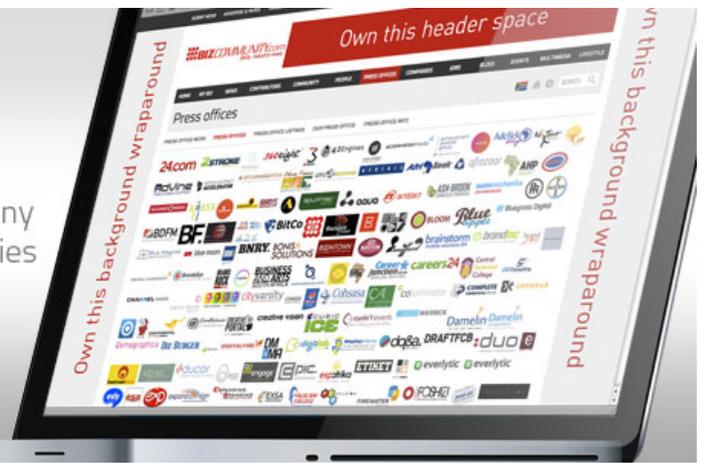


Press office

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 website readers, page views, 47 500 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 >>



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

DEMOGRAPHICS	
EARNING POWER	
Readers earn over R20 000 pm	44%
Readers earn over R50 000 pm	14%
EDUCATION	
Readers with university degrees	55%
AGE PROFILES	
21-40 years old	68%
AUDIENCE BENEFITS TO ADVERTISERS	
Business professionals Target audience Decision-makers Disposable income Economically active Tech savvy Trend adopters	

[More demographic info](#)

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

PLATINUM PRESS OFFICE

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

SINGLE PRESS RELEASE

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