

memeburn

WEB-SAVVY INSIGHT AND ANALYSIS

www.memeburn.com

m about memeburn

Memeburn (“meem”) is an award-winning technology site tracking innovation, social media, culture and business in the emerging market sector, world-wide.

The site plays particular attention to emerging technologies focusing on the web, mobile, social media, online media and social networking fields.

A mixture of the site’s own editors, journalists, columnists and key opinion-leaders contribute to Memeburn on a regular basis, bringing their networks and providing insights on the online industry.

The site is focused on telling the world start-up news and tech entrepreneurs’ stories from the emerging market sector. It serves as a networking point for start-ups, entrepreneurs, VCs and other interested parties. Memeburn is unashamedly aimed at those who like to keep abreast, and are a part of, the latest online trends. Memeburn is registered as a quality news and content provider on Google News.



Emerging technologies, for emerging markets: If you want to track innovation from some of the continent’s hottest start-ups, **Memeburn** is the place to do it.

m subject matter & positioning

TOPICS		Social Networking, mobile, media 2.0, future trends, Google, Twitter, social media, advertising, augmented reality, open source, gadgets, startups, ecommerce ...					
advertising & marketing	(31)	augmented reality	(4)	blogs	(24)	design	(1)
ecommerce	(6)	entrepreneurship	(5)	future trends	(33)	gadgets	(9)
google	(28)	humour	(9)	innovation	(3)	media 2.0	(15)
mobile web	(23)	mxit	(1)	news	(45)	newspapers	(18)
online journalism	(7)	online media	(45)	open source	(6)	semantic web	(7)
seo	(1)	social media	(57)	social networking	(24)	startups	(9)
tech advice	(1)	twitter	(5)	venture capital	(7)	web development	(5)

The key topics Memeburn covers are deeply entrenched in tech and start-up culture.

Meme (mi:m/ or 'meem') is a word of Greek origin, referring to cultural ideas, symbols or practices transmitted from one mind to another through writing, speech, gestures or rituals. They are the cultural equivalent of genes, self-replicating and responding to selective pressures. British scientist Richard Dawkins introduced the word during a discussion of evolutionary principles that explain the spread of ideas and cultural phenomena. (*Wikipedia*)

m contributors and interviewees

We have contributions and interviews from some of the world's foremost tech thinkers and innovators, including:

- **Chris Anderson**, Editor Wired
- **Richard Branson**, Virgin Group
- **Chris Anderson**, Editor of Wired
- **Matt Mullenweg**, Founder of Wordpress
- **Bob Garfield**, Ad guru
- **Vint Cerf**, Father of the internet and Google Director
- **Jon von Tetzchner**, co-founder of Opera Mini
- **Mark Shuttleworth**, Ubuntu founder & Afronaught
- **Clay Shirky**, Professor at NYU and internet commentator
- **Michael Jordaan**, CEO FNB & technology evangelist
- **Brendan Jack**, Comedian, TV & film writer and co-creator of MTV's Crazy Monkey
- US Ambassador **Donald Gips**, tech maven and one-time Advisor to Al Gore
- **Anthony Farr**, CEO Allan Gray Orbis Foundation

Syndicated by **Business Day, The Times, Mail & Guardian, Fin24.com, Bizcommunity.com** and linked to by **NY Times, Fastcompany.com, Business Insider, TechCrunch, Mashable, Business Day, Techmeme, SiliconValleyWatcher**

m employment resource

memejobs

Via MemeJobs @ www.memejobs.com, Memeburn serves as a job resource, attracting the right kind of entrepreneurial talent for start-up companies or corporates. There's a particular focus on that hard-to-find web-savvy, entrepreneurial talent -- ranging from developers to product managers to designers, writers and bloggers. **Those who are not passionate about what they do and believe in strictly working from 9-5, need not apply for the types of jobs and companies advertised here.**

m advertising formats



Memeburn currently offers four IAB-standard advertising formats:

- **728X90:** Next to logo, above topic navigation
- **300X600:** Big & bold ad format
- **300x250:** Above the fold
- **125X125:** Embedded in content, after the lead story. Optimised for start-up advertising.
- **468X60:** Below the fold, embedded in content

For sponsorship opportunities, contact the advertising team advertise@memeburn.com

m contact us

For more information, contact us at advertise@memeburn.com