

Business of **SPORT** BusinessDay



The impact of sport
**ON THE
ECONOMY**

A supplement inserted
with the full run
BUSINESS DAY

+

A digital replica will be available @
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BD Insights

EDITORIAL FOCUS

In this issue of the Business of Sport
we talk:

- Sponsorship;
- Development;
- The market growth of this industry sector; and
- The impact of sports on the economy with specific reference to employment, travel and tourism and infrastructure development.

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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

ARNOLD CRYWAGEN
Sales Project Manager
Tel: +27(0) 21 469 2400
Email: arnoldc@picasso.co.za

PUBLISHING DETAILS

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A Tiso Blackstar Group Business
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