

THE BUSINESS OF SPORT

BusinessDay



Publication: October 2020

A supplement inserted
with the full run of
BUSINESS DAY
+

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

BD Insights

The **Business Day Business of Sport**
digimag will also be promoted and
previewed for a week on
www.businessday.co.za

WWW.BUSINESSDAY.CO.ZA
STATISTICS

Unique browsers: 2 714 075

Page views: 7 636 356

Facebook: 126 636

Twitter: 295 861

Source: Narrative (SA audience data, social media)

EDITORIAL FOCUS

In this issue of the
Business of Sport we talk:

- The new normal for sporting events
- Sponsorship
- Development
- E-sports

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ADVERTISING RATES

FP	IFC	IFC DPS	DPS	OBC	IBC	FULL PAGE + COVER LOGO (LIMITED):	1/2 PAGE
R18 500	R23 370	R41 000	R32 800	R26 240	R21 370	R26 650	R10 250
FULL PAGE ONLINE EZINE ONLY (NOT PRINT)					R6 000		
1/2 PAGE ONLINE EZINE ONLY (NOT PRINT)					R3 000		

RATES: excl vat and agency commission

CREATIVE EXECUTIONS

TRIANGLE (RIGHT OR LEFT CORNER)	R8 500
ISLAND	R9 500
DPS WRAP AROUND BORDER	R20 000

CUSTOMISED DIGIMAG

4 PAGE DIGIMAG	R5 500
8 PAGE DIGIMAG	R10 000

Text and images to be supplied by client for design or finished artwork. Digimags are for client's own distribution network.

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%.

CONTACT

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