

BusinessDay

PRIME



50 - something
AND LOVING IT

INSERT DATE: 28 JUNE 2019

For an audience that combines maturity with money - designed to inform, entertain and empower by offering tips, techniques, inspiration and resources to help make those critical lifestyle choices.

PRIME offers advertisers a powerful, unrivalled distribution with which to reach this audience.

Topics that will come under the spotlight include:

- Financial Fitness
- Health
- Leisure
- Living - Lifestyle and retirement homes/ estates; property investment (communities and villages, golf estates etc.)

A supplement
inserted with

BUSINESS DAY

26 500

COPIES
+

A digital replica will be
available @

www.businessmediamags.co.za

click the tab

BD Insights

BusinessDay

PRIME

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: exd 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. Resolution must be 300dpi and maximum total ink to be 270%.

ADVERTISING CONTACT DETAILS

Merryl Klein
tel: +27(0) 21 469 2446
cell: +27 82 8957260
email: merrylk@picasso.co.za

PUBLISHING DETAILS

Published by Picasso Headline
A Tiso Blackstar Group Business
tel: +27(0) 21 469 2400 | fax: +27(0) 86 682 2926
13th Floor, 2 Long Street, Cape Town 8001
PO Box 12500, Mill Street 8010

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