

BusinessDay

WORLD FOOD Day



“Do your little bit of good where you are; it’s those little bits of good put together that overwhelm the world.

- DESMOND TUTU

EDITORIAL THEME

Celebrating the communities and NGOs working towards a hunger-free South Africa.

Business Day World Food Day with the full run of BUSINESS DAY



A digital replica will be available @

www.businessmediamags.co.za

click the tab

BD Insights



INSERT DATE: OCTOBER 2021

advertising rates

Full Page	IFC	IFC DPS	Double Page Spread	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
3 Page Profile		R48 800					

rates for ezine replica only

Full Page Online Ezine only (not print)	R6 000
Half Page Online Ezine only (not print)	R3 000

client digimags

4 Page Digimag	R5 500 (Customised client digimags are for the clients own distribution network)
8 Page Digimag	R10 000 (Customised client digimags are for the clients own distribution network)

Rates: excl VAT and agency commission.

material specifications

	DPS	FullPage	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

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publishing details

Published by Picasso Headline, a proud division of Arena Holdings Hill on Empire, 16 Empire Rd, (cnr Cell: +27 82 668 1496) (Hillside Road) Parktown, Johannesburg, 2193
Postal Address: PO Box 12500, Mill Street, Cape Town, 8010

The **Business Day World Food Day** digimag will also be promoted and previewed for a Week on www.businessday.co.za

READERSHIP STATS

businessday.co.za

Unique browsers: 1 788 439

Page views: 7 636 356

Facebook: 126 636

Twitter: 295 861

Stats source: Narrative (SA audience data, social media).

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Excellence in niche publishing

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