

BusinessDay

Human Rights RATECARD 2022

PUBLICATION DATE: 18 MARCH

EDITORIAL TOPICS

**Celebrating the people, NGOs,
and institutions at the forefront of
fighting for our rights**

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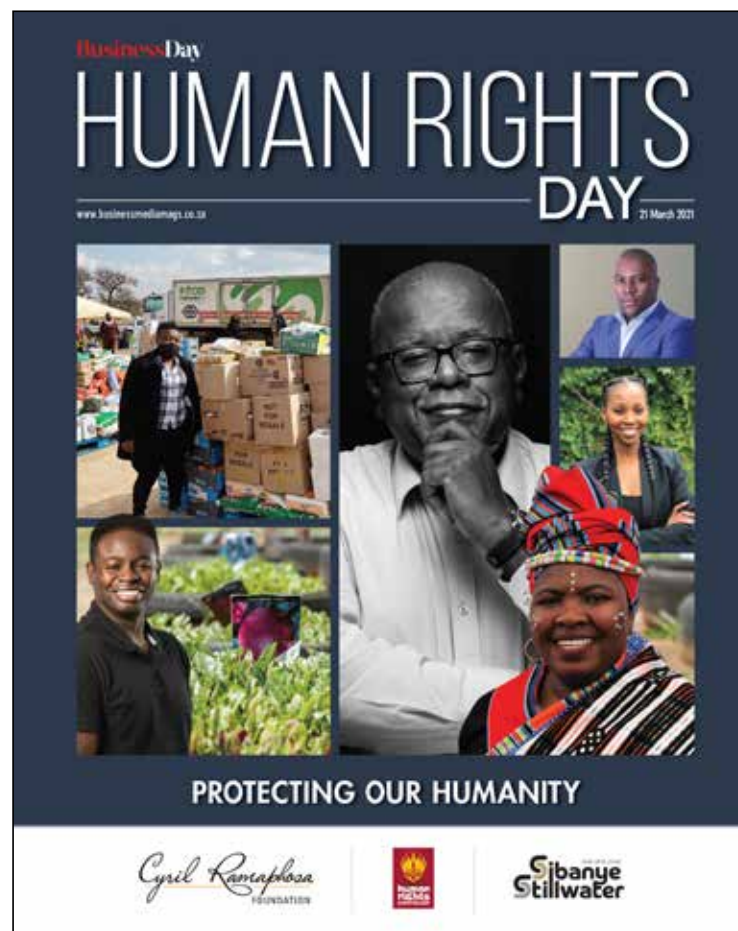
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BusinessDay



"TO DENY PEOPLE THEIR HUMAN RIGHTS IS TO CHALLENGE THEIR VERY HUMANITY." - NELSON MANDELA

Advertising rates for Human Rights

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

Innovative advertisement placements

	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

The Business Day human rights digimag

will be available at

businessmediamags.co.za

It will also be promoted and

previewed for a week on

www.businessday.co.za

for 7 days from publication date.

It will be send directly to all

press reader subscribers.



A supplement inserted with the
full run of **BUSINESS DAY**

www.businessday.co.za stats

Unique browsers **2 714 075**

Page views **7 636 356**

Facebook **126 636**

Twitter **295 861**

Source: Narrative (SA audience data,
social media)

Press reader subscribers stats

Business Day: 4320

stats as of end September 2021