

BusinessDay WORLD FOOD Day

RATE CARD 2022

**PUBLICATION DATE:
OCTOBER 2022**

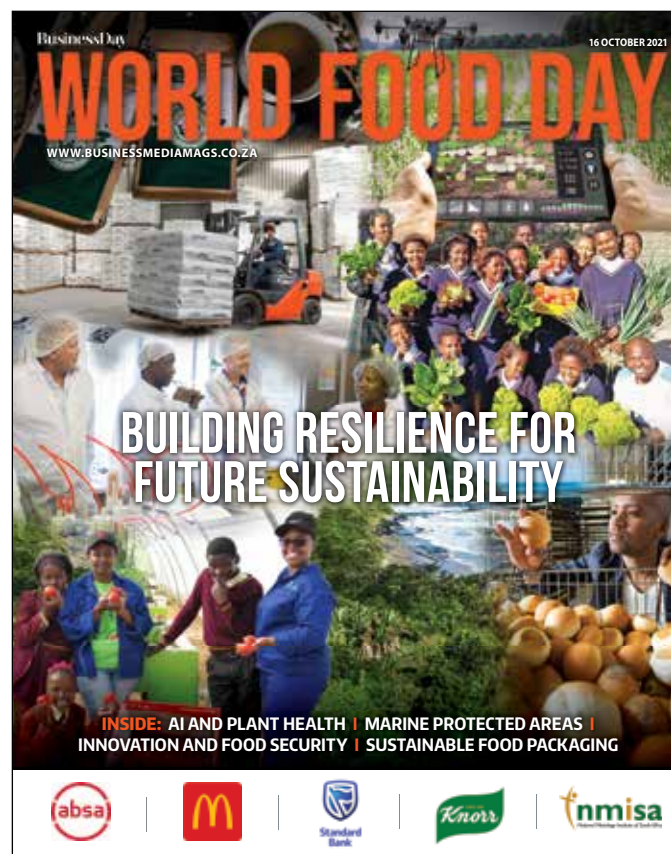
World Food Day is celebrated annually on 16 October

EDITORIAL THEME

**Safe food today for a
healthy tomorrow**

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

- DESMOND TUTU



**CLICK HERE TO VIEW THE
PREVIOUS ISSUE**

DISTRIBUTION

Print distribution

Distributed with the full run of business day

Digital distribution

World Food Day e-zine will be available on
www.businessmediamags.co.za

for 12 months from publication

World Food Day e-zine will be
promoted and previewed for one week on

www.businesslive.co.za

and www.timeslive.co.za

World Food Day e-zine will be sent directly to all
Business Day pressreader subscribers.

**A LARGE FORMAT
PUBLICATION IN PRINT
AND DIGITAL**

STATS

www.businessday.co.za

Unique browsers **2 714 075**

Page views **7 636 356**

Facebook **126 636**

Twitter **295 86**

www.timeslive.co.za

Unique browsers **4 914 864**

Page views **21 098 812**

Social Media

Facebook **1 385 406**

Twitter **508 925**

Instagram **16 454**

Source: Narrative (SA audience data)

www.businessmediamags.co.za

Direct page views: **25,021**

Unique website views: **20,272**

Facebook

33,219 Likes

33,501 Followers

176,269 Reach

12,872 Engaged

Twitter

1,347 Followers

Instagram: **387 Followers**

LinkedIn: **486 Followers**

Press reader

Business Day subscribers: **4 439**



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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

DIGIMAGS

(Customised client digimags are for the clients own distribution).

4 PAGE DIGIMAG	R5 500
8 PAGE DIGIMAG	R10 000

ADVERTISING CONTACT JEROME VAN DER MERWE

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MATERIAL SPECIFICATIONS

	DPS	FCP	1/2 Page Horizontal	1/2 page Vertical
Trim	464 x 297mm	232 x 297mm	225 x 138mm	107mm x 287mm
Bleed	480 x 307mm	245 x 307mm	No bleed	No bleed
Safe type area	430 x 215mm	215 x 277mm	217mm x 130mm	99 x 279mm

All finished advertising material to be supplied as CMYK PDF in PDF/X-1. (This format is standard for magazine web printing.) Resolution must be 300dpi and maximum total ink to be 270%.



FULL PAGE



DPS



HALF PAGE AD



PUBLISHER

PICASSO HEADLINE, A PROUD DIVISION OF ARENA HOLDINGS
Hill on Empire 16 Empire Road (cnr Hillside Road), Parktown, Johannesburg
Postal Address: PO Box 12500, Mill Street, Cape Town, 8001