

PRIME



INSERT DATE: 26 NOVEMBER 2020

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 the
full run of
BUSINESS DAY



A digital replica will be
available @

www.businessmediamags.co.za
click the tab

BD Insights

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
Full Page Online Ezine only (Not Print):						R6 000	
½ Page Online Ezine only (Not Print):						R3 000	

RATES: excl vat and agency commission

CUSTOMISED DIGIMAG

4 page digimag	R5 500
8 page digimag	R10 000

Content to be supplied by client for design or finished artwork. Digi mag is 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. Resolution must be 300dpi and maximum total ink to be 270%.

The **Business Day Prime** 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

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PUBLISHING DETAILS

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