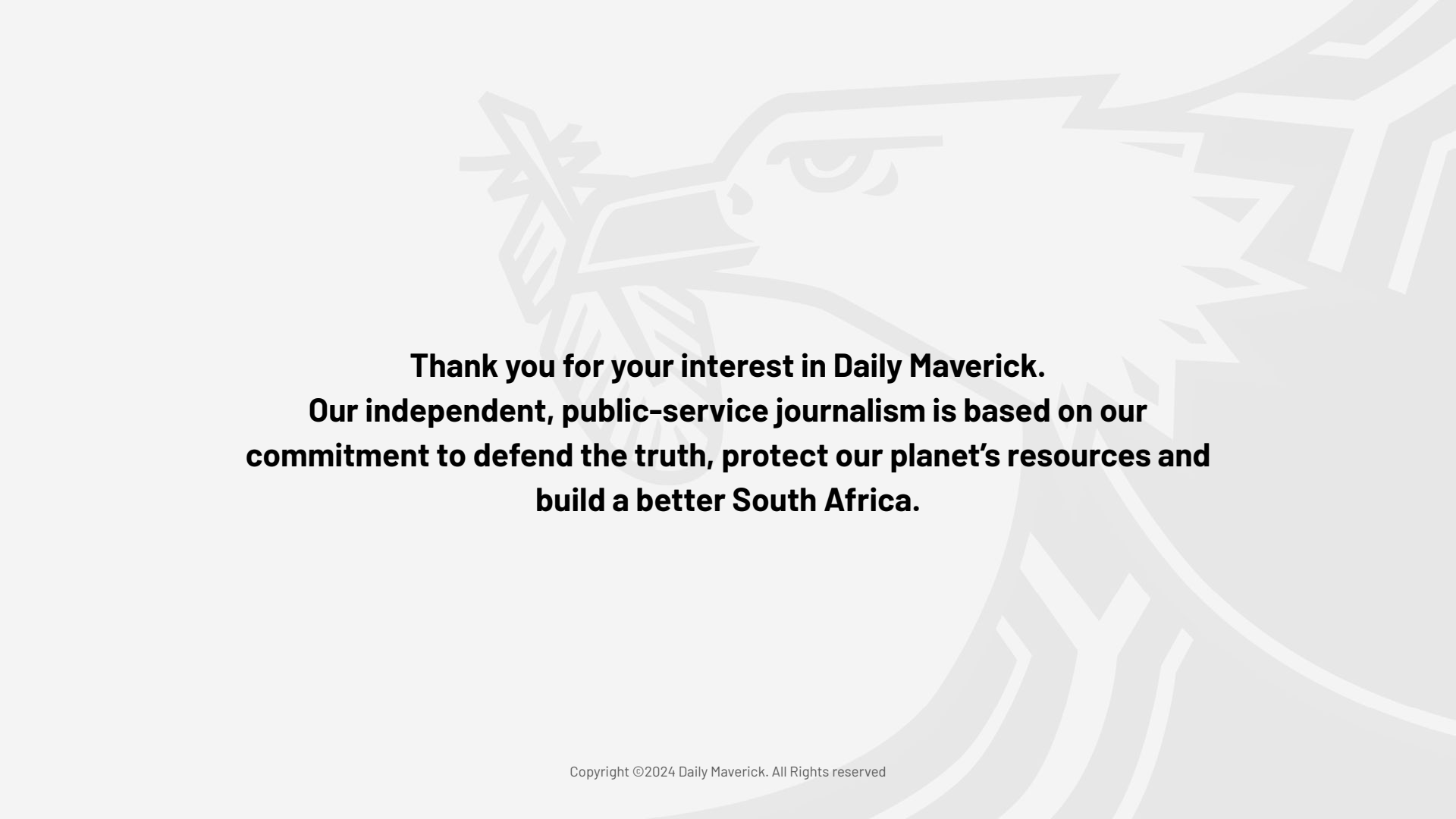
I hope this new addition to *DM*'s offerings will also help increase subscriptions **at a time when we have never needed excellent, trusted journalistic cover and opinion more**.

– Sudan Sonnenberg, Climate Crisis and Covid-19 webinar

I enjoyed the new format and the wide range of story topics. I am an **avid reader**, including online.

I was happy to read those articles on paper that I either did not, or would not, read online.

– Larry Dolley, 9 May letter to DM168 editor



**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.**