

BusinessDay

PRIME RATE CARD 2022

**PUBLICATION DATES:
JUNE & DECEMBER 2022**

EDITORIAL TOPICS

For an audience that combines maturity with money - designed to inform, entertain and empower by offering tips, techniques, inspiration and resources to help make those critical lifestyle choices.

PRIME offers advertisers a powerful, unrivalled distribution with which to reach this audience. Topics that will come under the spotlight include:

- Financial Fitness
- Health
- Leisure
- Living - Lifestyle and retirement homes/ estates; property investment (communities and villages, golf estates etc.)

DISTRIBUTED WITH THE FULL RUN OF
BUSINESS DAY

PUBLISHER

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PRIME will be available on Business Media Media Mags businessmediamags.co.za as a replica e-zine PRIME will also be showcased on www.businessday.co.za for 7 days from publication date.

www.businessday.co.za stats

Unique browsers **2 714 075**

Page views **7 636 356**

Facebook **126 636**

Twitter **295 86**

Source: Narrative (SA audience data, social media)

Press reader subscribers stats

Business Day: 4320;
stats as of end September 2021

DIGIMAGS

4 PAGE CUSTOMISED DIGIMAG **R5 500**

8 PAGE DIGIMAG **R10 000**

(DIGIMAG IS FOR CLIENTS' OWN
DISTRIBUTION NETWORK)

ADVERTISING RATES

All rates exclude VAT and agency commission.

**FULL PAGE + COVER LOGO (LIMITED)
R32 500**

FULL PAGE R22 500

IFC R28 500

IFC DPS R50 000

DPS R40 000

OBC R32 000

IBC R26 500

1/2 PAGE R12 500