



MEDIA KIT



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*"South Africa's premier source
for insightful medical content."*



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Welcome to MediMag™, South Africa's premier source for insightful and informative medical content.

ABOUT MEDIMAG

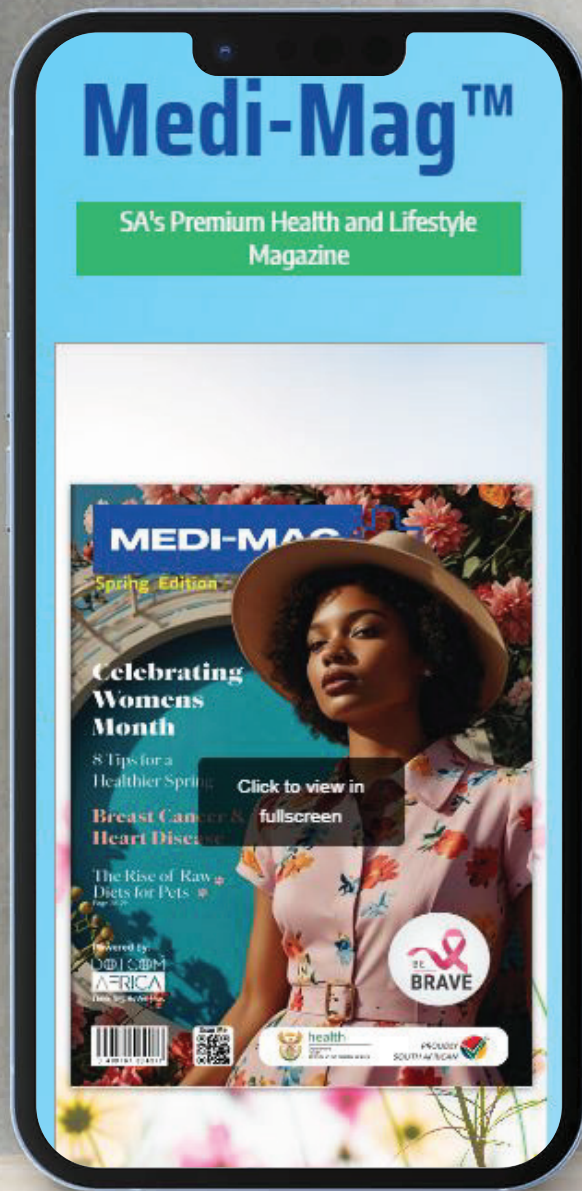
Welcome to MediMag™, South Africa's premier source for insightful and informative medical content. We are committed to creating a dynamic platform where medical professionals and the public alike can share knowledge, perspectives, and updates on the latest advancements in the healthcare field. At MediMag, we recognize the challenge of staying current with rapidly evolving medical trends and innovations. To address this, we provide our readers with relevant, engaging, and accessible content across a diverse range of topics—from groundbreaking research and medical advancements to practical wellness tips.

LATEST EDITIONS



MORE ABOUT MEDIMAG

In addition, MediMag serves as a valuable publication where businesses offering products and services to the medical sector can showcase their latest offerings. Through our publication, these businesses can reach an engaged audience, further enriching the healthcare community and keeping professionals informed about valuable resources available to them.



Demographics

General Information

Title:	Medi-Mag
Publisher:	Dotcom Africa Publishing House
Issue:	Summer Edition 2024
Publication Date:	April 1, 2024

WEBSITE TRAFFIC

212 458	67,612	150,872	9 minutes	35%
Total Visits	Unique Visitors	Page Views	Average Time on Site	Bounce Rate

ARTICLE ENGAGEMENT

Total Articles Published: 22
Most Popular Article: "6 Benefits of Donating Blood"
Page Views: 12, 572
Average Reading Time: 5 minutes
Average Page Views per Article: 3,000
Average Reading Time per Article: 4 minutes

AUDIENCE DEMOGRAPHICS

Age Groups:

• 18-24:	11%	1
• 25-34:	18%	2
• 35-44:	28%	3
• 45-54:	22%	2
• 55+:	11%	1

SUBSCRIBER INFORMATION

Total Subscribers: 200 712

- New Subscribers (This Month): 6 523
- Churn Rate: 5%
- Email Open Rate: 77%
- Email Click-Through Rate: 34%

Top Referral Sources:

Google Search	Social Media	Email Campaigns	Direct Traffic:
23%	8%	48%	21%

Demographics

GENDER



Female:

42%



Male:

58%

PROFESSION



Healthcare Professionals: 48%



Students: 16%



Researchers: 8%



General Public: 28%

SUMMARY

Medi-Mag® has experienced strong traffic and engagement in our summer edition, with substantial visits and high average time on site. The magazine has a solid subscriber base and our POPIA compliant mailing list contributes significantly to our direct traffic. The demographic data indicates a diverse audience, primarily consisting of healthcare professionals but with engagement of the general public we see opportunity for brand recognition.

ADVERTISING AND REVENUE

Total Ad Impressions: 200,000

Click-Through Rate (CTR): 8.7%

Our strategic bookings partner

Please note all bookings can be done via our strategic media partner Mr Brand. They can arrange all your artwork needs and arrange special placements. All artwork is done on a complimentary basis .

info@mrbrand.co.za
mrbrand.co.za
#mrbrand.co.za



JOHANNESBURG

+27 11 333 6000

CAPE TOWN

+27 21 001 8456

DURBAN

+27 31 001 6444



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