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# ICT

## SOLUTIONS & INNOVATIONS



**DISTRIBUTION DATE: MARCH 2018**

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# ICT Solutions & Innovations MARKET

## EDITORIAL

### FOCUS:

- Innovations in ICT
- Women in ICT
- Tech start-ups
- Fibre
- Home automation and the home office

### The role of ICT in:

- automotive sector
- financial services
- healthcare
- education
- retail
- communications and media
- local government
- latest products and service offerings



## 2018 RATES AND SPECIFICATIONS

(Excluding VAT and agency commission)

STANDARD POSITION	
FULL PAGE (FP)	R23 500
DOUBLE-PAGE SPREAD (DPS)	R48 950
HALF PAGE HORIZONTAL (HPH)	R16 500

SPECIAL POSITIONS	
Inside front cover DPS	R67 500
Inside back cover	R34 500
Outside back cover	R38 500
Second DPS	R59 950
3-PAGE PROFILE	R70 500
4-PAGE PROFILE	R94 000

### ONLINE

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- 12-months digital publication on business media mags
- 12-months online exposure on business media mags

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- 20 796 Business Day subscriber copies
- 4 000 retail copies of Business Day
- 18 000 Financial Mail copies

SPONSORSHIP PACKAGES		
PLATINUM	R165 000	Cover logo + 200-word bio on the sponsor's page + 4-page profile + DPS
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SILVER	R114 500	Cover logo + 200-word bio on the sponsor's page + 2-page profile

MATERIAL REQUIREMENTS				
SIZE	BLEED	TRIM	TYPE	GUTTER
DPS	440 X 285mm	420 X 275mm	400 X 255mm	20mm
FP	220 X 285mm	210 X 275mm	190 X 255mm	
HPH		200 X 128mm	190 X 118mm	
HPV		95 X 265mm	85 X 255mm	
QUARTER		95 X 128mm	85 X 118mm	

**Format:** CMYK PDF (Compliant PDF/x – 1a standard for magazine web printing)  
**Resolution:** 300dpi

### ADVERTISING CONTACT

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