

The biggest multi-industry site catering to a professional audience in Africa and South Africa*

*Page views per month as measured by Effective Measure October 2011



Bizcommunity.com is South Africa and Africa's leading B2B website, with a focus on the nation's advertising, marketing, media, retail and associated sectors. A daily mix of original and quality news coverage has made bizcommunity.com the vehicle of choice for a diverse online audience. Our portal dedicated to Advertising, Marketing & Media is the key influencer in these sectors in Africa and has become the go-to hub for business drivers, opinion makers and recruiters. We are dedicated to building, showcasing and servicing online business communities in our region.

Website advertising

With over 370 000 unique visitors reading over 4 million pages per month, our daily mix of topical content across a wide range of content channels and business categories ensures that advertisements placed on **bizcommunity.com** reaches their desired targeted audiences with little wastage.

Position	Marketing & Media	All other portals
Leaderboard Banner Top or footer leaderboard (728x90)	R280CPM	R250CPM
Medium Rectangle Top right hand position (300x250)	R280CPM	R250CPM
3:1 Rectangle Rectangle Ad within the right hand margin (300x100)	R280CPM	R250CPM
Island Rectangle Floating banner within the content (300x100)	R280CPM	R250CPM
Wide Skyscraper Far right position only available for wider browsers (160x600)	R280CPM	R250CPM
Section sponsorship <ul style="list-style-type: none"> • Top and Footer Leaderboard on section page • Logo in newsletter next to section heading • Permanent website link in footer of every newsletter 	On request	On request
Site Wrap Branding on left and right borders of the site	On request	On request

*The Marketing & Media home page is a premium position - with a cost of R8,900 per week.

*When advertising on the **Bizcommunity.com** Portals you can choose between Targeted Advertising, Section Sponsorship or Run of Site advertising.

*All costs exclude VAT

*All rates include Agency Commission.

728x90 Header
jpeg | gif | flash | 40kb

Subscribe
Join the BIZ newsletters
Email address Go

160x600
jpeg | gif | flash
40kb

BIZCOMMUNITY.com
DAILY INDUSTRY NEWS

MARKETING & MEDIA

Home My Biz News Contributors Community People Companies Jobs Blogs Events Galleries Showcases Lifestyle

Marketing & Media community

CATEGORIES
Advertising
Branding
Cinema
CRM
CSI
Design
Digital
Direct Marketing
Education & Training
Eventing
Exhibitions
Magazines
Marketing
Media
Mobile
Newspapers
Online Media
Out Of Home
PR & Communications
Printing
Production
Promotions
Radio
Recruitment
Research
Retail
Sales
Sponsorship
TV
Youth Marketing

PARTNERS
The Loerie Awards
The Bookmarks Awards
Adventure Magazine
Design Indaba
CMO

SPECIAL SECTIONS
Trends
International news
Media freedom

LIFESTYLE
Travel
Motoring
Entertainment

IN THE NEWS

728x90 Footer
jpeg | gif | flash | 40kb

300x250 Rectangle
jpeg | gif | flash
40kb

300x100 1st Article
jpeg | gif | flash | 40kb

300x100 2nd Article
jpeg | gif | flash | 40kb

300x100 Article Right
jpeg | gif | flash | 40kb

Hammer's killing: SA gov't's naiveté, rise of mediaphobia in Africa
[Issa Sikiri da Silva] SA's award-winning photographer Anton Hamneri suffered a cruel fate - just like scores of journalists silenced in various parts of Africa for simply telling the truth. Gaddafi loyalists' savage act and cover-up, coupled with the South African government's much-criticised handling of the issue, epitomise the rise of mediaphobia in a continent ridden with dictators and illegitimate governments.
23 May 2011 10:25

Citadel awards honour Marc Hasenfuss again
The 2011 Citadel Words on Money journalism awards last week presented the title of overall winner to Finweek editor, Marc Hasenfuss, who previously won the main prize in 2003.
23 May 2011 10:23

Marcus Brewster Publicity rebrands
From today, Monday, 23 May 2011, Cape Town-based Marcus Brewster Publicity will be known as marcusbrewster in order to reflect its expanded service offerings and new opportunities and directions for the business. Vanessa Fogel Design has been appointed to handle the rebrand.

Contributors
Daryl Ibury: @darylbury
Radio programming consultants. Why?
Herman Manson: @markilives
The people want to overthrow the ad tracker
Issa Sikiri da Silva
Hammer's killing: SA gov't's naiveté, rise of mediaphobia in Africa

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DMM MEMBER

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WEBSITE PORTALS

Industry	Page views per month	Website readers
All portals	4 051 278	386 894
Marketing & Media South Africa	3 022 200	210 900
Marketing & Media Africa	48 500	12 350
Retail	110 000	26 800
IT & Telecommunications	58 800	13 400
Tourism, Travel & Hospitality	39 300	10 500
Finance, Accounting & Banking	35 800	7 100

Lifestyle	34 100	11 100
Medical	28 300	8 100
Publishing	28 300	9 500
Human Resources & Recruitment	27 200	7 100
Education & Training	24 600	8 500
Arts & Entertainment	22 500	8 300
CSI & Sustainability	20 500	7 900
Logistics	11 100	3 600
Manufacturing	10 900	4 200
Government	10 900	4 000
Fashion & Textile	7 200	3 000
Insurance	6 200	2 700
Sport & Leisure	5 300	2 200
Health & Beauty	5 300	2 000
Science & Technology	4 300	1 900
Legal	4 200	1 600
Engineering	4 200	2 000
Automotive	4 000	1 700
Environment & Conservation	3 900	1 400
Property & Real Estate	3 800	1 500
Building & Construction	3 600	1 400
Agriculture, Horticulture & Forestry	3 400	1 300
Import & Export	2 100	800
Fishing & Maritime	1 900	700
Pharmaceuticals	1 600	700
Security & Law Enforcement	1 400	500
Mining	1 400	700

AFRICA

Bizcommunity's Africa portal has so far launched into the following African territories: [Angola](#), [Algeria](#), [Botswana](#), [Cote d'Ivoire](#), [Egypt](#), [Ghana](#), [Kenya](#), [Mauritius](#), [Morocco](#), [Mozambique](#), [Namibia](#), [Nigeria](#), [Seychelles](#), [Tanzania](#), [Uganda](#), [Zambia](#) and [Zimbabwe](#). Get exposure in one or all of these countries for your company or product. There is also an Africa-focused Marketing & Media newsletter three times a week with 43 000 subscribers. [View the latest edition](#).

MOBILE SITE

Bizcommunity's mobile site currently has over 100 000 pages viewed per month. Go to m.bizcommunity.com to access the latest news, jobs offered, events, business directory search and the weather. Choose to advertise on the mobile site and get the full attention of the reader as only one advertiser is allowed per page.

RICH MEDIA

We also cater for a host of Rich Media executions. This eye catching advertising medium is rapidly growing as a way to differentiate your brand and push the limits. [MORE >>](#)

BANNER SPECIFICATIONS

Leaderboard Banner Top or footer leaderboard (728x90)	Example & Specifications
Medium Rectangle Top right hand position (300x250)	Example & Specifications
3:1 Rectangle Rectangle Ad within the right hand margin (300x100)	Example & Specifications
Island Rectangle Floating banner within the content (300x100)	Example & Specifications
Wide Skyscraper Far right position only available for wider browsers (160x600)	Example & Specifications
Section sponsorship The package consist of top and bottom Leaderboard Banner and a newsletter logo plus links.	Example & Specifications

Over 3,000,000 bizcommunity.com newsletters get sent to our subscriber base every month, offering competitive advertising rates that reach tightly targeted audiences with little wastage.

Bizcommunity.com newsletters are prescribed daily or weekly as the perfect supplement to a presence on the bizcommunity.com website portals. Regular usage ensures that your advertising spend goes further, by delivering company news, advertising and promotional messages directly to your target market's desktop. Read by dedicated professionals across the industry, the newsletters are a perfect vehicle to communicate with the core professionals in your target market.

We have a **range of different newsletter banners** available, find the option that **best suits** your strategy and pocket below:

Position	Marketing & Media	All other portals
Top Button Range of four banners top of the newsletter (170x100)	R750 /insertion (Daily/Weekly combined R1,500)	R370 /insertion (Daily/Weekly combined R740)
Vertical Banner Right-hand margin animated button (120x240)	R1,350 /insertion (Daily/Weekly combined R2,700)	R500 /insertion (Daily/Weekly combined R1,000)
Vertical Logo Text Banner Right-hand margin logo text ad	R1,350 /insertion (Daily/Weekly combined R2,700)	R300 /insertion (Daily/Weekly combined R550)
Across Page Banner Banners within the content section of newsletter (468x60)	R1,575 /insertion (Daily/Weekly combined R3,150)	R700 /insertion (Daily/Weekly combined R1,200)
Across Logo Text Banner Information rich with smaller graphic element	R1,350 /insertion (Daily/Weekly combined R2,700)	R300 /insertion (Daily/Weekly combined R550)

*All costs include Agency Commission

*All costs exclude VAT

Marketing & Media | South Africa
[CONTACT US](#) | [SUBMIT NEWS](#) | [INVITE A FRIEND](#) | [ADVERTISE ON BIZ](#) | [LIST YOUR COMPANY](#)

Marketing & Media, Advertising, Branding, Cinema, CRM, CSI, Design, Digital, Direct Marketing, Education & Training, Eventing, Exhibitions, Magazines, Marketing, Media, Mobile, Newspapers, Online Media, Out Of Home, PR & Communications, Printing, Production, Promotions, Radio, Recruitment, Research, Retail, Sales, Sponsorship, TV, Youth Marketing

Top Button
 170x100
 jpeg | gif

Top Button
 170x100
 jpeg | gif

Top Button
 170x100
 jpeg | gif

Top Button
 170x100
 jpeg | gif

Today's top stories


- Secrecy Bill's final meetings resume: 'secretive' SA in the making?
- SANEF condemns ANC regional chairman's incitement

Editorial news
SPECIAL FOCUS ON MEDIA FREEDOM
Secrecy Bill's final meetings resume: 'secretive' SA in the making?


[Issa Sikoti da Silva] South Africa may be only one month away from turning into a 'secretive' and 'restrictive' society as the ad-hoc parliamentary committee meets today, Tuesday, 24 May 2011, in Cape Town to debate the final destiny of the Protection of Information Bill - aka Secrecy Bill - which the ruling ANC wishes to see finalised by 24 June. [READ MORE >>](#)

Across Page Banner
 468x60

 jpeg | gif
 40kb

SANEF condemns ANC regional chairman's incitement


Commenting on the report that the ANC's Nelson Mandela Bay regional chairman, Nceba Faku, incited ANC supporters to attack and burn down the offices of The Herald newspaper in the city of Port Elizabeth, the SA National Editors' Forum (SANEF) states it is shocked and concerned at not only this action but also the insipid comment of ANC spokesman Jackson Mthembu on Faku's conduct. [READ MORE >>](#)

Logo & Text Ad
 5kb

jpeg | gif

Logo text ad

Magnus es, domine, et laudabilis valde, magna virtus tua, et sapientiae tuae non est numerus, et laudare te vult homo, aliqua portio creaturae tuae, et homo circumferens mortalem suam, circumferens testimonium peccati sui et testimonium, quia superbis resistis. [Read more>>](#)

Company news
OUT OF HOME
Joint statement: Primedia Outdoor extends a warm thank-you to
OHMSA / OH! Awards 2010 update - PRIMEDIA OUTDOOR

Primedia Outdoor, a proud sponsor of the 2010 awards, supports OHMSA initiatives and looks forward to a fruitful year. [READ MORE >>](#)

Ornico new ad showcase

Television	Radio
 <p>Kulula Play ▶</p>	 <p>Mini Cooper Play ▶</p>
Visit the ad showcase	

Jobs offered
Market Researcher - Media - JOHANNESBURG

B.Sc Degree. Market research (qualitative) experience in media industry. Creative. Extremely confident (experience dealing with sales teams), number orientated (numerate). Excel proficient. Project management. Telmar. SAS advantage. Multimedia exposure. [READ MORE >>](#)

Print - Print any item in this newsletter.

Email - Email any item in this newsletter.

Comment - Comment on any item in this newsletter.

Bottom Page Banner
 468x60

 jpeg | gif
 40kb

Advertisement:
Vertical Banner
 jpeg | gif
 40kb
 120x240

Vertical Banner
 jpeg | gif
 40kb
 120x240

INDUSTRY NEWSLETTERS

Industry	Subscribers	View newsletter
Marketing & Media	132 300	Daily, Weekly
Marketing & Media Africa	42269	View daily, View weekly
Retail	39 300	Daily, Weekly
Medical	19 300	Weekly
IT & Telecommunications	6 200	Weekly
Finance, Accounting & Banking	5 300	Weekly
Arts & Entertainment	3 700	Weekly
Tourism, Travel & Hospitality	3 600	Weekly
Human Resources & Recruitment	3 500	Weekly
Education & Training	3 000	Weekly
Government	2 900	Weekly
Logistics	1 900	Weekly

Lifestyle	1 800	Weekly
Health & Beauty	1 500	Weekly
Manufacturing	1 400	Weekly
Agriculture, Horticulture & Forestry	1 100	Weekly
Property & Real Estate	1 100	Weekly
Legal	1 000	Weekly
Environment & Conservation	1 000	Weekly
Science & Technology	1 000	Weekly
Automotive	800	Weekly
Fishing & Maritime	300	Weekly

Company press office

A Press Office allows for the easy management of a professional and measurable presence on the web and is recommended for companies needing to cost-effectively distribute information on a regular basis.

Press Office ownership makes it very easy to keep an up-to-date web presence, without the need for costly website maintenance. Press Office content, to be distributed via the daily bizcommunity.com newsletters and website front pages. Content may be supplied by an individual within a company, an appointed PR practitioner or prepared by us on request.

All news supplied by press Office holders will appear in your customised online Press Office, the design of which is developed to your specifications by our Production Team to include your company branding, profiles, key people, contact details and website links - an ideal vehicle for potential customers to get an overview of a company's most recent initiatives and credentials.

Click here to [view company press offices](#).

A PRESS OFFICE INCLUDES:

- We provide you with 12 press releases to distribute your news.
- Your news distributed to all website readers and subscribers monthly including 3 sections relevant to your business e.g.: Advertising - Media - Events - Branding - Public Relations etc.
- News appears on Bizcommunity.com
- Your company logo will appear in the left-hand margin of the website each month you submit a press release and link to your own Press Office containing all your press releases including a link to your own website.
- Company link in the right-hand margin of the daily and weekly newsletter to all our subscribers.
- Free design and set-up of the Press Office, including the news page, profile page and contact page, with a link to your existing website.
- Companies with recent news appears in the right-hand margin of the daily and weekly email Newsletter to all our subscribers.
- You may include 5 historic press releases in the Press Office area before launch.
- Press releases are distributed within the e-mail Newsletter, including on the Bizcommunity.com Home Page & within a section relevant to the release for 2 - 6 weeks following which the press release stays live on your Company Press Office news page permanently.
- Monthly Press Office statistics sent each month. (Number of readers opening each press release.

COST:

Description	Premium Press Office
Cost per year on an upfront payment with 12 releases available.	R15,200
Quarterly payment option (Payment every 3 months)	R4,940
Monthly payment option (minimum 12 months)	R1,750

*Payment of accounts must be made within 30 days from invoice date.

*All Prices exclude Vat

*All costs include Agency Commission

PRESS OFFICE CREDITS

- Additional press release/credit costs R1,015 (excl VAT) per press release/credit

ONCE-OFF PRESS RELEASES

- Non- press office holders can purchase a once-off press release.
- Once-off press release costs R1,815 (excl VAT) per press release

PRESS OFFICE RECRUITMENT BENEFITS

- This works on a **credit system only**.
- For every new yearly Press Office Package contract you receive **12** press releases.
- One release can also act as a **recruitment credit** if not used for a press release.

MULTI BRAND PRESS OFFICE

We have a multiple brand press office option which offers exactly the same benefits as our Press Office but it has been created to bridge the gap between a company's different brands and incorporate them under the main company's Press Office.

This means the Main Press Office will be for the Mothership Company and for each different brand we create additional Brand Profile pages, and we also include 3 press releases for each brand.

The cost of each additional brand is as follows:

Mothership Press Office will cost R15,200 per annum with 12 press releases.

- 1 x Additional brand - R4,266 (plus 3 press releases)
- 2 x Additional brand - R7,236 (plus 3 press releases per brand)
- 3 x Additional brand - R10,935 (plus 3 press releases per brand)
- 4 x Additional brand - R12,776 (plus 3 press releases per brand)

Thereafter it will be R1,826 per brand

*All costs include agency commission and Vat

Recruitment packages

Cost-effective and time-saving, online recruitment has become a global standard in the sector for reaching qualified candidates. Bizcommunity.com's popular Recruitment and Job sections have been upgraded so as to offer an even more streamlined service. We have also expanded to over 30 additional industry categories and developed a tool that allows recruitment clients to manage their own job advertising online, through a user-friendly login and password system.

We have the following option available to list your jobs on Bizcommunity.com.

SINGLE JOB AD

The job ad will enable you to reach our website readers at an amazing low cost. We only charge R350 per job ad per month, excluding VAT, making it the best value for money recruitment offer in South Africa. Simply add your job online and pay via EFT or credit card. Job ads appear on the website for up to 30 days.

Your job will become active within 24 working hours of submission. [Click here](#) to post your job.

NEWSLETTER FEATURE

In addition to your Single Job ad appearing on our Website, this option gives you the benefit of your job also featuring in our daily and weekly Newsletter. The ad will be featured for 1-day only and is accompanied by a 30-word job description. Total cost: R700 per job ad, excluding VAT.

Your job will become active within 24 working hours of submission. [Click here](#) to post your job.

BRANDED WEBSITE & NEWSLETTER FEATURE

This option gives you prominence of a featured job advert both on our Website and in our Newsletter.

On the website

The branded job advert will appear in the featured job box for the chosen industry at the top of the page with a company logo and 15-word description for 7 days. After the 7-day period the job will appear under Jobs Offered for the remainder of 30 days.

On the newsletter

The branded job advert will appear in the daily and weekly Newsletter and will feature your company logo and a 30-word job description for 1 day only. Total cost: R3,000 per job ad per month, excluding VAT.

Your job will become active within 24 working hours of submission. [Click here](#) to post your job.

PREPAID AD PACKAGES

Our prepaid package is ideal if you advertise 4 or more jobs per year.

The cost is as follows:

Number of job ads	Normal cost	Discount	Cost	Saving
4	R1,400	10%	R1,260	R140
6	R2,100	13%	R1,827	R273
8	R2,800	16%	R2,352	R448
12	R4,200	18%	R3,444	R756

[Sign up for a prepaid account](#)

RECRUITMENT PACKAGE

Ideal for Recruiters or Non-recruiters with high volumes of job advertisements offering the following benefits:

- Unlimited Website jobs per month.
- A full page profile of your company which will show all your company's active jobs underneath the profile.
- An introduction browser page with your company logo and introduction together with the amount of jobs available.
- Brand awareness: Your logo and company profile is included in the footer of your job when viewed on the website.
- All Recruiters are listed on a 3rd tab (after Jobs Offered and Jobs Wanted)
- As an added benefit you receive 2 Newsletter adverts per month.

- Job adverts appear in the Newsletter for 1 day.

12 MONTH COST:

Monthly payment: R1,625 per month (excl.VAT)

Bi-annual payment: R8,990 (excl.VAT)

Once off Payment: R16,800 (excl. VAT)

Newsletter option:

Branded job ads can also be featured in the Bizcommunity.com industry newsletters. The branded job advert will appear in the daily and weekly Newsletter and will feature your company logo and a 30-word job description for 1 day only.

Total cost: R3,000 per job ad per month, excluding VAT.

Note: Job ads become active within 24 hours of submission. Job advertisements must be for bona fide available positions, we do not accept generic job ads.

Job ads submitted appear on Bizcommunity.com for up to 30 days. [Click here](#) to post your job.

Self-managed ads

You have two options to advertise website banners:

1. **Managed by Bizcommunity:** If you have a large campaign that requires professional advice, targeting, guaranteed exposure, campaign management and reporting through our production department, then contact [sales](#) to manage the campaign for you at our standard banner rates.
2. **Self-managed:** Alternatively you can continue reading below and cost-effectively manage the campaign yourself.

WHAT ARE SELF-MANAGED WEBSITE BANNER ADS?

This is the self-service option to display banner ads on Bizcommunity.com. YOU upload the ads yourself (GIF, flash or even 3rd party code such as DoubleClick), choose which industries the ad should appear on and specify your budget. This is the most cost-effective option but fulfilling your budget by a certain date is NOT guaranteed. These ads are displayed in FREE space only and if there is little free space within a month then you would have limited exposure. There is no standard cost for these ads - you specify a maximum rate that you are prepared to pay and the system would optimise this rate downwards if possible depending on available free space.

COST

Pricing is in CPM, which is cost-per-thousand ads. For example, you choose a budget of R500 per day and a CPM of R50. Your ad would be displayed $R500/R50 \times 1000 = 10000$ per day. Therefore the system would show the ad exactly 10000 times each day. You would get comprehensive daily campaign reports and would be able to modify your campaign and ads at any time.

OPTIMISED

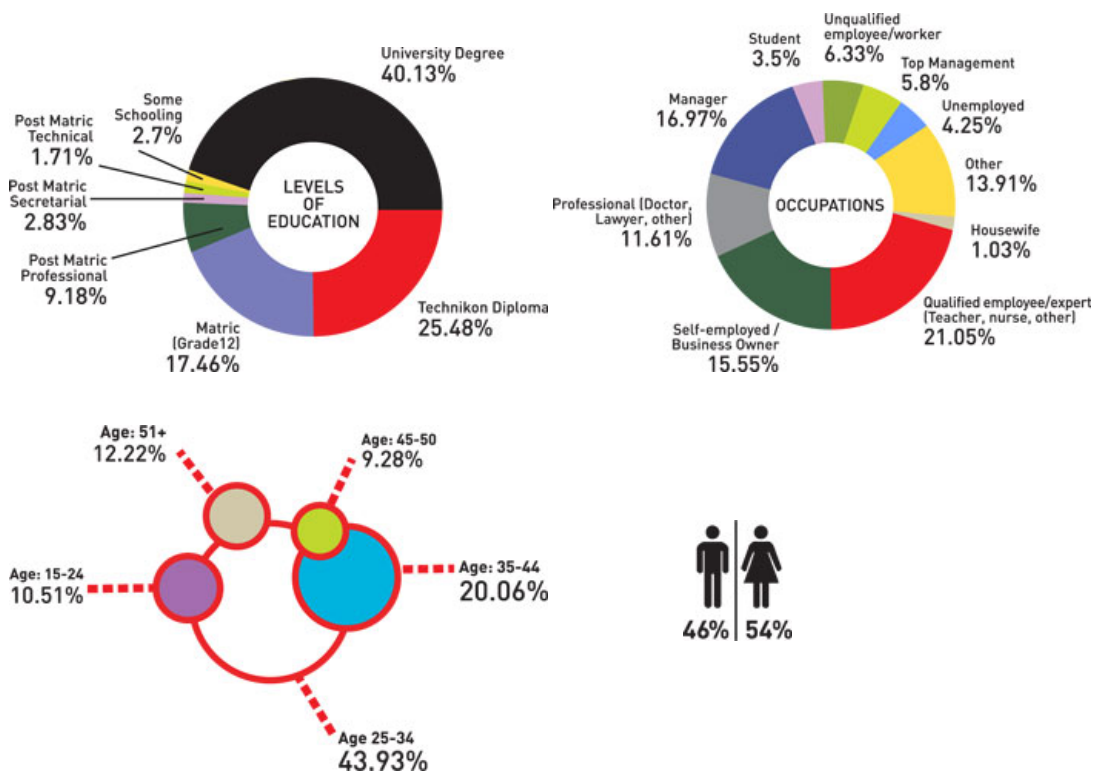
The good news is that there is no standard CPM - you specify a maximum CPM that you are prepared to pay and the system would optimise this rate downwards up to the minimum for that position if there is enough open advertising space. This is a first for South Africa and excellent value! [Click here](#) to view the [minimum CPM rates](#) allowed per banner position.

STEPS TO ADDING A CAMPAIGN

1. Click on '[Add campaign](#)'
2. Choose to be billed monthly or once-off at the start of the campaign.
3. Enter your budget amount.
4. Load your ads as an animated GIF, flash or 3rd party ad (such as DoubleClick). For each ad you can specify which industries are related to your company, service or product. You can load as many ads as you like per campaign.
5. Choose to pay by credit card (active immediately), or direct deposit (active only after you fax or email through your payment confirmation). If you are a regular advertiser with a good credit history, please contact Bizcommunity and your campaign would be activated immediately.
6. Done! You will be mailed regular campaign stats and you may modify your campaign and ads at any time. You can use the My Account link in the top-right corner of the Bizcommunity.com website to view or modify your campaign in the future.

Demographics

Bizcommunity.com readers are mainly professionals, employed in middle to senior management positions, 81% of whom have a diploma, degree or post graduate degree, 70% of whom access the site from work, 42% from home.



Full Results	Percentage Site Audience	Index
Gender		
Male	45.69%	76
Female	54.31%	137
Monthly Household Income before tax		
Up to R499	1.76%	102
From R500 - R799	0.59%	114
From R800 - R1099	1.38%	105
From R1100 - R1599	0.97%	131
From R1600 - R2999	2.75%	118
From R3000 - R5999	3.25%	94
From R6000 - R8999	6.06%	89
From R9000 - R11999	5.24%	95
From R12000 - R15999	9.72%	100
From R16000 - R19999	7.29%	95
From R20000 - R24999	9.43%	99
From R25000 - R29999	10.34%	115
From R30000 - R39999	11.80%	106
From R40000 - R49999	10.22%	103
From R50000 - R69999	8.73%	102
R70000 +	10.46%	87
Age		
15-17	0.16%	62
18-20	1.07%	64
21-24	9.28%	151
25-30	29.30%	155
31-34	14.63%	122
35-40	16.84%	102
41-44	7.22%	79
45-50	9.28%	78
51-54	5.19%	73
55-60	3.82%	49
>60	3.21%	37
How many people, including yourself, live in your household?		
1	12.07%	119
2	27.7%	104
3	21.05%	104
4	19.84%	91
5	9.82%	89
6	4.52%	81
7	2.27%	111
8 and more	2.72%	110
Household Members Aged - Under 2		

Yes	13.5%	107
No	86.5%	99
Household Members Aged - 2 to 11		
Yes	30.86%	97
No	69.14%	101
Household Members Aged - 12 to 17		
Yes	19.87%	85
No	80.13%	105
Marital Status		
Single / Never Married	40.48%	140
Married/Living Together/Partnership	50.54%	83
Divorced	6.35%	85
Separated	1.47%	131
Widowed	1.16%	61
Education		
No Schooling	0.08%	35
Some Primary School	0.06%	107
Primary School Completed	0.06%	29
Some High School	1.71%	59
Matric (Grade 12)	17.46%	74
Artisan's certificate obtained	1.29%	62
Technikon diploma / degree completed	25.48%	117
University Degree	40.13%	120
Post Matric - Professional	9.18%	95
Post Matric - Technical	1.71%	59
Post Matric - Secretarial	2.83%	90
Occupation		
Student	3.5%	88
Self-employed / Business Owner	15.55%	100
Professional (Doctor, Lawyer, other)	11.61%	90
Qualified employee/expert (Teacher, Nurse, other)	21.05%	117
Unqualified employee/worker	6.33%	101
Manager	16.97%	104
Top Management	5.8%	96
Unemployed	4.25%	156
Housewife	1.03%	47
Other	13.91%	88
Employer Industry		
Student	3.5%	88
Agriculture	0.91%	38
Armed Forces	0.15%	17
Business and Repair Services	1.35%	70
Communication	20.35%	360
Construction	2.78%	51
Educational Services	4.95%	84
Entertainment or Recreation Services	4.36%	214
Finance, Insurance or Real Estate	9.16%	75
Forestry and Fisheries	0.15%	60
Hospitals	0.94%	55
Information Technology	8.11%	90
Manufacturing Durable Goods	1.81%	60
Manufacturing Non-Durable Goods	1.08%	56
Medical Services Except Hospitals	1.20%	51
Mining	1.55%	41
Personal Services Except Private Household	0.23%	69
Private Household Services	0.12%	48
Public Administration	2.72%	73
Retail Trade	3.60%	78
Social Services	1.26%	122
Transportation	2.05%	62
Utilities or Sanitary Services	0.50%	65
Wholesale Trade	1.00%	70
Other Professional Services	9.75%	110
Other	19.94%	117
Home Ownership		
Yes (including, paying it off) [Owner Occupied]	45.01%	81
No, renting (privately) [Privately Rented]	41.31%	127
Public Housing	1.1%	110
Military Housing	0.08%	36
Other	9.45%	120
Don't know / prefer not to say	3.05%	104

Home / Property Type		
House/Cluster House / Town House	75.88%	96
Flat	16.51%	130
RDP House / Improved matchbox/matchbox	2.33%	120
Traditional Hut	0.26%	78
Company Provided Housing	0.54%	47
Hostel	0.14%	59
Hotel or Boarding House	0.06%	22
Compound	0.23%	52
Backyard Room	2.19%	136
Caravan	0.14%	109
Other dwelling	1.73%	69
Internet Access Location		
Home	42.43%	83
Work	70.36%	113
School / University	2.03%	80
Internet cafe	3.85%	163
Anywhere on my mobile phone	15.13%	116
Friends or family place	1.09%	87
Other place	1.37%	82
Internet Connection Type		
Dial-up (Standard telephone line)	7.17%	100
ADSL	52.34%	102
Wireless network (e.g. WiFi)	21.84%	113
Mobile network (e.g. iBurst, 3G, Edge, GPRS)	29.78%	97
Mobile internet (WAP) using a cellphone	12.99%	118
Don't know	10.08%	107
Spoken Languages at home		
Afrikaans	29.64%	73
English	71.05%	110
IsiXhosa	7.68%	137
IsiZulu	13.56%	154
Sesotho	7.94%	154
Sepedi	5.91%	125
Setswana	8.08%	141
SiSwati	2.00%	150
Tshivenda	2.00%	124
Xitsonga	2.57%	136
IsiNdebele	1.51%	140
German	1.51%	140
Portuguese	0.69%	94
French	1.20%	130
Arabic	0.37%	116
Other	2.80%	72
Population Group		
Black	34.7%	124
Coloured	9.15%	137
Indian	4.76%	95
White	51.38%	85
Where do you normally reside?		
Johannesburg	40.24%	140
Pretoria	11.31%	74
Other Gauteng	4.71%	67
Cape Town	24.77%	147
Other Western Cape	2.12%	54
Durban	5.97%	85
Pietermaritzburg	0.72%	76
Other Kwazulu-Natal	1.41%	53
Bloemfontein	0.66%	47
Other Free State	0.43%	36
East London	0.66%	50
Port Elizabeth	1.44%	60
Other Eastern Cape	0.66%	44
Mpumalanga	1.32%	40
Northern Cape	0.52%	57
North West	1.38%	53
Limpopo	1.75%	57
Use the Internet for		
Blogging	20.33%	185
Job Search	59.39%	159
Directory Services	32.87%	125
Gambling	2.08%	82

Dating	4.03%	111
Social Networking	64.45%	129
E-Mail	90.38%	101
Instant Messaging	28.75%	124
Chat	34.95%	120
Music downloads	28.44%	118
Podcast / Video downloads	17.45%	141
Shopping	37.38%	111
Banking	72.7%	102
Share Trading	5.51%	68
Research / Obtaining information	69.62%	108
Listen to the radio online	17.10%	121
Watch TV and Videos online	20.50%	142
Reading news / magazine articles on-line	73.53%	110
None of the above	0.60%	70
Items Purchased via Internet		
DVDs, Videos, Music (CD, K7, MP3's)	36.35%	108
Books	41.52%	107
Tickets for shows or sport events	49.57%	117
Toys and games/tc>	13.39%	103
Art objects	3.20%	135
Software	21.53%	90
Computers	12.11%	94
PC or Console Video games	9.57%	89
Mass market electronics: TV, Radios, Mobile, HiFi	9.08%	107
Ringtones, games or Icons for Mobile phones	9.19%	105
Domain names, hosting services	14.08%	161
Flowers / Gifts	22.64%	130
Health and Beauty Products	11.99%	121
Clothes and accessories	11.56%	124
Sport shoes, Sport Clothes	4.94%	88
Food	11.85%	135
Alcoholic beverages (beer, wine, spirits etc)	4.17%	124
Travel Tickets: Bus, Train, Flights, Boat	44.55%	109
Holiday package	24.59%	110
Hotel Reservations	36.29%	108
Cars, Motorbikes, Bicycles	7.71%	88
Real Estate / Property	6.05%	121
None of the above	26.41%	90
Items in Household		
TV	95.20%	101
DVD player	87.75%	101
Hi-fi Music Centre	70.42%	101
Still / portable / video Camera	57.45%	102
iPod, MP3 Player	52.51%	116
Satellite Navigator (GPS Device)	35.89%	91
Personal computer / Personal laptop	83.89%	100
Satellite TV / Dish	68.85%	96
None of the above	1.68%	78
Personal Activities		
I care for a pet	44.40%	87
I regularly buy Organic food	23.10%	121
I practice sports / exercise regularly	47.94%	102
I receive beauty / SPA treatments regularly	19.19%	153
I travel in the country and / or abroad by plane	47.23%	107
I play lottery / scratch card games	25.53%	101
None of the above	14.93%	108

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Contact sales

sales@bizcommunity.com
Cape Town: +27 21 680 3500