

**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](mailto:sales@bizcommunity.com)

PROMOTIONAL OPTIONS

<b>WEBSITE</b>	Various formats of animated banner advertising, page wraps and rich media are available	<a href="#">MORE &gt;</a>
<b>MOBILE</b>	Exclusive ad space offers a highly visible presence to target a business audience on the move	<a href="#">MORE &gt;</a>
<b>NEWSLETTERS</b>	Reach our 519 500 newsletters subscribers across 20 industry sectors daily or weekly. Ideal for regular or tactical communications	<a href="#">MORE &gt;</a>
<b>SPONSORSHIP</b>	Allows your company to be seen as a key player in your sector or to be associated with exciting industry events	<a href="#">MORE &gt;</a>
<b>PRESS OFFICES</b>	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	<a href="#">MORE &gt;</a>
<b>RECRUITMENT</b>	Unlimited branded job ads, high value candidates, CV search facility and personal service.	<a href="#">MORE &gt;</a>
<b>PROMOTIONAL MAILERS</b>	Ideal for special offers - we send your fully branded custom emailer to our opt-in database of 43 400	<a href="#">MORE &gt;</a>
<b>PROMOTED CONTENT</b>	Premium position next to top story box allows your highlighted company release maximum visibility	<a href="#">MORE &gt;</a>
<b>SPECIAL PRODUCTS</b>	Additional products include featured events, competitions and tenders	<a href="#">MORE &gt;</a>

## 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](mailto: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
<a href="#">ALL INDUSTRY SECTORS</a>	2 726 000	464 400
<a href="#">MARKETING &amp; MEDIA SOUTH AFRICA</a>	1 417 900	235 700
<a href="#">MARKETING &amp; MEDIA AFRICA</a>	54 900	19 500
<a href="#">RETAIL</a>	154 900	62 900
<a href="#">FINANCE &amp; INSURANCE</a>	67 600	34 900
<a href="#">IT &amp; TELECOMMUNICATIONS</a>	65 300	33 400
<a href="#">EDUCATION &amp; TRAINING</a>	53 300	33 400
<a href="#">HR &amp; RECRUITMENT</a>	38 200	21 000
<a href="#">TOURISM, TRAVEL &amp; HOSPITALITY</a>	35 700	22 300
<a href="#">LIFESTYLE &amp; ENTERTAINMENT</a>	35 500	21 500
<a href="#">LEGAL</a>	33 900	10 400
<a href="#">HEALTHCARE</a>	26 800	17 200
<a href="#">BUILDING &amp; CONSTRUCTION</a>	23 700	13 700
<a href="#">LOGISTICS &amp; TRANSPORT</a>	22 600	12 700
<a href="#">PROPERTY &amp; REAL ESTATE</a>	16 800	9 700
<a href="#">AUTOMOTIVE</a>	16 500	9 200
<a href="#">MANUFACTURING</a>	15 900	10 900
<a href="#">CSI &amp; SUSTAINABILITY</a>	14 300	10 800
<a href="#">AGRICULTURE, HORTICULTURE &amp; FORESTRY</a>	12 700	7 400
<a href="#">ENERGY &amp; MINING</a>	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 BANNERS**

BANNER	SIZE	MARKETING & MEDIA SA COST	OTHER INDUSTRIES COST
Leaderboard	728x90	CPMR300	CPMR200
Medium rectangle 1st & 2nd position	300x250	CPMR350	CPMR250
Double rectangle	300x600	CPMR450	CPMR350
Double banner	468x120	CPMR280	CPMR180
Expanding banners/rich media		CPM +R75	CPM +R75
Slider ad	300x250	CPMR425	CPMR325
Page wrap		CPMR425	CPMR325

**MOBSITE BANNERS**

BANNER	SIZE	COST
Top banner	300x50	CPMR350
Across page banner	300x50	CPMR350

**NEWSLETTER BANNERS**

BANNER	SIZE	MARKETING & MEDIA SA	MARKETING & MEDIA AFRICA, RETAIL	OTHER INDUSTRIES
Top banner	468x60	R1 900 daily/weekly R3 800 combined	R1 700 daily/weekly R3 400 combined	R780 weekly
Large Across page banner	843x90	R1 700 daily/weekly R3 400 combined	R1 500 daily/weekly R3 000 combined	R600 weekly
Medium rectangle	300x250	R1 575 daily/weekly R3 150 combined	R1 350 daily/weekly R2 700 combined	R500 weekly
Vertical banner	120x240	R1 575 daily/weekly R3 150 combined	R1 350 daily/weekly R2 700 combined	R500 weekly
Vertical logo text banner		R1 350 daily/weekly R2 700 combined	R1 350 daily/weekly R2 700 combined	R300 weekly
Across page banner	468x60	R1 575 daily/weekly R3 150 combined	R1 575 daily/weekly R3 150 combined	R700 weekly
Across logo text banner		R1 350 daily/weekly R2 700 combined	R1 350 daily/weekly R2 700 combined	R300 weekly

**PRESS OFFICE**

PRODUCT	COST
New press office	R1 520 per month
Press office billing:	
Once-off	R15 200
Quarterly payment	R4 940 payable every three months
Monthly payment	R1 750 payable monthly
Press office credits	R1 015
Once-off press release	R1 815

**RECRUITER PACKAGE**

PRODUCT	COST
Single job ad	R400
New sletter feature	R700
Brand site & new sletter feature	R3 000
Standard recruiter package	R3 500 (add R1 400 per four job ads)
Premium recruiter package	R16 800
Corporate recruiter package	R66 400 (add R16 800 per brand)

**SPECIAL PRODUCTS**

PRODUCT	SIZE	MARKETING & MEDIA SA COST	OTHER INDUSTRIES COST
Full branded competition page		R7 500 per month	R7 500 per month
Promotional content		R4 900	R3 900
Promotional mailer	600x600	R1.50 per subscriber	R1.50 per subscriber

**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

*All rates exclude VAT  
All rates include agency commission*