

BusinessDay

SAFETY

WORKING TOWARDS A SAFER SOUTH AFRICA

Editorial will include:

- Business Safety & Security
- Risk Management
- Information (Cyber) Security
- Home Safety & Security
- Vehicle and Road Safety & Security
- Outdoor Safety & Security
- Health and Safety

The **Business Day Safety** 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

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

BusinessDay

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advertising rates for Safety and security

FP	IFC	IFC DPS	DPS	OBC	IBC	FULL PAGE + COVER LOGO (LIMITED):	1/2 PAGE
R18500	R23370	R41000	R32800	R26240	R21370	R26650	R10250
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	

Content to be supplied by client for design.
 Customised client digimags are for the clients own distribution network.

creative executions

TRIANGLE (RIGHT OR LEFT CORNER)	R6 500
ISLAND	R10 000
DPS WRAP AROUND BORDER	R20 000

material specifications for Safety and security

	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%.

advertising contact details for Safety and Security

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publishing details for Safety and Security

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