

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

SAFETY

WORKING TOWARDS A SAFER SOUTH AFRICA

advertising rates for Safety and security

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	

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

Bongani Matwa, Sales Project Manager

tel: +27 21 469 2466

cell: +27 76 251 4590

email: matwab@picasso.co.za

publishing details for Safety and Security

Published by Picasso Headline

a proud division of Arena Holdings

Hill on Empire, 16 Empire Road (cnr Hillside Road),

Parktown, Johannesburg, 2193

PO Box 12500, Mill Street 8010



INSERT DATE: MARCH 2021