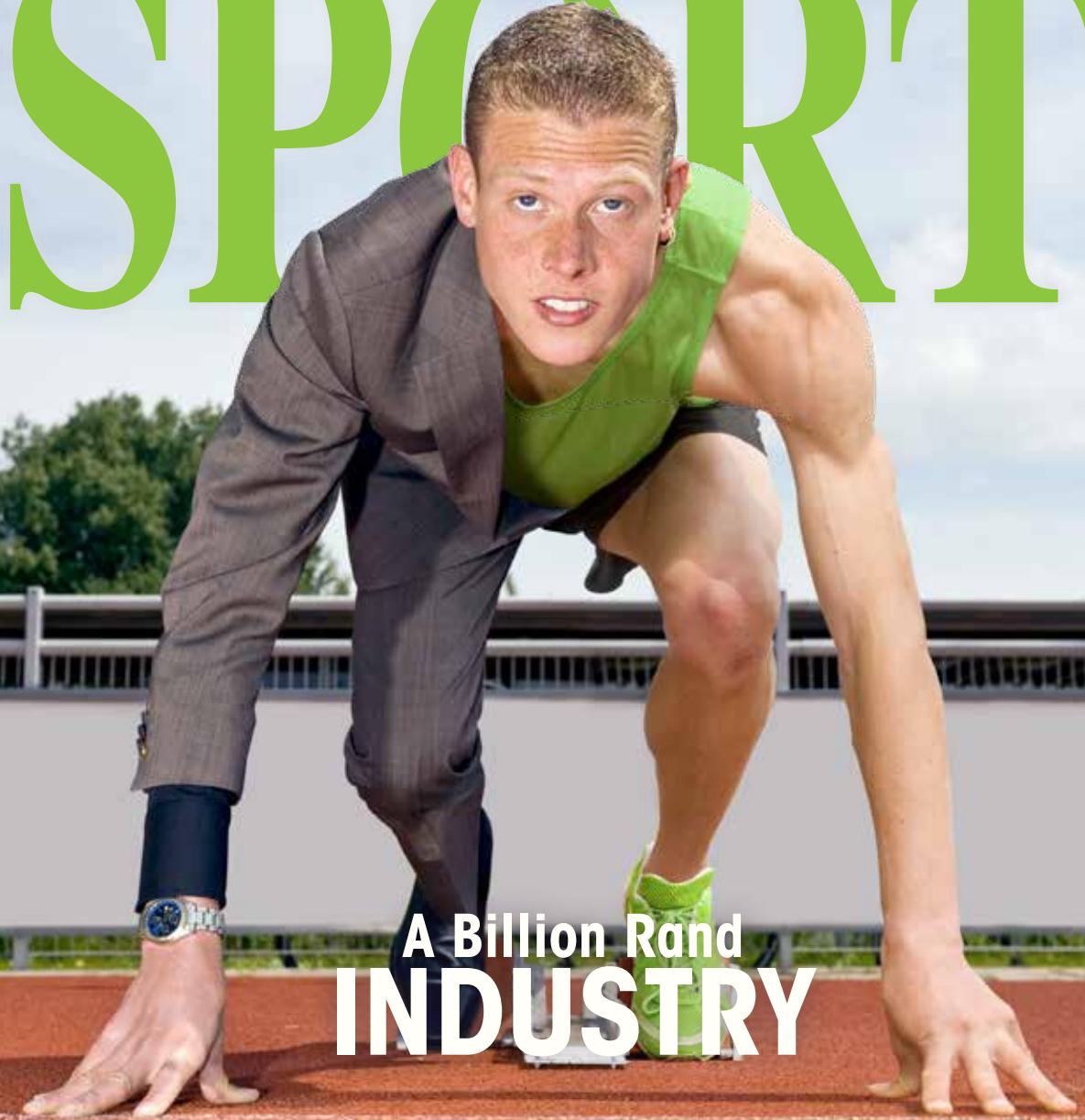


Business of

BusinessDay

SPORT



A Billion Rand INDUSTRY

INSERT DATE: 28 JUNE 2018

What is the difference between a customer and a fan?
"Fans will paint their face purple, fans will evangelize... Every other CEO in every business is dying to be in our position — they're dying to have fans."
- Vivek Ranadivé

THE BUSINESS OF SPORT
is evolving at a rapid pace.

OUR EDITORIAL FOCUS

- The commercialisation of sport
- Women in the business of sport
- Increasing revenue streams (digital integration; data mining; mobile technology)
- Sponsorship and marketing

RUGBY • SOCCER • CYCLING
CRICKET • OLYMPICS
RETAILING • SECURITY • COACHING
SPORTS BETTING • SPORTS HEALTH

A supplement inserted with

BUSINESS DAY
26 500
COPIES
+

A digital replica will be available @
www.businessmediamags.co.za

Business of

BusinessDay

SPORT

advertising rates

FP	IFC	IFC DPS	DPS	OBC	IBC	FULL PAGE + COVER LOGO (LIMITED):	1/2 PAGE
R22 500	R28 500	R50 000	R40 000	R32 000	R26 500	R32 500	R12 500

RATES: excl vat and agency commission

material specifications

	DPS	FULL PAGE	1/2 PAGE HORIZONTAL	1/2 PAGE VERTICAL
Trim	470 x 297mm	235 x 297mm	225 x 138mm	107 x 287mm
Bleed	480 x 307mm	245 x 307mm	no bleed	no bleed
Safe type area	430 x 215mm	215 x 277mm	217 x 130mm	99 x 279mm

All finished advertising material to be supplied as CMYK PDF in PDF/X-1. (This format is standard for magazine web printing.)
Resolution must be 300dpi and maximum total ink to be 270%.

advertising contacts

Lynton Nocky, Sales Project Manager
Tel: 021 469 2415
Cell: 084 647 2050
Email: lynton@picasso.co.za

publishing details

Published by Picasso Headline (Pty) Ltd. Reg 59/01754/07
A Tiso Blackstar Group Brand
Tel: +27(0) 21 469 2400 | Fax: +27(0) 86 682 2926
13th Floor, 2 Long Street, Cape Town 8000
PO Box 12500, Mill Street 8010

 **PICASSO
HEADLINE**
Excellence in niche publishing

**tiso blackstar
group.**