

COMMERCIAL PROPERTY

BusinessDay

ARE YOU IN
THE MARKET?
BUYING, SELLING,
LEASING...



EDITION 7: SEPTEMBER 2020

TAKING THE FORMAT OF AN EXCLUSIVE LARGE SIZE STAND-ALONE PUBLICATION, COMMERCIAL PROPERTY PROVIDES AN OPPORTUNITY TO REACH ONE OF THE MOST SOUGHT-AFTER TARGET GROUPS IN SOUTH AFRICA IN A CONTENT-ALIGNED MEDIUM WITH RETENTION VALUE AT A COST-EFFECTIVE PRICE

Editorial focus:

- Property Management
- Commercial Property
- Finance and Investments
- Industrial developments
- Mixed use developments - live, work and play
- Retail trends
- Growth in medical developments

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

advertising rates for commercial property

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
4 PAGE DIGIMAG					R5 500 (content and pictures supplied by client)		
8 PAGE DIGIMAG					R10 000 (content and pictures supplied by client)		
FULL PAGE ONLINE EZINE ONLY (NOT PRINT)					R6 000		
1/2 PAGE ONLINE EZINE ONLY (NOT PRINT)					R3 000		

Customised client digimags are for the clients own distribution network.
RATES: excl vat and agency commission

innovative advertisement placements

Triangle (right or left corner)	R8 250
Island	R8 250
DPS Wrap around border	R20 500

material specifications for commercial property

	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%.

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

www.businessday.co.za stats Source: Narrative (SA audience data, social media)

Unique browsers: 2 714 075
Page views: 7 636 356
Facebook: 126 636
Twitter: 295 861

advertising contact details for commercial property

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ARENA
HOLDINGS