

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 South Africa and the United States, 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 MonthR10,450 3 Months SAVE 10%R28,215 6 Months SAVE 10%R56,430
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.	MonthlyR6,050 QuarterlyR16,335
03 Homepage Showcase (Index Bottom) Visible to readers as they explore multiple stories on the homepage — excellent value for consistent, repeated brand exposure.	MonthlyR3,300 QuarterlyR8,910
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.	MonthlyR7,700 QuarterlyR20,790

— 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.	R6,050	R16,335
05	Story Companion <i>(Post Details Bottom)</i> Displayed after readers complete an article — perfect for lead generation and remarketing.	R3,300	R8,910
06	Article Network Premium <i>(Posts Top)</i> Appears across article listing pages — ideal for building overall brand awareness.	R3,850	R10,395
07	Article Network Standard <i>(Posts Bottom)</i> Consistent visibility across article pages — an excellent entry-level advertising option.	R2,200	R5,940
08	Business Showcase <i>(Sidebar 1)</i> Persistent visibility alongside articles — suited to businesses wanting ongoing exposure.	R3,850	R10,395
09	Business Directory Featured <i>(Sidebar 2)</i> Our most affordable permanent placement. Ideal for local businesses, start-ups, professional practices and SMEs.	R1,650	R4,455
11	In-Story Visibility <i>(In-Article 2)</i> Positioned further within article content — strong engagement at an affordable price.	R4,400	R11,880

— BUNDLED VALUE

Business Packages

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

Start-Up Visibility Package

R4,950 / month**INCLUDES**

- Business Directory Featured
- Article Network Standard
- Homepage Showcase

IDEAL FOR

- Start-ups
- Small retailers
- Local service providers

Business Growth Package

R9,350 / month**INCLUDES**

- Business Showcase
- Homepage Showcase
- Featured Story Placement

RECOMMENDED FOR

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

Market Leader Package

R16,500 / 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	R825
Animated Banner Design	R1,320
Banner Refresh	R385
Landing Page Consultation	From R1,650

— ADD-ON

Content Marketing

Sponsored Article (client supplied)	R2,750
Sponsored Article (written by THEPROFILER.)	R4,950
Homepage Featured Article (24 hours)	R3,850
Social Media Promotion	From R550 / 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.