

2010/2011

www.justmoney.co.za rate card

your guide to money

demographics

employment
 employed 82%
 self employed 12%
 student 6%

gender
 female 46%
 male 54%

income
 less than R6k 20%
 R6k to R15k 38%
 R15k to R25k 22%
 R26k to R40k 13%
 more than R40k 7%

age
 under 25 17%
 26 to 40 60%
 41 to 55 19%
 over 55 4%

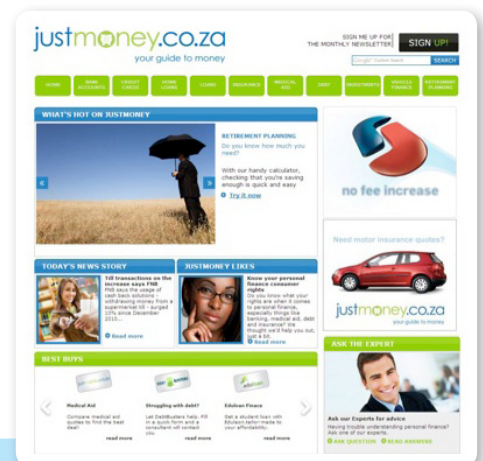
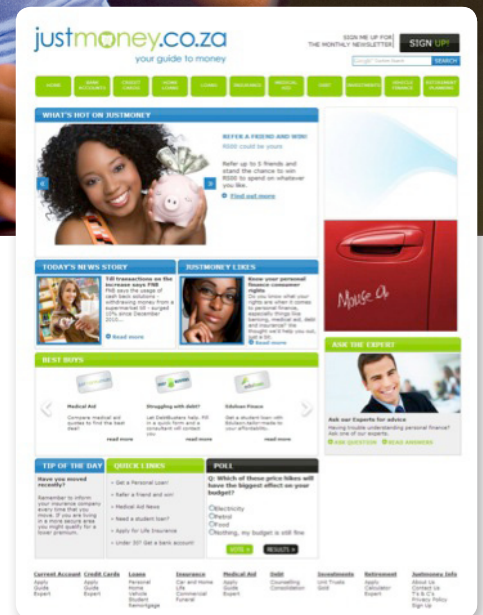
province
 Eastern Cape 5%
 Free State 2%
 Gauteng 53%
 KZN 9%
 Limpopo 2%
 Mpumalanga 2%
 North West Province 3%
 Northern Cape 1%
 Western Cape 23%

about justmoney.co.za

Justmoney.co.za is South Africa's online guide to money – the leading financial services platform for all personal finance products and the first port of call for consumers and influencers looking for financial services information and guidance.

Feature-rich with calculators, comparison tools, guides and expert analysis, Justmoney.co.za de-mystifies personal finance and the costs involved, helping people make informed choices about the best products for their circumstances.

By working in partnership with some of the country's leading providers and all of the major financial institutions, Justmoney.co.za enables people to compare deals and apply online immediately, making Justmoney.co.za the premier site for consumers looking to purchase financial services and other products, from credit cards and loans to cell phones and internet packages.



prices



rich media

Size	Size	Rate CPM ZAR	Expandable Banner	HTML Interactive
300 x 600	40KB	R 450	Yes	Yes
300 x 250	40KB	R 350	Yes	Yes
728 x 90	40KB	R 350	Yes	Yes

Minimum campaign spend – R5,000


cross site promotion - R25 000/month

Cross site promotion leverages the best of what Justmoney.co.za has to offer: Multiple channels are used to attract and gain customers. This package runs on a month to month basis and will be tailored to fit the specifics of your campaign. Justmoney retains editorial sign off.

INCLUDES

- Spot on Best Buys page (duration of month)
- Spot on Best Buys Newsletter (once off)
- Product Spotlight (duration of month)
- Dedicated Product Page (duration of month)


BEST BUYS



Medical Aid

Compare medical aid quotes to find the best deal!


[read more](#)



Struggling with debt?

Let DebtBusters help. Fill in a quick form and a consultant will contact you

[read more](#)



Eduloan Finance

Get a student loan with Eduloan, tailor-made to your affordability.

[read more](#)

justmoney partner deal - R40 000/month

When you partner with Justmoney we provide you with a comprehensive and bespoke solution to your needs. We channel customers to you using the latest in electronic marketing services, ensuring that your campaign has the maximum impact. Justmoney can provide feedback on the reach of the campaign. Justmoney retains editorial sign off.

INCLUDES

- Tip of the day
- Home-page What's hot
- Best Buy
- Product spotlight in Newsletter
- Did you know
- Ask the expert
- Banner adverts
- Newsletter & editorial exposure

TODAY'S NEWS STORY



Home owner wins court case
On Monday the Constitutional Court ruled that only a judge - and not a high court registrar - can decide if a bank can sell a person's home in execution.

[Read more](#)



Top 5 hoaxes to avoid
Don't be an April fool. Here are 5 tricks that you shouldn't fall for.

[Read more](#)

ASK THE EXPERT



ASK our Experts for advice
Having trouble understanding personal finance? Ask one of our experts.

[ASK QUESTION](#) [READ ANSWERS](#)

BEST BUYS



Medical Aid

Compare medical aid quotes to find the best deal!

[read more](#)



Struggling with debt?

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Eduloan Finance

Get a student loan with Eduloan, tailor-made to your affordability.

[read more](#)

TIP OF THE DAY

Review your cover

The value of your car goes down every year, so why not call your insurance company today and see if you qualify for a lower premium?

QUICK LINKS

- » Get a Personal Loan!
- » Refer a friend and win!
- » Medical Aid News
- » Need a student loan?
- » Apply for Life Insurance
- » Under 30? Get a bank account!

POLL

Q: In Jan we asked for your financial resolutions. Are you sticking to it?

Yes, I've been budgeting and paying off my debt

Yes, I've started saving for retirement

No, I'm in more debt now than I was before

I never made a resolution

[VOTE >>](#) [RESULTS >>](#)

WHAT'S HOT ON JUSTMONEY



MEDICAL AID

What you need to know about operations

Will your medical aid cover you for an operation? Don't know? Better read on to find out more...

[Find out the facts](#)

newsletter options

Justmoney newsletters are e-mailed to our growing base of registered users - switched on consumers who want to be kept up-to-date with financial services and are keen to make the most of their money.

We offer a choice of options from branding on the monthly Justmoney newsletter through to dedicated mailers. Justmoney retains editorial sign off.

Dedicated Product Mailer

R0.50 per opt in user* 30 000 list - products must be financial services and contain a benefit (Promotion, price discount) for Justmoney users. Rates negotiable on smaller sends * Subject to sign-off from editor

Habari Group Habari Media is a local media and marketing agency founded in 2004. It is the online sales arm of the Habari Group and offers the largest reaching online portfolio in Africa. Other members of the Habari group include Habari Direct, Habari Answered and Big Wednesday. Habari's areas of expertise include online and mobile media sales as well as through the line advertising. It provides service to clients across the entire African continent with a company policy that emphasizes meeting and exceeding all expectations. For more information visit habarigroup.com.



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