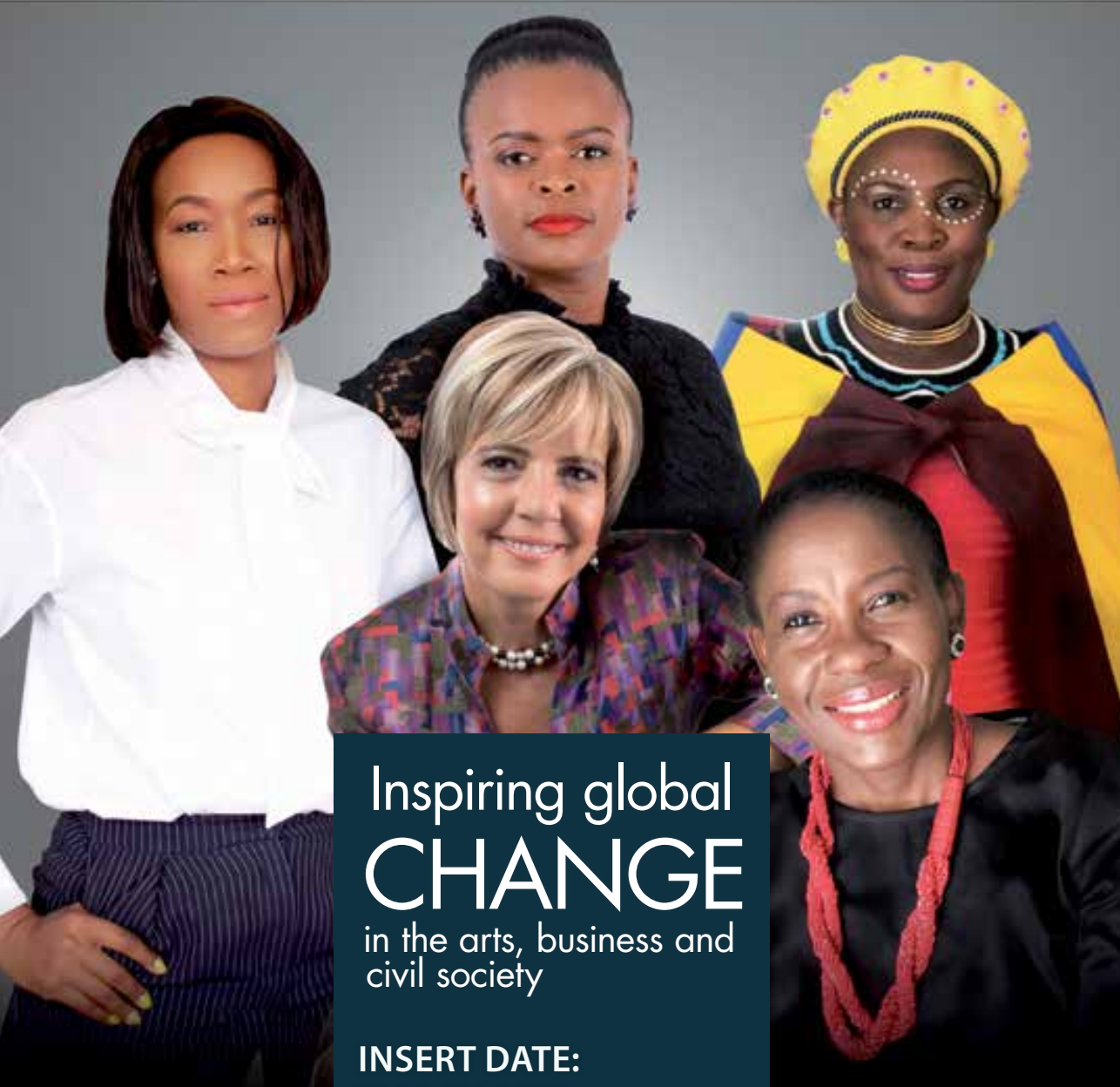


BusinessDay

# INTERNATIONAL WOMEN'S DAY



Inspiring global **CHANGE** in the arts, business and civil society  
**INSERT DATE: MARCH 2021**

BusinessDay

# INTERNATIONAL WOMEN'S DAY

advertising rates for International Women's Day

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
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)	R10 000
ISLAND	R10 000
DPS WRAP AROUND BORDER	R20 000

### material specifications for International Women's Day

	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.

### contact details

Jeanette Nicholson, Sales Project Manager  
tel: +27(0) 21 469 2400  
fax: +27(0) 86 682 2926  
email: [jeanetten@picasso.co.za](mailto:jeanetten@picasso.co.za)

The **Business Day International Womens Day** digimag will also be promoted and previewed for a week on [www.businessday.co.za](http://www.businessday.co.za)

[www.businessday.co.za](http://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

### publishing details

Published by Picasso Headline  
An Arena Holdings brand  
tel: +27(0) 21 469 2400 | fax: +27(0) 86 682 2926  
13th Floor, 2 Long Street, Cape Town 8000  
PO Box 12500, Mill Street 8010



“MULTIPLY THE FACES AND AMPLIFY THE VOICES” - THE GRAÇA MACHEL TRUST

### EDITORIAL

Shining a spotlight on the work of international business leaders and social activists this International Women's Day.

A supplement inserted with the full run of **BUSINESS DAY**



A DIGITAL REPLICA WILL BE AVAILABLE @ [www.businessmediamags.co.za](http://www.businessmediamags.co.za) click the tab

