

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



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

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.

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](#)

RATES: On request