

THEPROFILER.

THEPROFILER.CO.ZA

EFFECTIVE — OCTOBER 2026

Advertise where **decision-makers** read.

150+	371K	3.1M	2.81M
COUNTRIES	MONTHLY UNIQUE VISITORS	MONTHLY PAGE VIEWS	MONTHLY HUMAN TRAFFIC

Who reads THEPROFILER.

Our strongest readership comes from the United States and South Africa, with a predominantly desktop audience — the kind of considered, at-work reading environment that suits considered brand messaging.

What this rate card covers

Eleven individual placements, three bundled business packages, and creative and content marketing add-ons designed to support both brand awareness and conversion-focused campaigns.

TOP-TIER INVENTORY

Premium Placements

The most visible real estate on the site — where a single advertiser owns the reader's attention.

01 — Only one advertiser at a time Premium Site Takeover (Header Banner) The single most visible advertising position across the entire website. Ideal for: banks, automotive, property, telecoms, universities, large retailers, national campaigns.	1 Month\$659 3 Months SAVE 10%\$1,789 6 Months SAVE 10%\$3,559
02 Homepage Spotlight (Index Top) Displayed prominently at the top of the homepage, where every visitor begins their browsing journey. Perfect for product launches, promotions and seasonal campaigns.	Monthly\$389 Quarterly\$1,039
03 Homepage Showcase (Index Bottom) Visible to readers as they explore multiple stories on the homepage — excellent value for consistent, repeated brand exposure.	Monthly\$209 Quarterly\$579
10 — Historically top-performing In-Story Spotlight (In-Article 1) Placed naturally within article content itself — historically one of the highest-performing banner positions on the site.	Monthly\$499 Quarterly\$1,319

— EDITORIAL ENVIRONMENT

Story & Article Placements

Positioned around and within the editorial content readers came for — high attention, high context.

	PLACEMENT	MONTHLY	QUARTERLY
04	Featured Story Placement <i>(Post Details Top)</i> Positioned above article content where reader attention is highest — one of the highest-engagement placements. Ideal for professional services, insurance, recruitment, technology, education, financial services.	\$389	\$1,039
05	Story Companion <i>(Post Details Bottom)</i> Displayed after readers complete an article — perfect for lead generation and remarketing.	\$209	\$579
06	Article Network Premium <i>(Posts Top)</i> Appears across article listing pages — ideal for building overall brand awareness.	\$259	\$659
07	Article Network Standard <i>(Posts Bottom)</i> Consistent visibility across article pages — an excellent entry-level advertising option.	\$149	\$389
08	Business Showcase <i>(Sidebar 1)</i> Persistent visibility alongside articles — suited to businesses wanting ongoing exposure.	\$259	\$659
09	Business Directory Featured <i>(Sidebar 2)</i> Our most affordable permanent placement. Ideal for local businesses, start-ups, professional practices and SMEs.	\$109	\$289
11	In-Story Visibility <i>(In-Article 2)</i> Positioned further within article content — strong engagement at an affordable price.	\$289	\$759

— BUNDLED VALUE

Business Packages

Designed for SMEs looking for maximum visibility without an enterprise budget.

Start-Up Visibility Package

\$319 / month**INCLUDES**

- Business Directory Featured
- Article Network Standard
- Homepage Showcase

IDEAL FOR

- Start-ups
- Small retailers
- Local service providers

Business Growth Package

\$599 / month**INCLUDES**

- Business Showcase
- Homepage Showcase
- Featured Story Placement

RECOMMENDED FOR

- Accounting firms
- Attorneys & medical practices
- Training providers & property agencies

Market Leader Package

\$1,049 / month**INCLUDES**

- Premium Site Takeover
- Homepage Spotlight
- In-Story Spotlight

POSITIONING

- Total site dominance
- Front page + in-content + entry point

ONLY ONE MARKET LEADER PACKAGE AVAILABLE AT ANY TIME

— OPTIONAL EXTRAS

Creative & Content Services

Optional add-ons to help your campaign stand out and convert more effectively.

— ADD-ON

Creative Services

Static Banner Design	\$59
Animated Banner Design	\$89
Banner Refresh	\$39
Landing Page Consultation	From \$109

— ADD-ON

Content Marketing

Sponsored Article (client supplied)	\$179
Sponsored Article (written by THEPROFILER.)	\$259
Homepage Featured Article (24 hours)	\$319
Social Media Promotion	From \$49/ platform

— THE FINE PRINT

Specifications & Booking

Advertising Specifications

- Accepted formats: JPG, PNG, GIF (non-intrusive animation), HTML5 (subject to approval)
- Maximum file size: 500 KB
- Standard sizes: 728×90, 970×250, 300×250, 300×600
- Responsive formats available on request

Booking Information

- Minimum booking: one month
- Sold first-come, first-served
- Premium positions may be reserved in advance
- Campaign reporting available on request for bookings of 3+ months

Why Advertise With THEPROFILER.

- 371K monthly unique visitors
- Consistent daily traffic, not seasonal spikes
- Strong South African & international readership
- Highly engaged desktop audience
- Affordable packages built for SMEs
- Premium editorial environment builds trust
- Flexible options for every business size

Future Pricing Policy — as traffic grows, advertising rates will be reviewed quarterly. Advertisers with active multi-month contracts retain their agreed pricing for the full duration of their campaign — early bookings are advantageous, rewarding early supporters as inventory value increases with audience growth.

— READY WHEN YOU ARE

Let's put your brand in front of our readers.

Premium positions are limited and reserved on a first-come, first-served basis. Early bookings are recommended to secure the best placement and preferred campaign timing.

WEBSITE

theprofiler.co.za

RATE CARD

Effective October 2026

THEPROFILER.