

FAST COMPANY

South Africa

MEDIA KIT



2022

Fast Company SA - The Future of Business

The most progressive business media brand in the world, Fast Company SA inspires a new breed of innovative and creative thought leaders who are actively inventing the future of business. The bi monthly magazine is published in South Africa with an editorial focus on innovation in technology, leadership, world changing ideas, creativity, and design.





Biggest User Location(s)



SA 84,82%



USA 4,43%



INDIA 2,21%



Daniel Ek, Spotify



Total Page Views

50,464

Unique Page Views

40,804

Users

34,409

Sessions

39,103

Users accessing site through mobile

27,837 (80,69%)

SOCIAL



Fast Company SA
6 800



@FastCompanySA
2 781



@fastcompanysa
1 197



Fast Company SA
773

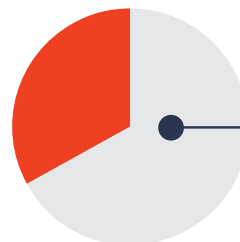


fastcompany.co.za

GENDER



45%
Female



55%
Male

* Based on figures supplied by the Audit Bureau of Circulations of South Africa and TargetMedia



BRANDS THAT MATTER

There are brands, and then there are brands that matters due to their influence on society and impacting our reality.

MAR/APR

SECRETS OF THE MOST PRODUCTIVE PEOPLE

Insights and habits of people who are shaping society in a new Covid-19 world.

MAY/JUN

LEADING AFRICAN (FINTECH) STARTUPS

African financial technology startup companies that are shaping the financial sector and attracting investor attention locally and abroad.

JUL/AUG

SECRETS OF MOST INNOVATIVE FOUNDERS

Strategies and techniques applied by founders of leading innovative startups across the African continent.

SEPT/OCT

MOST INNOVATIVE COMPANIES

Fast Company SA has been the definitive source for recognising the organisations that are transforming industries and shaping societies.

NOV/DEC

SPECIAL FEATURE

LEADING WOMEN IN TECH

Women who are shaping the tech ecosystem.

MOST WANTED SKILLS

Skills in high demand across SA.

GREAT RESTART

As the world restarts after lockdowns, how best can businesses restart? Should we all go back to the office? Should we continue to work from anywhere? Or is working from an office from anywhere the best way forward? We get insights from businesses that are restarting in the new normal. We also include businesses that were destroyed by COVID-19 and brought back to life.

BEST TECH SCHOOLS

Forward thinking current and future professionals continue to learn, upgrade and acquire technology skills. Where one acquires technology skills matters more now than before. This feature of Best Tech Schools will serve as a guide in choosing an education institution that provides technology skills that are preferred by industry.

INNOVATION REPORT

As part of assessing the Most Innovative Companies in South Africa, Fast Company will compile an innovation report that will provide information about the current state of innovation in South Africa. The report will share insights about the latest innovations in business and other sectors of society.



UPCOMING EVENTS

DIALOGUES - AUG 2022

THE GREAT RESTART

The Great Restart - Dialogues: will bring together business leaders to share their experiences in restarting after lockdown. Insights shared in this session will inform other businesses that are in search of guidance on how to restart in the new normal era.

OCT 2022

CREATORS SUMMIT

South African creators in the arts, science and technology sectors have brought us SA made shoes, health solutions, artworks and other artefacts that make SA Made products and services. The Creators Summit will bring together creators for inspiration, networking and learning from each other.



MOST INNOVATIVE COMPANIES

The Fast Company - Most Innovative Summit & Awards is a celebration of innovation in business. The event is a companion of Fast Company Most Innovative Companies print issue. A key feature of the event will be the Awards to celebrate 2021 innovations by some of the Most Innovative Companies in South Africa. The Summit will celebrate innovations and map out innovations that will shape our lives in the future.

NOV 2022

VENUE TBA





PRINT SPECS

DESCRIPTION	PAGE SIZES	BLEED
Spread	406 mm (w) × 266 mm (h)	
Page	203 mm (w) × 266 mm (h)	5 mm

ADVERTISING RATES

DESCRIPTION	1 EDITION	4 EDITIONS	8 EDITIONS
		<i>less 12%</i>	<i>less 18%</i>
IFC DPS	R 79 900	R 70 312	R 65 518
OBC	R 41 900	R 36 872	R 34 358
IBC	R 35 900	R 31 592	R 29 438
Facing Contents	R 33 500	R 29 480	R 27 470
Facing Ed's Letter	R 35 000	R 30 800	R 28 700
DPS	R 59 900	R 52 712	R 49 118
FP	R 31 900	R 28 072	R 26 158

CUSTOM CONTENT

DESCRIPTION	1 EDITION
× 1 Page	R25 520
× 2 Pages	R37 000
× 3 Pages	R 49 000
× 4 Pages	R65 000
× 5 Pages	R 90 000

Additional custom content packages and social media rates available on request.

All paid content packages are already at a rate less 20%. All quoted costs exclude value-added tax (VAT) and agency commission.





Laduma Ngxokolo

DIGITAL ADVERTISING RATES

Homepage Background	R12 500
Leaderboard	R7 800
Homepage Banner	R5 500
Universal Sidebar	R7 800
Digital Article	R5 000

DIGITAL SPECS

Homepage Background	2 000 × 1 805 px
Leaderboard	728 × 90 px
Homepage Banner	728 × 90 px
Article Sidebar	350 × 250 px

PACKAGE 1: MONTHLY SPECIAL DIGIMAG ADVERTISING

MONTHLY DIGIMAG ADVERTISING RATES

		ADVERTISING RATES PER EDITION		
ADVERTISING PACKAGE: MONTHLY DIGIMAG	DETAILS	1 Editions	3 Editions	6 Editions
Front Cover Package	Front Cover by-line + 4 Page Feature	R20 000	R18 000	R17 000
Full Page Profile / Advert	Including URL link	R7 500	R6 750	R6 3750
Double Page Spread	Including URL link	R12 000	R10 800	R10 200
Sponsored Editorial	Generic content developed with Editorial Team	R10 000	R9 000	R8 500
News Item Placement	Placed on News Page with URL link	R3 500	R3 150	R2 975
2 Page Virtual Interview Feature	500 word article + Virtual Interview / Q&A	R15 000	R13 500	R12 750
1 Page Podcast Feature	250 word article + Podcast	R10 000	R9 000	R8 500

PACKAGE 2: MONTHLY DIGIMAG SPONSORSHIP PACKAGE

The sponsorship package offers a special branded edition of Fast Company, and allows you to share the edition with your internal and external networks. Content will mimic the monthly Digimag content, with the inclusion of your company being showcased as the sponsoring partner. The sponsorship Package includes the following:

- Front Cover, a by-line and logo and strapline which will outline that is 'powered by xxxx'
- 4 Page sponsored feature.
- 1x Full Page Advert with URL embedded
- 1x Native Article on IOL Tech Website + Boost on social media

R35 000
PER EDITION

PACKAGE 3: WEBINAR PACKAGE

This sponsorship package offers a special branded webinar, and allows you to share the edition with your internal and external networks. This webinar will be used as a unique 4 page feature into the digimag as well. The Package includes the following:

- A sponsored webinar with guest speakers either supplied or chosen by the client. Topics and hosts also can be chosen by client.
- 4 page sponsored feature in our specialised tech magazine.
- 1x Full Page Advert with URL embedded
- 1x Native Article on IOL Tech Website + Boost on social media

PRICE
AVAILABLE ON REQUEST

PACKAGE 4: FIRESIDE CHATS

The sponsorship package offers a special branded podcast or virtual interview, and allows you to share the edition with your internal and external networks. This podcast or video interview will be used as part of a unique 2 page feature in the digimag as well. The Package includes the following:

- A weekly/monthly, less formal chat with industry heavyweights
- 2 page sponsored feature in our specialised tech magazine.
- 1x Full Page Advert with URL embedded
- 1 x Native Article on IOL Tech Website and Fast Company Site with fireside chat audio + Boost on Social Media

PRICE
AVAILABLE ON REQUEST

OPTIONAL SERVICES

AVAILABLE ON REQUEST AND INCLUDE THE FOLLOWING:

- Press Release video storification
- Social Media Campaigns across IOL and/or partner sites
- 360 Campaign Services [Print, Digital, Custom publishing and experiences]
- IOL Brand Story Press Office Solution
- IOL Website Content solutions
- IOL Advertising solutions
- Video Interview / Q&A
- Podcast

PLEASE NOTE

1. Volt Africa only accepts high-resolution CMYK formatted artwork. Print artwork must be supplied with bleed and crop marks, where required, in either JPG or PDF format
2. On print artwork, black text must comprise 100% K (black) and not four colours (CMYK), and white text must be set to knock-out
3. On print artwork, please ensure all overprint is switched off
4. If a colour-correct proof (chromalin or matchprint) is not supplied, colour quality cannot be guaranteed
5. All digital artwork must be supplied as PNG and accompanied by a link, where applicable
6. All advertising material must be sent via email, Dropbox or Wetransfer to the relevant brand development representative with the publication name and advertisement name as the subject line

TERMS AND CONDITIONS

1. All ad placement positions are at the publisher's discretion. Volt Africa will endeavour to place the advertisement in the best possible position, where available, or as per the stipulated brief where a special position has been purchased
2. Under no circumstances will adjustments, reinstatements or refunds be made if the position of the advertisement is deemed unsatisfactory
3. All advertisement sales are subject to the standard terms and conditions of sale and credit approval procedures



Stafford Masie, SingularityU (South Africa)

PRODUCTION & SUBSCRIPTIONS

Tony Malek

tony@fastcompany.co.za

Tel: +27 (0) 21 344 0611 (Direct)

Volt Africa (Pty)

10th Floor.Convention
Towers , Heerengracht Street,
Cape Town 8000

Tel: +27 (21) 344 0500 | www.fastcompany.co.za

volt.africa 

