



PUBLICATION DATE: 23 SEPTEMBER 2022



UNPACKING THE BUSINESS OF RADIO, FILM AND TELEVISION

- Business and legal
- The rise of digital (the new player - Streaming)
- Why location scouting matters
- The history of broadcasting in Africa
- Cine Stats - the bigness of the big screen
- Broadcast support (equipment, talent, distribution)
- The art of entertainment (understanding wardrobe, make-up, music and marketing)

ADVERTISING CONTACT

ROMAN ROSS

Sales Project Manager

Tel: +27 (0) 21 469 2498

Cell: +27 (0) 73 253 9440

Email: RomanR@picasso.co.za

PUBLISHER

PICASSO HEADLINE, A PROUD DIVISION OF ARENA HOLDINGS
(PTY) LTD

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

Postal Address: PO Box 12500, Mill Street, Cape Town, 8001

ADVERTISING RATES

All rates exclude VAT and agency commission.

FULL PAGE + COVER LOGO (LIMITED) **R26 500**

FULL PAGE **R18 500**

IFC **R22 500**

IFC DPS **R44 650**

DPS **R32 500**

OBC **R26 950**

IBC **R20 500**

1/2 PAGE **R12 250**

DIGITAL ONLY

All rates exclude VAT and agency commission.

FULL PAGE **R8 500**

DPS **R14 000**

HALF PAGE **R5 000**

FULL PAGE + COVER LOGO (LIMITED) **R10 500**

OBC **R9 500**

QUARTER PAGE/ STRIP AD/ CENTRE ISLAND **R3 500**

DIRECTORY SECTION

Quarter page advertorial - The advertorial will include:

- An 80-word write-up, supplied by client
- The company name and short 'about us' section
- Company logo and contact number, email and website address.
- A horizontal high-res (300 DPI) image

RATE: **R 5000**

DISTRIBUTION

PRINT

Distributed with the full run of

BUSINESS DAY

ONLINE

Film & Broadcasting will be available on
Business Media Mags
businessmediamags.co.za
as a replica e-zine for 12 months.

Film & Broadcasting will also be
showcased on

www.businessday.co.za and
www.timeslive.co.za

for 7 days after publication date.

Film & Broadcasting e-zine will be sent
directly to all Press Reader subscribers.

SPONSORSHIP PACKAGES:

All rates exclude VAT and agency commission.

SILVER:

Cover Logo, 200 word bio on sponsors page, banner advert on BMM, 2 page packaged profile, 3 press releases (1 per month) on BMM, 3 page customized digimag for clients own distribution, 50 copies of printed publication: **R50 000**

GOLD:

Cover Logo, 200 word bio on sponsors page, banner advert on BMM, 4 page packaged profile, 3 press releases (1 per month) on BMM, 5 page customized digimag for clients own distribution, 50 copies of printed publication: **R100 000**

PLATINUM:

Cover Logo (left to right underneath mast head + corner right hand top earmark), 1 earmark ad, 1 island ad, 1 strip ad, 200 word bio on sponsors page, banner advert on BMM, 6 page packaged profile, 6 press releases (2 per month) on BMM, 8 page customized digimag for clients own distribution, 50 copies of printed publication, 1 on 1 Zoom Video: **R150 000**

STATS

www.businessmediamags.co.za

Unique page views **23,348**

Page views **28,749**

Facebook **32,724** Followers

BusinessLIVE

Unique Browsers **1,533,917**

Page views **4,853,889**

TimesLIVE

Unique Browsers **4,914,864**

Page views **21,098,812**

Press reader

Business Day: **4320**

stats as of end September 2021

Source: Narrative (SA audience data,
social media)