



# Metro

News you can use

Print, Digital & Online

Metro

News you can use

# Business Profile

**Tel:** +266 22 32 5494

**Mobile:** +266 62 00 5494

**Website:** [www.maserumetro.com](http://www.maserumetro.com)

**Email:** [sales@maserumetro.com](mailto:sales@maserumetro.com) / [editor@maserumetro.com](mailto:editor@maserumetro.com)

**Physical Address:** Florida Industrial Park, Ha Hoohlo, Maseru, Lesotho

## About Metro

The **Metro** is Lesotho's print, digital and online newspaper with the highest readership and largest circulation.

Digital edition is available on subscription online. You can also purchase a single copy online. The print edition on Thursday, is distributed FREE to homes, offices, shopping malls, health centres, schools, petrol filling stations, on transit and in the streets in all the districts of Lesotho and towns in South Africa sharing the borders with Lesotho.

## Vision

To be the widest and highest most read newspaper in Lesotho.

## The goals and objectives of Metro

The goal and objective of **Metro** is to have digital world presence, national physical presence and impact in Lesotho by attracting attention of our readers to important issues and news surrounding them.

Our editorial preference is Business and any economic related news or matters that affect economy positively or negatively.

## Advertising

Compared with the rest of print media in Lesotho, advertising with the **Metro** gives value for money due to its digital and print presence, highest and widest audited circulation, reliability and accessibility to the readers. Our advertising rates are the most affordable and offers a variety to the advertisers for choice.

### Advertising Options:

- Classifieds advertising
- Notices advertising
- Display advertising
- Advertorials, Centre Spreads, Spadeas and Wraps advertising
- Loose retail inserts advertising
- Special Supplements

\* Our advertises have an added advantage through our Online and popular social media platforms.





# Standard Print and Digital Rate Card

## PRINT ORDER | 35,000

Language	English/ Sesotho
Frequency	Weekly
Distribution	Thursdays
Booking deadline	Mondays 12 noon
Material deadline	Tuesdays 12 noon
Full page size	390mm x 260mm
Column width	7 cols x 35mm
Bleed size	(DPS) 54.5cm
Trim size	57.5cm

Rate Card (37.95 per col. cm) Vat Inclusive

## DISPLAY TYPE

SIZE	RATE (Incl. Vat)
1/8 page	R1,295.00
Quarter page	R2,590.00
Double column	R2,960.00
Half page	R5,180.00
Full page	R10,360.48
Double spread	R20,721.00

## STRIPS (50mm x 260mm)

SIZE	RATE (Incl. Vat)
Top front/ back page	R347.88
Bottom front/ back page	R250.75
Top inside page	R175.90
Bottom inside page	R150.55

## LOADING FEES

SIZE	RATE (Incl. Vat)
Page 1	R650.00
Page 3	R600.00
Page 5	R550.00
Back Page	R450.00

## ADVERTORIALS

SIZE	RATE (Incl. Vat)
4 page wrap	R50,646.92
4 pager insert	R30,431.28
Centre Spread	R25,000.00
Full page	R12,000.00
Half page	R5,500.00

## LOOSE INSERTS

SIZE	RATE (Incl. Vat)
1/8 pages	R402.50
12/48 pages	R517.50
52/80 pages	R632.50

## PRINTING SPECIFICATION

### MAXIMUM PRINT AREA

LENGTH	390mm	1 Column	35mm	5 Column	185mm
WIDTH	260mm	2 Column	72mm	6 Column	235mm
		3 Column	110mm	7 Column	260mm
		4 Column	147mm		

## MATERIAL REQUIREMENTS

### File format requirements for artwork delivery

All digital artwork to be provided in digital files that are produced to conform to the PDF/X-1a version of the Adobe Portable Document Format (PDF) file format as defined in the international standard ISO 15930-1.

### PDF requirements (Minimum)

- PDF/X-1a format.
- CMYK colours.
- Embedded pictures and fonts.
- All graphics have to be at least 250dpi.
- No jpeg, png, gif formats will be accepted.

**PDF material incorporating the following:**  
Will be rejected when using the INLADSEND option in transmission method:  
Incorrect size, Crop marks, Bleed, Registration marks, Colour bars, Colour gradation strips.

### Booking & Material Deadline

*Booking/ Cancellation*  
10am - 2 days prior publication

**Complete Material**  
1 day - prior publication

**NOTE:** Layout and design charged separately whenever there is need.

**GOOD DISCOUNT** on consecutive and regular placement of adverts.

# Metro (Thursday) Print Distribution Breakdown



## Distributed in 10 Districts at 285 Points

Route	Copies for District	No. of Points	Total Copies
Maseru	15 000	165	15 000
Mafeteng	300	15	300
Mahale's Hoek	200	10	200
Quthing	100	10	100
Qacha's Nek	100	10	100
Thaba Tseka	500	10	500
Mokhotlong	300	20	300
Botha Bothe	1 700	15	1 700
Leribe	6 000	20	6 000
Berea	1 300	10	1 300
<b>TOTAL</b>	<b>22 200</b>	<b>285</b>	<b>22 200</b>
<b>Free Subscriptions</b>			
Home & Handouts Delivery	1 500	2 500	2 500
Offices & Public Areas	31 000	31 000	31 000
<b>TOTAL</b>	<b>Copies</b>	<b>Subscribers</b>	<b>Total Copies</b>
	4 500	4 500	4 500

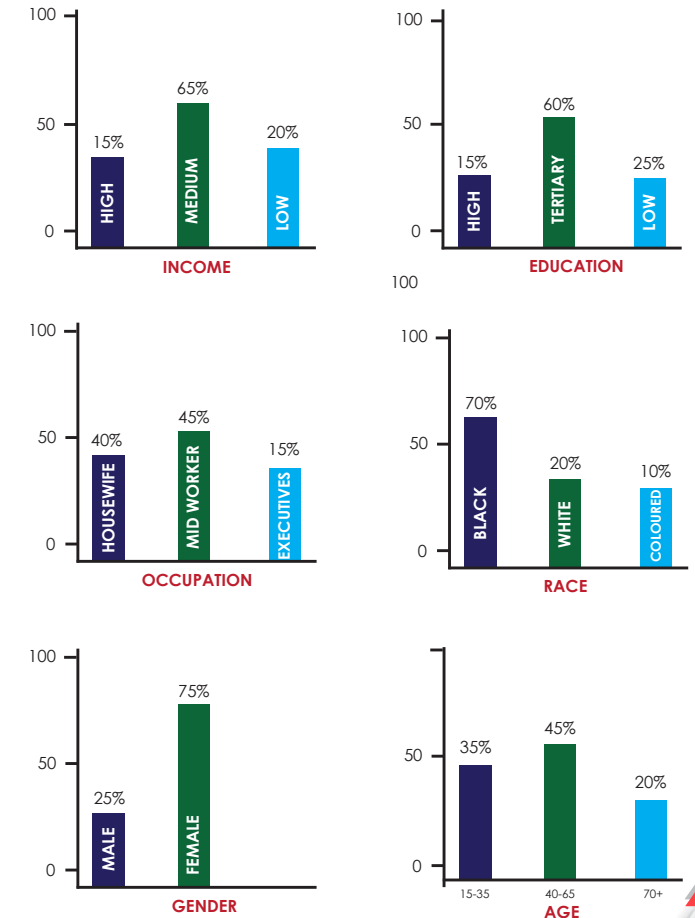
### Notes:

Distribution in homes, offices and public areas include copies to homes, government and private, health centres offices, Transit on transport, copies handed out at thoroughfares such as traffic lights.

**TOTAL PRINT ORDER**

**35,000**

## Readership Profile



# Circulation



**Free Metro: Print Order - 35, 000 | Readership - 380 000**

The **Metro** print edition circulation is implemented through diverse distribution channels: Home delivery, public offices, petrol filling stations, shopping malls, street vendors, health centres and in transit on public transport.

## The allocation is as follows in percentages:

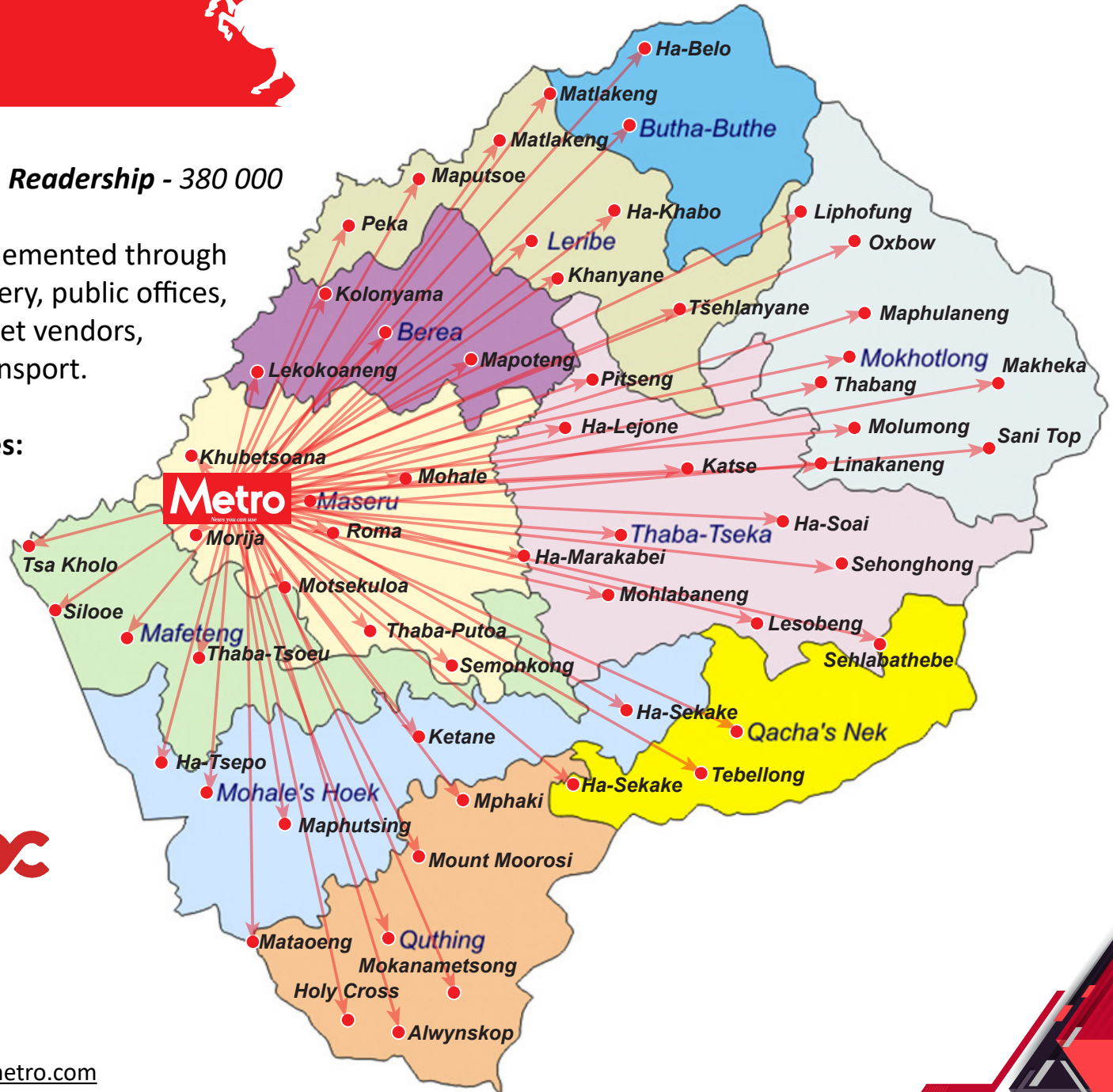
Home delivery	10%
Public offices	10%
Petrol filling stations	20%
Shopping malls	25%
Street vendors	20%
Health centres	5%
On transit	10%

\* The circulation is audited by Audit Bureau of Circulation (ABC).



## Contact Details

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**Physical Address:** Florida Industrial Park, Ha Hoohlo, Maseru, Lesotho.



# Metro Online Rate Card 2020/21

## Web Banner

### Rectangle Banner ad

300px x 250px



### Top Banner ad

728px x 90px



### Leader board Banner ad

728px x 90px



### Prime Banner ad

970px x 180px



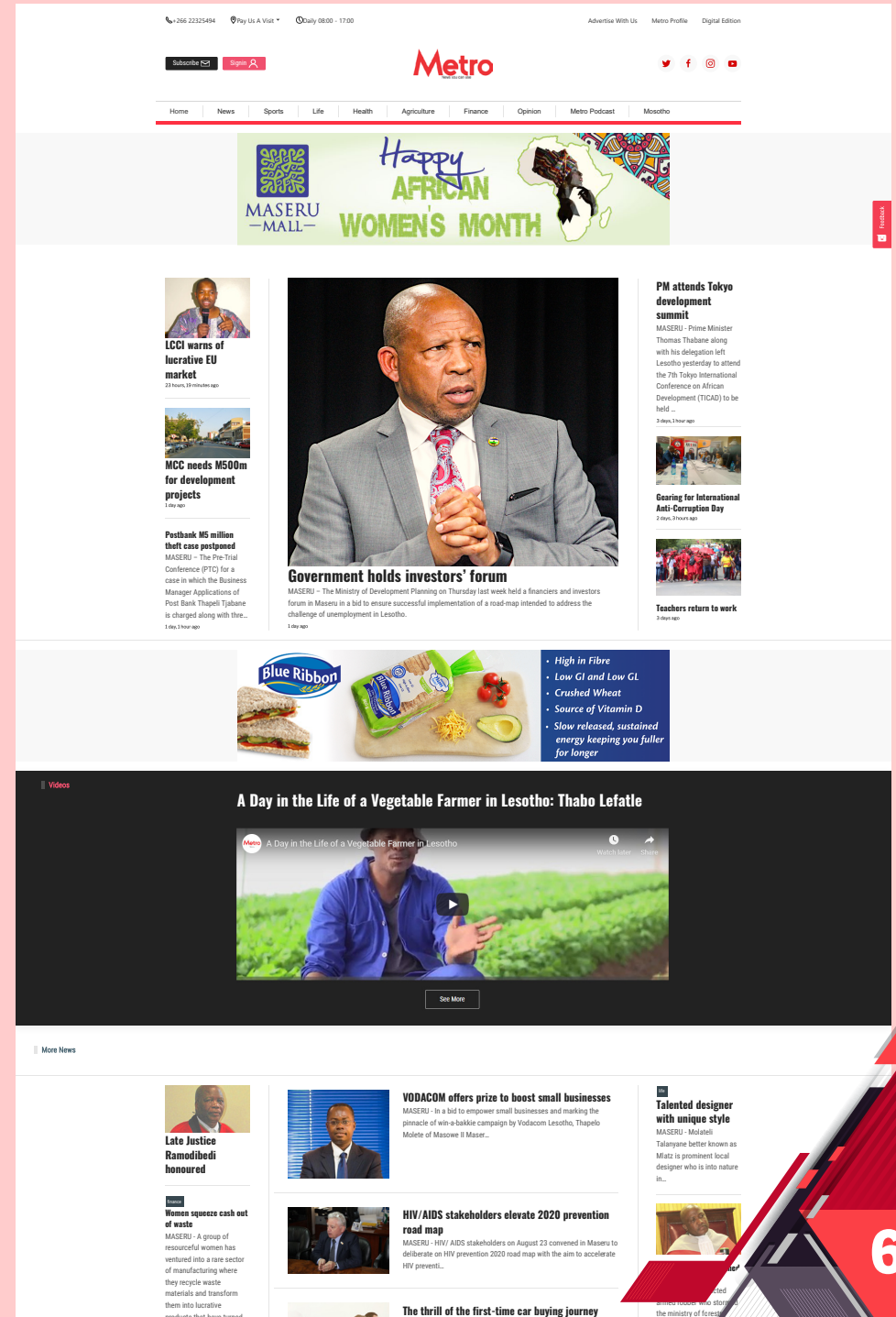
### Tile/Wallpaper Banner ad

1920px x 1080px



### Skyscraper ad

300px x 600px



## Display Ads

PRODUCT	SIZE	POSITION	PER CLICK (CPC)	PER FLAT RATE
Prime /Leader Board/ Top Banner	90px x 728px	Top of home page	R3.95	<b>R632.50 / Per Day</b>
		Top of inside page	R2.91	<b>R402.50 / Per Day</b>
	180px x 728px	Top of home page	R4.55	<b>R725.30 / Per Day</b>
		Top of inside page	R3.95	<b>R685.75 / Per Day</b>
Prime /Leader Board/ Top Banner - Larger	90px x 970px	Top of home page	R4.68	<b>R750.50 / Per Day</b>
		Top of inside page	R3.25	<b>R517.50 / Per Day</b>
Square Banner	300px x 300px	Home page middle	R0.95	<b>R40.50 / Per Day</b>
		Home page bottom	R0.75	<b>R40.49 / Per Day</b>
	336px x 336px	Inside page middle	R0.65	<b>R40.37 / Per Day</b>
		Inside page bottom	R0.55	<b>R30.94 / Per Day</b>
Rectangle Banner	180px x 150px	Home page middle	R0.95	<b>R40.07 / Per Day</b>
		Home page bottom	R0.75	<b>R30.73 / Per Day</b>
		Inside page middle	R0.65	<b>R30.38 / Per Day</b>
		Inside page bottom	R0.55	<b>R30.27 / Per Day</b>

Tower Banner	1200px x 300px	Home page right/left	R3.75	<b>R353.63 / Per Day</b>
		Inside page right/left	R2.35	<b>R341.50 / Per Day</b>
Skyscraper	600px x 300px	Home page	R2.45	<b>R253.63 / Per Day</b>
		Inside page	R1.85	<b>R241.50 / Per Day</b>
Tile/Wallpaper	1920px x 1080px	Home page	R5.76	<b>R862.50 / Per Day</b>
		Inside page	R3.95	<b>R747.50 / Per Day</b>
Button Banner (Classifieds)	120px x 60px	Home page Bottom	R0.65	<b>R138.00 / Per Day</b>
		Inside page bottom	R0.38	<b>R126.50 / Per Day</b>
Sponsored Links (linked website)	90px x 90px	Home page Bottom	R0.32	<b>R86.25 / Per Day</b>
		Inside page bottom	R0.28	<b>R63.25 / Per Day</b>
Sponsored feature (with teaser)	254px x 133px	Home page	R0.76	<b>R241.50 / Per Day</b>
		Inside page	R0.64	<b>R230.00 / Per Day</b>

## Video Ads

PRODUCT	SIZE	POSITION	PER VIEW (CPV)	PER FLAT RATE
Eye-Blaster (Video pop up snippets)	180px x 60px	Home page	R1.27	<b>R931.50 / Per Day</b>
		Inside pages	R0.88	<b>R753.25 / Per Day</b>
Eye-Blaster (Snap pop up snippets)	180px x 60px	Home page	R1.10	<b>R874.50 / Per Day</b>
		Inside pages	R0.72	<b>R724.50 / Per Day</b>

## Social Media Ads

SOCIAL MEDIA PACKAGE	PER FLAT RATE
e-newsletter	<b>R565.20 / Per Day</b>
e-mail blast	<b>R335.20 / Per Day</b>
Mobile banner	<b>R348.60 / Per Day</b>
Facebook	<b>R235.75 / Per Day</b>
Twitter	<b>R130.55 / Per Day</b>

## Press Release Services

There are many activities and services by our corporate clients that hardly make it into the pages of print media, airwaves and screens, sometimes because media do not consider them newsworthy. It is however very important to have these important messages reach the audience. **Metro** Press Release service is aimed at assisting mainly corporate clients to reach out as many members of the public and targeted customers as possible.

Your customers, journalists and media houses always want to know the latest information about your business, your company, your association or about yourself. We help you with **sponsored links** on our popular **Metro** website where all your need-to-know information can be centralized; be it events, pictures, company information, advertisements or messages of endorsements from your clients, all these in the form of digital, video or audio.

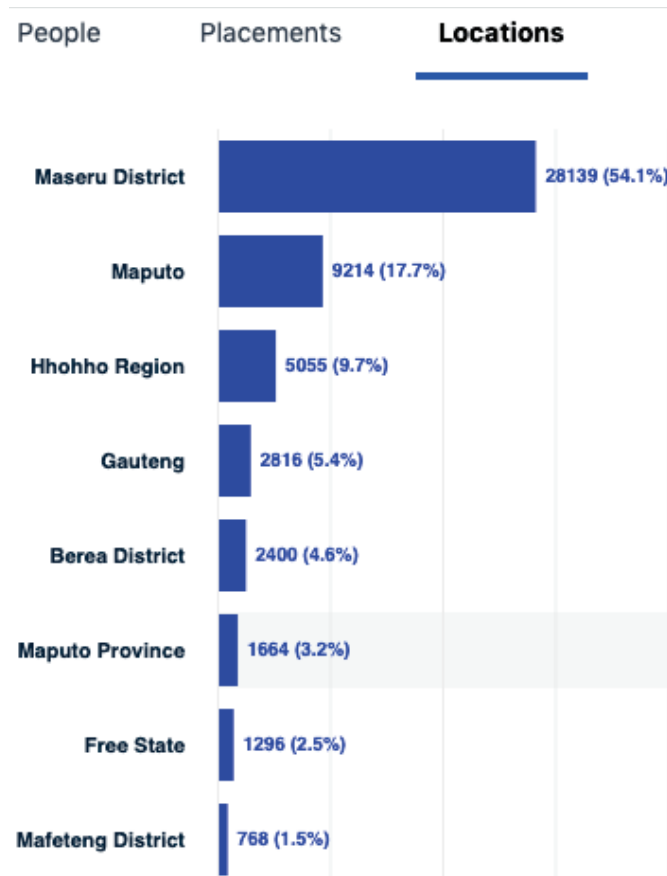
Talk to us to link your website with our popular news website today.

# Digital Metro platforms



## Readership Profile

Where is this being read?

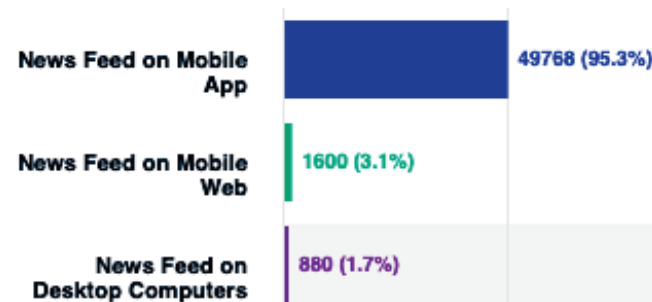


How did people read this?

### Audience

This ad reached 0 people in your audience.

People Placements Locations

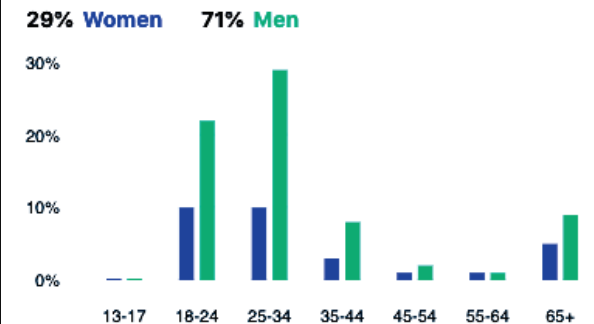


Who read this?

### Audience

This ad reached 0 people in your audience.

People Placements Locations



### Audience Details

MetroDigital offers Lesotho's most visited platforms. Our website gets traffic from all over the world but mostly (approximately 70%) from Lesotho (20% from South Africa and (10%) from Southern African region. We are popular with the 18 to 35-year-old group. The site receives an average 50 000 visits per day.

- Our readership hits 2 million visitors and grows by 25% in every three months.
- The advertisers' messages are visible on the home page as well as in all sections. You can place an advert as per specifications or have a hyperlink, which can boost your own business website.
- Reap the fruits and free extended exposure of our popular social media platforms when you advertise on print, digital or on the website.