

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

* Pageviews per month as measured by Effective Measure



Welcome to Africa's premier promotional and news distribution channel.

Bizcommunity has become known as the place where advertisers, PR professionals, companies and individuals meet with vibrant African business communities.

332 000 website readers provide 2.4 million monthly page views making Bizcommunity the biggest multi-industry news website in Africa.



Our dedicated campaign managers are standing by to advise you on the best options to suit your needs and how to get the best performance and impact for your campaigns. Call now:

Cape Town:
 +27 (0)21 404 1460
sales@bizcommunity.com

PROMOTIONAL OPTIONS

WEBSITE	Various formats of animated banner advertising, page wraps and rich media are available	MORE >
MOBILE	Exclusive ad space offers a highly visible presence to target a business audience on the move	MORE >
NEWSLETTERS	Reach our 569 500 newsletters subscribers across 20 industry sectors daily or weekly. Ideal for regular or tactical communications	MORE >
SPONSORSHIP	Allows your company to be seen as a key player in your sector or to be associated with exciting industry events	MORE >
PRESS OFFICES	Content marketing made easy! Features your company content on our home pages and is recommended for the cost-effective distribution of company news on a regular basis	MORE >
RECRUITMENT	Unlimited branded job ads, high value candidates, CV search facility and personal service.	MORE >
PROMOTIONAL MAILERS	Ideal for special offers - we send your fully branded custom emailer to our opt-in database of 47 900	MORE >
PROMOTED CONTENT	Premium position next to top story box allows your highlighted company release maximum visibility	MORE >
SPECIAL PRODUCTS	Additional products include featured events, competitions and tenders	MORE >

CONTENT CALENDAR

For full or co-sponsorship of selected events on Bizcommunity check out the [Biz Content Highlight Calendar 2017](#) or contact sales@bizcommunity.com for a chat.

[VIEW CALENDAR >](#)

PORTFOLIO OF INDUSTRY WEBSITES

Get a presence in one or more of the target industries most relevant to your business offering

INDUSTRY	PAGE VIEWS PER MONTH	WEBSITE READERS
ALL INDUSTRY SECTORS	2 726 000	464 400
MARKETING & MEDIA SOUTH AFRICA	1 417 900	235 700
MARKETING & MEDIA AFRICA	54 900	19 500
RETAIL	154 900	62 900
FINANCE & INSURANCE	67 600	34 900
IT & TELECOMMUNICATIONS	65 300	33 400
EDUCATION & TRAINING	53 300	33 400
HR & RECRUITMENT	38 200	21 000
TOURISM, TRAVEL & HOSPITALITY	35 700	22 300
LIFESTYLE & ENTERTAINMENT	35 500	21 500
LEGAL	33 900	10 400
HEALTHCARE	26 800	17 200
CONSTRUCTION & ENGINEERING	23 700	13 700
LOGISTICS & TRANSPORT	22 600	12 700
PROPERTY & REAL ESTATE	16 800	9 700
AUTOMOTIVE	16 500	9 200
MANUFACTURING	15 900	10 900
CSI & SUSTAINABILITY	14 300	10 800
AGRICULTURE, HORTICULTURE & FORESTRY	12 700	7 400
ENERGY & MINING	9 300	6 000

TOTAL MONTHLY TRAFFIC	PAGE VIEWS	UNIQUE USERS
South Africa	2 409 500	332 000
South Africa and International	2 726 000	464 400
Mobile	934 500	193 600

*Statistics measured by [Effective Measure](#)

DEMOGRAPHICS

EARNING POWER

Readers earn over R20 000 pm	44%
Readers earn over R50 000 pm	14%

EDUCATION

Readers with university degrees	55%
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AGE PROFILES

21-40 years old	68%
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AUDIENCE BENEFITS TO ADVERTISERS

Business professionals
Target audience
Decision-makers
Disposable income
Economically active
Tech savvy
Trend adopters

[More demographic info](#)



Website and mobile

Own a strong presence in the industry of your choice

Prime positions, high quality content, high value audiences, all rich media animated formats and custom solutions for your brands

REACH 332 000 unique visitors read over 2.4 million pages per month

20 INDUSTRIES Choose targeted industry sectors or business categories for advertising and branding messages

MOBILE Exclusive ad space offers a highly visible presence to target a business audience on the move and 872 500 page views per month

AFRICA Get Pan African exposure via our Africa-focused Marketing & Media website and 569 500 newsletter subscribers

WEBSITE

BANNER	SIZE	COST
Super Leaderboard	970x90	CFMR350
Top Leaderboard	728x90	CFMR300
Medium rectangle 1st & 2nd position	300x250	CFMR350
Double rectangle	300x600	CFMR400
Double banner	490x100	CFMR280
Expanding banners/rich media		CFM+R75
Slider ad	300x250	CFMR425
Page wrap		CFMR425

MOBILE

BANNER	SIZE	MOBILE SITE COST
Mobile Header	300x50	CFMR120
Mobile Article	300x100	CFMR120
Mobile Medium Rectangle	300x250	CFMR120

BULK BUYING

NET CAMPAIGN BOOKED (IMPRESSIONS)	COST	ADDITIONAL
100 000 to 250 000	R200	add R75 for rich media

250 001 to 500 000	R180	add R75 for rich media
500 001 to 1 000 000	R150	add R75 for rich media
1 000 001 to 3 000 000	R120	add R75 for rich media
3 000 001 to 5 000 000	R90	add R75 for rich media

- *CPM = Cost per thousand impressions/ads (M is the Roman numeral 1000)*
- *When advertising on Bizcommunity's portals, you may choose between targeted advertising, section sponsorship or run-of-site*
- *All costs exclude VAT and include agency commission*

The screenshot displays the Bizcommunity.com website interface. At the top, there's a navigation bar with links like 'HOME', 'MY BIZ', 'NEWS', 'CONTRIBUTORS', 'COMMUNITY', 'PEOPLE', 'PRESS OFFICES', 'COMPANIES', 'JOBS', 'BLOGS', 'EVENTS', 'MULTIMEDIA', and 'LIFESTYLE'. The main content area is titled 'Marketing & Media' and features several ad placements:

- Leaderboard 728 x 90**: A wide banner at the top.
- Skyscraper 160 x 600**: A vertical ad on the right side.
- Pagewrap**: A large ad that wraps around the content on the left and right sides.
- Medium Rectangle 300 x 250**: A standard rectangular ad.
- Rectangle 300 x 100**: A smaller rectangular ad.
- Article 490 x 100**: A wide ad placed above a news article.
- Footer 728 x 90**: A wide banner at the bottom.

 The website content includes news articles such as 'The SABC, news coverage... and a 'struggle' election' and 'Talent is a myth'. There are also sections for 'SUBSCRIBE TO INDUSTRY NEWSLETTERS', 'PRESS OFFICES', 'BIZ TAKEOUTS', and a 'TWITTER' feed.

The screenshot shows the Bizcommunity.com website on a mobile device. The browser address bar shows 'm.bizcommunity.c'. The website header includes the Bizcommunity.com logo and a search bar. The main content area features:

- A large image of Nelson Mandela with the text 'Tribute to Nelson Mandela... Celebrate Madiba's life...'.
- A 'Rectangle 300 x 100' ad.
- A news item titled 'Mobile: The store of the future' with a photo of a woman and the text '2D is the opportunity to use data to communicate with the consumer on their smart phone.'.
- Another news item titled 'Cape Times editor fired' with the text 'NEWSWATCH: Cape Times' editor Aude Dasnois has been fired, reports Mail & Guardian.'

 Navigation arrows and a 'Menu' button are visible at the top right.

RICH MEDIA AND PAGEWRAPS Limited only by the imagination, offering the latest in interactive sliders, expanders, mouse roll over, streaming audio or video content or full page wrap options ideal for high impact campaigns.

[MORE ▶](#)

TOTAL MONTHLY TRAFFIC	PAGE VIEWS	UNIQUE USERS
South Africa	2 409 500	332 000
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Mobile	934 500	193 600

*Statistics measured by [Effective Measure](#)

AFRICA

Bizcommunity's Marketing & Media 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.](#)

Newsletter reach
 20 targeted industries
 with daily topical news via
 3.7 million monthly newsletters



Reach our 569 500 newsletters subscribers across 20 industry sectors daily or weekly. Ideal for regular or tactical communications

REACH 4.6 million monthly newsletters offer great reach to multi-industry professionals, management and entry levels audiences

FREQUENCY The daily and weekly nature of our newsletters allow advertisers and marketers to pin-point the timing of promotional communications, ideal for events and specials

NICHE AUDIENCES Targeted newsletters and sub-sectors are ideal for tactical promotions and B2B communications

BANNER	SIZE	MARKETING & MEDIA SA	MARKETING & MEDIA AFRICA, RETAIL	OTHER INDUSTRIES
Top banner	468x60	R1 200 daily/weekly R2 400 combined	R450 daily/weekly R900 combined	R600 weekly
Large Across page banner	843x90	R1 200 daily/weekly R2 400 combined	R450 daily/weekly R900 combined	R600 weekly
Medium rectangle	300x250	R800 daily/weekly R1 600 combined	R300 daily/weekly R600 combined	R400 weekly
Double Banner	490x100	R800 daily/weekly R1 600 combined	R300 daily/weekly R600 combined	R400 weekly
Across logo text ad	Image: 150x100 Word count: max 30	R800 daily/weekly R1 600 combined	R300 daily/weekly R600 combined	R400 weekly

All costs exclude VAT and include agency commission

Get a presence in one or more of the target industries most relevant to your business offering

INDUSTRY	SUBSCRIBERS	VIEW NEWSLETTER
BizDaily - Selected daily top stories from 18 industries	3 000	DAILY
Marketing & Media : South Africa	299 600	DAILY, WEEKLY
Marketing & Media : Africa	45 400	VIEW DAILY, VIEW WEEKLY
Retail	60 200	DAILY, WEEKLY
IT & Telecommunications	28 000	WEEKLY
Healthcare	25 700	WEEKLY
Finance & Insurance	22 100	WEEKLY
Lifestyle & Entertainment	19 300	WEEKLY
Human Resources & Recruitment	16 300	WEEKLY
Tourism, Travel & Hospitality	15 600	WEEKLY
Education & Training	15 100	WEEKLY
Construction & Engineering	14 600	WEEKLY
Logistics & Transport	10 500	WEEKLY
Property & Real Estate	9 800	WEEKLY
Legal	8 600	WEEKLY
Agriculture, Horticulture & Forestry	7 800	WEEKLY
Automotive	7 700	WEEKLY
Energy & Mining	6 500	WEEKLY
CSI & Sustainability	5 300	WEEKLY

Section sponsorship

Own the industry section most relevant to your company



Exclusive opportunities for marketers to get a dominant presence in their industry sector via highly focused activations. Our content calendar is based around key events, content and opinion leaders across our targeted industry communities.

INDUSTRY / CATEGORY SPONSORSHIP

Allows your company or brand to be seen as the dominant player in a main industry or niche sector of your choice

- Choose any of the **18 industry websites, africa regions** or niche categories most relevant to your brand or target prospects eg Digital, PR, CSI or Finance, Technology and more
- Add newsletter sponsorship for greater exposure

EVENT SPONSORSHIP

Align your brand with exciting content activations, high profile industry events and contributors

- Sponsorship opportunities exist for companies to leverage and align brands with our key partnership events in any industry sector
- Get high profile awareness on red carpet media wall, media lounge co-branding or on BizTakeoutsTV interviews with key industry personalities
- Sponsor red carpet gallery pages
- Choose from high profile media and marketing events such as Loerie Awards, Bookmarks Awards, Design Indaba, MTN Radio Awards Click here to reserve your event
- Very high social media awareness opportunities as these events often trend on twitter
- Enquire about competition tie-ins and tailored brand activations

View Content Calendar

SPECIAL FEATURES

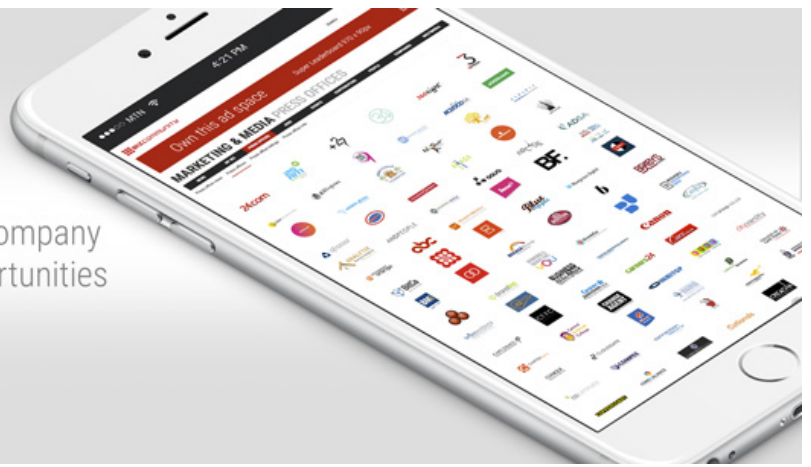
A selection of high exposure, high value, high engagement editorial sponsorship opportunities

- The opportunity to own your share of high value special sections such as BizTrends where you get to be seen among opinion leaders or trend contributors in your sector
- Own multimedia sections such as Biz Takeouts radio show or multimedia pages
- Own a prominent position in Festive newsletter or other special interest newsletters.

RATES: On request

Press office

The premier promotional tool that says your company is open for business, open 24/7, open to opportunities in Africa, open one today!



"Nine out of ten B2B marketers are using content marketing regardless of company size or industry" - ContentMarketingInstitute.com

Used consistently, a Bizcommunity Press office is the most cost effective and professional way to build a high profile online reputation

UNMATCHED REACH Have your news distributed among top and opinion leaders stories to 332 000 website readers, 2.4 million page views, 569 500 daily and weekly newsletter subscribers

CONTENT STRATEGY Promote company content, images and video from your offline world within our online community

SEO Great SEO ensures a Bizcommunity Press Office news enjoys much greater awareness and engagement than news on an ordinary corporate website

360 CONTENT SOLUTION Ease of design, setup, distribution, social sharing and readers stats reports, it's the complete content strategy solution.

[View all our Biz Press Office holders >>](#)

PREMIUM PRESS OFFICE

A press office is a showcase for your company on Bizcommunity. Recommended for all medium to large companies for the regular distribution of news in order to be top of mind for business enquiries and pitches.

What you get

- Twelve press releases per year distributed via Bizcommunity's front page and within any one of our 20 industry newsletters.
- A dedicated area on Bizcommunity for your news, profile, multimedia footage, contact details, links, designed and setup to your specifications.
- Up to five historic press releases may be preloaded before launch.
- A permanent archive for all your corporate content helps build corporate reputation and is great for SEO.
- Your company logo appears in the left-hand margin of the site each time a press release is published.
- A monthly update of your readership stats allowing you to gauge the effectiveness of your content.
- Be listed in our company business directory by the keywords of your choice e.g. advertising, marketing, branding etc.
- The opportunity to post job ads

How to setup a press office

Contact sales to discuss your specific requirements. Bizcommunity.com's production department will follow your

design guidelines and setup your press office in a matter of days. After approval your press office will go live. Future press releases are simply emailed through by you or your PR company and will be distributed within the industry of your choice.

Rate: R15 200 per year

Additional press release credits: R1 015 (excl VAT) per release

Additional industry listings: R2 250 per industry per annum

All costs exclude VAT and include agency commission

Monthly or quarterly payment terms on request

For large companies that need to be in the news often.

- All benefits of a premium press office PLUS:
- 50 Press release credits valued at R1815 per press release (instead of 12)
- Unlimited press releases may be archived within your press office
- Unused press release credits may be converted to an animated website banner ad campaign

Total value: R95,750

Rate: R37,500 per year

Distribute your company news on the front page of Bizcommunity and within its newsletters

- Ideal for companies and individuals who do not own a Press Office
- For once-off or specific promotional or content objectives
- Releases appear on the front page of the most relevant industry website for at least one full day
- Releases are published in any one of our 20 industry newsletters
- Include branding, visuals, multimedia and company details with your press releases for maximum impact

Rate: R1 815 (excl VAT) per single release

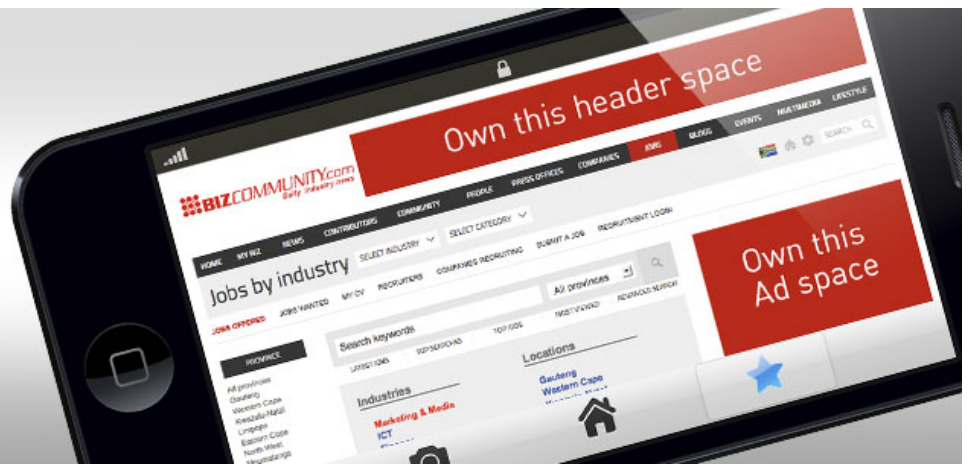
Cost-effective personalised content writing service recommended for companies without an existing content provider

- Available to all Press Office clients
- Allows your company to stay in the news when you don't have time
- Unique content developed to your company requirements by our experienced brand content team

Rate: please enquire

Recruitment packages

Unlimited branded job ads,
high value candidates,
CV search and personal service



Bizcommunity's recruitment platforms are at the heart of our product offering, posting thousands of jobs on behalf of our clients each month across 20 industry sectors throughout Africa.

REACH Reach highly qualified professionals in 20 industries

FREQUENCY A daily and weekly industry newsletter enables you to reach passive candidates

BRAND PRESENCE Branding included in all job postings

CV DATABASE Premier Recruiters can access candidates via our comprehensive CV database

PREMIUM RECRUITMENT PACKAGE

Ideal for recruiters and companies needing to post unlimited job ads. Many outstanding features makes this the premium recruitment product

- The ability to post unlimited jobs on Bizcommunity.com across all 20 industry sectors
- Full page brand presence that allows you to include your About Us info, social media feeds and more on your job listing page
- Your logo and company profile will appear below each of your job posts
- Your company logo appears in the left-hand margin of the site each time a job is posted
- An A-Z directory listing allows recruiters to be found by employers and candidates
- Access and search of CV database
- Self-management of job postings using a user-friendly login

Rate: R16 800 per year

All costs exclude VAT and include agency commission

Monthly or quarterly payment terms on request

[View a Premium Recruiter example.](#)

WEBSITE JOB

Reach our website readers at an amazing low cost! The cost per job ad is only R500 (excl VAT) for up to 30 days on the website. [Click here](#) to post your job.

WEBSITE AND NEWSLETTER JOB

In addition to appearing on our website, this option gives you the benefit of your job also featuring for one day in any one of 20 industry newsletters with a 30-word job description. Total cost per job ad: R700 (excl VAT). [Click here](#) to post your job.

BRANDED AND FEATURED JOB

For your most important appointments, consider featuring your job ad at the top of the recruitment section within the industry of your choice with a logo for 7 days. Your ad is also featured with a logo in the industry newsletter of your choice. Total cost per job ad: R3 000 (excl VAT). [Click here](#) to post your job.

The complete Event Promo tool

Banner ads, pre-event awareness + dedicated company listing page offer complete peace of mind for event planners



Trade fairs, seminars, exhibitions, conferences, indabas and awards ceremonies are at the heart of connecting and promoting the growth of industry communities.

A Bizcommunity Event Office is the most reliable way to position your event company and ensure the effective promotion of your events.

TARGETED RESPONDENTS Bizcommunity sends out 4.6 million monthly newsletters across 20 industry sectors, enabling the targeting of most likely respondents for your industry event promotion.

FREQUENCY We send out daily or weekly newsletters 350 days a year, enabling high awareness and precise timing for your event's promotional communications.

UNMATCHED AWARENESS Your event gets promoted via 2.4 million monthly page views to 332 000 website readers and 569 500 newsletter subscribers.

SEO Great SEO and 20K social media followers ensures news on a Bizcommunity Event Office enjoys greater awareness and engagement than events promoted on an ordinary corporate website.

FEATURED EVENT

Featured events appear at the top of [Bizcommunity's Event Calendar](#) giving your event and company high branded awareness

What you get

- Newsletter: Your event is featured in relevant industry newsletter for one day with 30-word description and logo
- Website: Your event has prime position with branding at the top of the Events Calendar Page for one week
- Event listing page: Your event stands out with a logo and bold heading

Rate: R1500 (excl VAT) per event listing

SINGLE EVENT PROMO

Ideal for the promotion of a single event, launch etc

What you get:

- 4 x weeks website double banner 1 x industry ROS
- 4 x newsletter double banner inserts in one industry newsletter
- 1 x press release, which can include gallery images
- 1 x Featured Event listing
- Campaign report

Rate: R4,000

Ideal for the promotion of up to 6 trade fairs, seminars or other industry events per annum and the promotion of non-event specific event services.

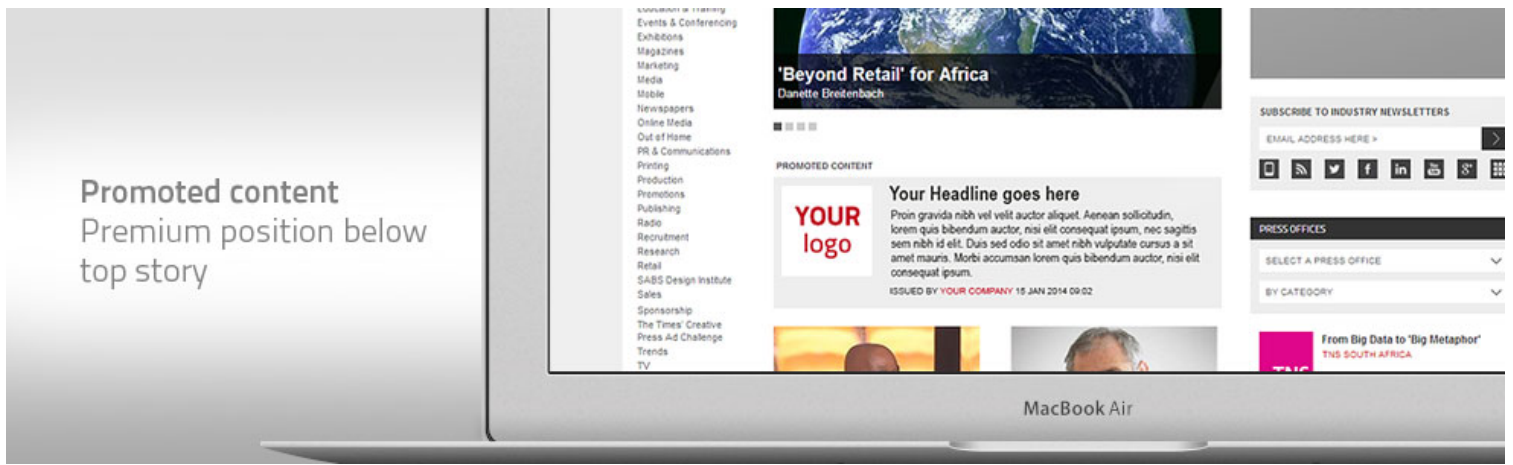
What you get for each of the 6 events:

- 4 weeks website double banner in one industry as ROS
- 4 newsletter double banner inserts in one industry newsletter
- 1 press release, which can include gallery images
- 1 Featured Event listing
- Campaign report

BizEvent Office profile:

- Your company branding appears on the Event Office listing page
- Your company logo in the left-hand margin of the site when your event is active
- A dedicated branded event office from which to promote your company's products and services
- A monthly update of reader stats activity on Bizcommunity
- A permanent archive for all your corporate content helps build corporate reputation and is great for SEO

RATE: R20,000



Promoted content
Premium position below
top story

Choose from these popular and successful tailor-made promotional and distribution solutions for cost-effective visibility.

PROMOTIONAL MAILERS

The super-cost effective, direct response solution. We distribute your fully-branded, customised emailer to 47 900 opt-in subscribers

- Measurable response open-rate enables ability to gauge creative effectiveness
- Useful for seasonal, tactical or once off brand communications
- Opt-in subscribers are open to receiving relevant business-enabling, service related or recreational direct offers
- For best results we recommend a strong offer and creative execution for your promo mailings
- Enquire about us designing the communications on your behalf

Rates: R1,50 per mailer

[MORE ▶](#)

PROMOTED CONTENT

The exclusive highlighted position for your content on Bizcommunity's front page just below the top story box

- The option to have your company logo and content featured on the front page of your selected industry in a dominant position
- This advertorial-style content is highlighted for maximum visibility
- Ideal for special announcements or offers which need to be communicated for five working days
- Offers exclusivity as we only accept one advertorial per industry per week
- May click through to a full-length branded article or specified URL
- Ad-serving technology enables us to measure the amount of impressions and click-throughs on your behalf

What you get:

- For the first two days the promoted content appears just below the top story box on the landing page of the relevant industry
- Thereafter for three days it appears further down on the homepage while maintaining a prominent presence

Rates: Marketing & Media South Africa: R5 400 (excl VAT)

All other industries: R3 900 (excl VAT)

[MORE ▶](#)

Weekly Marketing and Media news round up and interviews with leading industry guests hosted by media personality **Hein Kaiser** on <http://www.mixfm.co.za/listenlive.php>, every Tuesday at 7.15pm and available for listening any time via **podcast** on Bizcommunity, desktop or **mobile** - to go>>

Shows are archived in the **BizTakeouts** section and amplified via **Bizcommunity.com** and Mix 93.8 FM's social media platforms.

Guests can apply to be interviewed live in their own offices in the Gauteng region or via Skype from anywhere in Africa.

To participate email marketingnews@bizcommunity.com. To advertise or for sponsorship opportunities email biztakeouts@bizcommunity.com.

- Reach 2,000 live listeners and additional audience who access via mobile and website
- Influential advertising, marketing, media and digital audience
- Easily accessible via mobile: **m.bizcommunity.com**
- Podcasts archived within **BizTakeouts Special Section**

What you get

- Radio advertising spots, featured live and archived via the podcasts for longer lifespan
- Interviews with key company individuals
- Branding on podcast interface on Marketing and Media portal front page
- Banner and page wrap in BizTakeouts Special section
- Sponsorship of the BizTakeouts interface on mobile
- Newsletter branding presence on the BizTakeouts Upcoming Feature box

Rates: Radio ad: R540 for a 10 second slot, R1,500 for 30 seconds
Radio interview: R3,600

MORE ▶