COMMERCIAL PLACEMENTS / LAUNCH OFFER

Put your business in the Register.

Reach people using reporting, analysis and public information. Choose a clearly defined homepage panel or a labelled sponsored business feature.

Placement	Period / scope	Total price
Homepage panel	7 days	R750
Homepage panel	30 days	R2,500
Supplied sponsored feature	One feature	R1,500
Feature and homepage package	One feature + 7-day panel	R2,000

Optional writing: add R1,000

A 500-700-word sponsored feature from your supplied brief and supporting material, with one consolidated revision. Added only when requested and agreed. Interviews, photography and additional research are quoted separately.

Prices are in South African rand and include VAT where legally applicable. Your written quotation confirms the final total and VAT treatment.

Indicative rates are valid until 30 November 2026, subject to availability and the agreed scope.

Fees cover the agreed placement period or production work. Views, clicks, enquiries and sales are not guaranteed.

Explore the formats and send an enquiry

MEASURED CONTEXT / CLEAR LIMITS

Know the audience.

35,518 eligible public-page views were recorded in the completed period 27 October-2 November 2026 (UTC). Most use was on the candidate and voting-station registers.



Public registers 94.90%
Article section 3.30%
Homepage 1.14%
Other pages 0.66%

Measured area	Recorded pageviews	What the figure means
Whole eligible site	35,518	All measured public sections combined.
Homepage	405	Historical page-level context for the homepage panel.
Article section	1,171	Listings and individual stories together.
Candidate + station registers	33,706	94.90% of measured site views.

A mostly South African, mobile audience

93.17% of recorded views were classified as South African; 83.56% as mobile. These percentages describe views, not unique people or local residents.

What your booking buys

A homepage booking buys the agreed panel and dates. The panel appears partway down the homepage. A homepage pageview does not establish that the advertisement was visible, and sitewide views are not impressions for that panel.

Source: TPR Vercel Web Analytics, retrieved 3 November 2026. Counts exclude specified journeys and privacy opt-outs. A 21 October measurement interruption and the 27 October restart limit earlier comparisons. Election-period activity is not a forecast of a normal month.

YOUR BRIEF / OUR PUBLISHING STANDARD

From brief to publication.

1. Enquire	Send your organisation, preferred format, timing, budget and a short brief.
2. Agree the quotation	TPR confirms availability, final scope, price and tax treatment in writing. An enquiry alone does not reserve space.
3. Approve the proof	Supply accurate copy, image rights and working links. One consolidated proof round is included.
4. Publish and review	The agreed placement goes live with a clear advertising label. TPR supplies the publication link and dates; available aggregate results are described accurately.

Creative checklist

Homepage panel	Sponsored feature
JPG, PNG or WebP: 1600 x 900 pixels, up to 500 KB. Optional PNG logo: 600 pixels wide, up to 200 KB.	300-700 supplied words, one image with credit and permission, up to two links.
Headline: up to 70 characters. Description: up to 160 characters. One HTTPS destination.	Minimum 90 days of hosting, subject to correction or legal removal. Normal chronological listing; homepage promotion comes with the bundle.

Display placements carry an Advertisement label. Paid features identify their sponsor prominently. Paid links are marked as sponsored. Advertising does not buy favourable news coverage or editorial endorsement.

Creative must meet TPR standards. JavaScript, autoplay media and tracking pixels are not accepted. Booking dates and any changes, cancellation or remedial arrangements are agreed in the written quotation.

Email the advertising desk: peoplesregister.newsletter@gmail.com

Specifications, standards and enquiries

Sending an enquiry does not subscribe you to newsletters or promotional emails. Privacy: thepeoplesregister.co.za/privacy/

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