

Creamer Media revamps website, offers ad tracking

In February 2011, [Creamer Media](#) revamped its website to allow for more information on the group's various publications, as well as paving the way for e-commerce. The new website provides extensive information relevant to each publication, detailing the target market, key readership statistics, upcoming features and advertising rate cards.



Creamer Media CEO Kenneth Creamer states that the new website will house its Online Ad Centre, which allows online advertisers to track the actual performance of their advertising campaigns.

"After logging in, advertisers can view in real time the amount of times that their online adverts have been viewed. This allows us to offer accountability as every advertising campaign that we run comes with a minimum guaranteed number of ad views," he says.

"Online advertising has become an extremely dynamic part of our business in the last decade, having grown to a sizeable part of our ad revenue."



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Ad rates made simple

"Another of the aspects of the website relates to the advertising options, with prospective advertisers now able to access all details related to advertising - including advert sizes, advert positions and advert rates - from a single and easy-to-use source," he adds.

The various advert sizes are displayed in a graphical manner, offering viewers a visual representation of the size and positioning of the ad on the printed page or website. Details of advertising costs are available and an online request for a quote can be generated.

Website designer Shane Williams explains that the design of the website was aimed at presenting a wealth of information in a simple and easy-to-use format. "We took all the information contained in our many rate cards and packaged it into accessible, well organised and simplified versions, without compromising on the depth of information."

e-Commerce potential

One of the most exciting aspects of the new website is that it provides the backbone for the introduction of

e-commerce in the coming months.

"Globally, people have taken to e-commerce in a big way, with millions buying applications, books, music and research over the internet. We intend to use this impetus to create an online arena for the purchase of online subscriptions to the group's magazines, its website services, online databases and research report on a range of industry sectors," says Creamer.

One of the benefits of buying the research reports online is that it will be possible to purchase and download industry-specific research reports, rather than the entire research bundle.

The research reports cover a range of industries, mining sectors, countries, and projects in projects. Industry sectors include the automotive industry, chemicals, construction, electricity, liquid fuels, telecommunications, infrastructure and water. Mining sectors include coal, diamonds, ferrochrome, gold, nickel, platinum and uranium.

Creamer says that the website will make use of industry standard secure gateways for the e-commerce element, and that agreements have been put in place with a number of third party secure gateways.

"The e-commerce capability will also give new energy to the subscriptions side of our business and we hope for a significant increase in subscription revenues over the next few years."

The company's products include the print and online versions of *Engineering News*, *Mining Weekly*, *Politics and Research Channel Africa*. It also publishes a range of special supplements, including *Projects in Progress*, a *Real Economy Yearbook*, an *African Mining Roundup*, as well as an *Advertisers' Catalogue*

Go to www.creamermedia.co.za for more information.

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