

THE BUSINESS OF SPORT

BusinessDay



Publication: March 2021

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

The Business Day Business of Sport digimag will also be promoted and previewed for a week on www.businessday.co.za

WWW.BUSINESSDAY.CO.ZA STATISTICS

Unique browsers: 2 714 075

Page views: 7 636 356

Facebook: 126 636

Twitter: 295 861

Source: Narrative (SA audience data, social media)

EDITORIAL FOCUS

In this issue of the Business of Sport we talk:

- The new normal for sporting events
- Sponsorship
- Development
- E-sports

THE BUSINESS OF SPORT

BusinessDay

ADVERTISING RATES

FP	IFC	IFC DPS	DPS	OBC	IBC	FULL PAGE + COVER LOGO (LIMITED):	1/2 PAGE
R14 500	R18 200	R32 000	R25 600	R20 500	R16 900	R20 800	R8 000

RATES: excl vat and agency commission

CREATIVE EXECUTIONS

TRIANGLE (RIGHT OR LEFT CORNER)	R8 500
ISLAND	R9 500
DPS WRAP AROUND BORDER	R20 000

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%.

CONTACT

ARNOLD CRYWAGEN

Sales Project Manager

Tel: +27(0) 21 469 2400 | Cell: 071 012 5283

Email: arnoldc@picasso.co.za

PUBLISHING DETAILS

Published by Picasso Headline

A proud division of Arena Holdings

tel: +27(0) 21 469 2400

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

Parktown, Johannesburg, 2193

Postal Address: PO Box 12500, Mill Street, Cape Town, 8010



PICASSO HEADLINE
Excellence in niche publishing

ARENA HOLDINGS