

TNJ CHRONICLES

Unlocking The Power Of Media & Marketing

Data Reporting & Rate Card



We look forward to working with you and being part of your journey in the dynamic world of media.



+27 81 266 9757



Johannesburg, South Africa



mail@tnj-media.com



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ABOUT US

TNJ Chronicles is South Africa's go-to magazine for marketing, advertising and media insights. We deliver the latest trends and strategies to professionals, entrepreneurs and students, helping them thrive in the evolving media world.

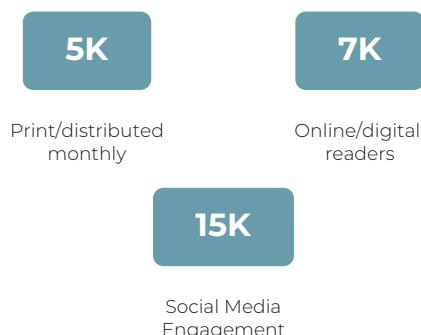
TARGET AUDIENCE

- Professionals in marketing, advertising and media
- Entrepreneurs and students in related fields
- Ages 25-45
- Interests: Media trends, advertising innovation and business growth strategies
- Targeting LSM 7-10, focusing on mid to high-income professionals

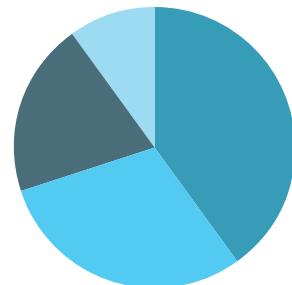
PROJECTED SUBSCRIPTIONS

We aim to reach 2,000 subscribers in the first 6 months, with projected growth to 4,000 by year-end.

PROJECTED REACH



DISTRIBUTION POINTS



■ Airports & Lounges	40%
■ Corporate Offices & Agencies	30%
■ Universities	20%
■ Cafes & Retail Spaces	10%

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ADVERTISING RATES



R8,500

Spread
Double Page



R5,000

Single
Full Page



R3,000

Quarter
Half Page

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NOVEMBER 2024 ISSUE DATA ANALYSIS

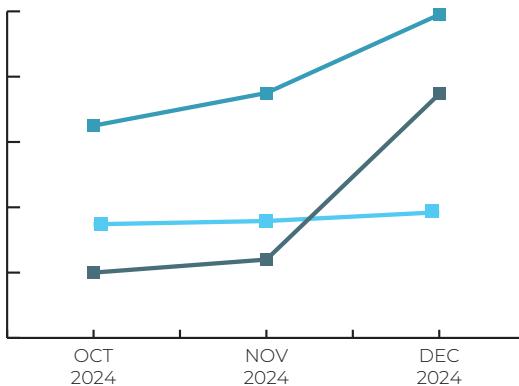
AFRICAN DIAMOND: Feature & Front Cover

The African Diamond wine brand, owned by Tandokuhle Mpinda, received prime placement on the **front cover** of the November 2024 issue, alongside a detailed feature article.

IMPACT ANALYSIS:

- Website Traffic: 30% increase** during launch week.
- Social Media Engagement: 500+ trivia interactions** linked to the feature.
- Sales Conversion: 10% increase in orders** due to promotional codes in the magazine.

AFRICAN DIAMOND ANALYSIS BEFORE AND AFTER ARTICLE



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AD & PARTNERSHIP ANALYSIS:

SENDR SPONSORSHIP

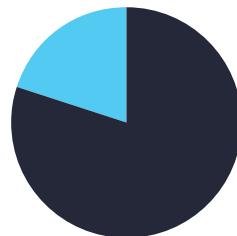
Sendr, a delivery service, placed a sponsored full-page ad in the November 2024 issue of TNJ Chronicles. The campaign coincided with Sendr being the official delivery partner for the magazine's inaugural issue.

KEY METRICS:

- Total Reach: 15,642 readers** via print and digital platforms.
- Leads Generated: 375 inquiries** linked to the ad campaign.
- New Subscribers: 30%** of attendees at Sendr-sponsored events were new TNJ subscribers.

HIGHLIGHT:

Sendr successfully delivered 2,000 print copies of the first issue across corporate offices, agencies and universities.



■ Existing Subscribers	80%
■ New Subscribers via Sendr Campaign	20%



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INFLUENCER PERFORMANCE ANALYSIS:

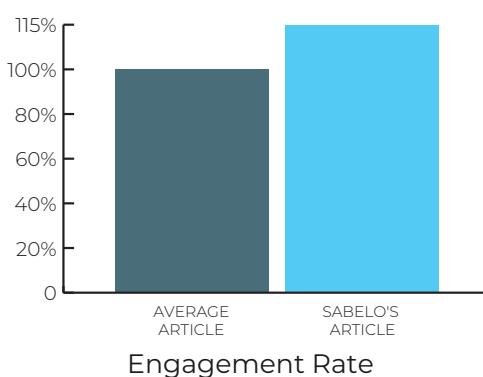
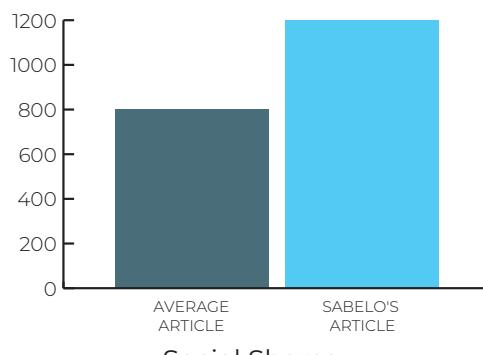
SABELO THE KREATOR'S CONTRIBUTION

Sabelo's article, "Navigating the Landscape of Influencer Marketing," was a standout performer in the November 2024 issue.

ENGAGEMENT HIGHLIGHTS:

- Engagement Rate: **115%** (15% higher than the average)
- Social Shares: **1,193 shares** (LinkedIn and Facebook combined)
- Subscription Boost: **205 new subscriptions** the week it was published

ARTICLE PERFORMANCE COMPARISON



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