

## MAGAZINE, NEWSLETTER & WEBSITE

**BusinessBrief** - an alternate monthly digital management magazine to provide decision-makers with information to make better decisions.

**bbrief** - the **BusinessBrief** website - which is updated daily and provides decision-makers with information to make better decisions.

**bbrief Newsletter** - is a free-subscription weekly newsletter that selects the top articles from the **bbrief** website.

### EDITORIAL

**We publish thought-leadership and educational content to provide decision-makers with information to make better decisions.**

Content includes articles, recordings, and videos that embrace all areas of business management - from new thinking, strategy, handy hints, and survey information to recent legislation and court precedent.

All content is sourced, supplied and accredited directly from professionals, consultants and academics, in an easy to read style - free of jargon, buzzwords, legalese and techno-clutter.

With regard to advertising and editorial, we do NOT accept advertising in our publication with a pre-condition of editorial placement. Editorial is published on merit and at no cost to the contributor. In addition, should a contributor wish to advertise in the same edition in which an article is appearing, the placement of the advert will not be near the article. This is done so that readers do not perceive the editorial as advertorial.

### CRITERIA

- Will it help a decision-maker make a better decision?
- Topicality
- Usefulness
- Credibility of source

### REGULAR SECTIONS

- Viewpoint
- Management
- Education & Training
- Legal
- Tax
- Finance & Equity
- Assets & Investments
- Banking & Insurance
- Marketing & Selling
- Human Capital
- Technology
- Process & Operations

### GENERAL INTEREST

- Book reviews\*
- Briefcase - gadgets & giveaways
- Travel & leisure

\* Web page only

### READERS

- Decision makers
- Business owners
- Directors
- Executives
- Managers
- Entrepreneurs
- Professionals
- Consultants
- Academics
- Students

These readers make and influence decisions about the products and services they require and their companies use.

### CPD ACCREDITATION

**BusinessBrief** is accredited for CPD/E (Continuing Professional Development/Education) purposes by a number of professions. Members of these organisations are expressly required or encouraged to read the publication in order to retain their professional qualifications.

### DISTRIBUTION

#### **BusinessBrief**

- Digital
- Individual subscriptions
- Subscriptions by Business Schools, Universities, Professional Bodies, Institutions and businesses

#### **bbrief Newsletter**

- Digital
- Individual subscriptions

### PLEASE NOTE

- All rates exclude VAT, which will be charged at the applicable rate at time of invoice.
- All prices exclude agency commission.
- Special positions and inserts by negotiation and availability.
- The publisher cannot be held responsible for any errors in the final posted advert due to incorrect material supplied by the advertiser or their agent.
- With effect from 1 January 2024.
- E&OE.



## CONTACT US

### ADVERTISING








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## BUSINESSBRIEF MAGAZINE RATES 2024

			SIZE (mm)			NUMBER OF INSERTIONS			
			TYPE	TRIM	BLEED	RATE PER INSERTION			
			W x H	W x H	W x H	CASUAL	2 - 3	4 - 5	7+
Double Page Spread	Aa		400 x 255	420 x 275	430 x 285	R110,200	R104,690	R101,940	R99,180
Full Page	Ab		190 x 255	210 x 275	220 x 285	R58,000	R55,100	R53,650	R52,200
Half Page	Ba		95 x 255	105 x 275	115 x 285	R31,900	R30,300	R29,500	R28,710
	Bb		190 x 127	210 x 137	220 x 147				
Third Page	Ca		60 x 255	70 x 255	80 x 255	R22,240	R21,120	R20,570	R20,010
	Cb		190 x 82	210 x 92	220 x 102				
Quarter Page	Da		95 x 127	105 x 137	115 x 147	R17,400	R16,530	R16,090	R15,660
	Db		190 x 59	210 x 69	220 x 79				
Eighth Page	Ea		95 x 59	105 x 69	115 x 79	R9,060	R8,610	R8,380	R8,150
Sixteenth Page	Fa		95 x 25	105 x 35	115 x 45	R4,710	R4,480	R4,360	R4,240
<b>MAGAZINE DEADLINES</b> BusinessBrief is published alternate monthly, in the first week of the first month of the dateline			<b>ADVERTORIAL, CORPORATE PROFILES &amp; SUPPLEMENTS</b> <ul style="list-style-type: none"> <li>Bookings - Two weeks prior to publication</li> <li>Material - Two weeks prior to publication</li> </ul>			<b>TECHNICAL DATA</b> <ul style="list-style-type: none"> <li>All advertising material must be supplied as a print-optimised PDF (PDF X-1A) file</li> <li>The following artwork formats are preferred - PDF or JPEG</li> <li>Ads must conform with the size specifications (type, trim &amp; bleed) as per the table above. All text to be within the type area</li> <li>A digital colour proof must be supplied to be used as a colour reference</li> </ul>			
<b>ADVERTS</b> <ul style="list-style-type: none"> <li>Bookings - Two weeks prior to publication</li> <li>Material - Two weeks prior to publication</li> </ul>			<b>MATERIAL REQUIRED</b> <ul style="list-style-type: none"> <li>Word count per full page, 500 - 550 words</li> <li>All copy, high resolution pictures and logos must be supplied on memory stick, cloud transfer or via email</li> <li>Prices allow for a maximum of three changes</li> </ul>						

## BBRIEF WEBSITE RATES 2024

BANNERS			SIZE (pixels)		RATE PER INSERTION		
			W x H		1 - 3	4 - 6	7+
<b>HORIZONTAL</b>							
<ul style="list-style-type: none"> <li>On Masthead</li> <li>Article</li> <li>Home Page</li> </ul>	H1 H2 H3		700 x 90		R8,060	R7,660	R7,460
			728 x 90		R4,720	R4,480	R4,360
			1,000 x 90		R8,640	R8,200	R7,990
<b>VERTICAL</b>							
<ul style="list-style-type: none"> <li>Home Page &amp; Article</li> </ul>	V1 V2 V3 V4 V5		300 x 75		R1,890	R1,800	R1,750
			300 x 150		R3,600	R3,420	R3,330
			300 x 250		R5,700	R5,410	R5,270
			300 x 350		R7,770	R7,380	R7,190
			300 x 350		R7,770	R7,380	R7,190
			300 x 600		R12,600	R11,970	R11,650
<b>SPONSORED CONTENT</b>					<b>RATE PER INSERTION</b>		
<ul style="list-style-type: none"> <li>Articles, Podcasts &amp; Vidcasts</li> <li>Social Media Promotion</li> </ul>	S1 Sm				1 - 3	4 - 6	7+
					R6,500 R2,500	R6,170 R2,380	R6,010 R2,310
<b>WEBSITE DEADLINES</b> <ul style="list-style-type: none"> <li>Adverts will be posted within 48 hours of approval of artwork</li> <li>All adverts are sold on a rotational basis unless a premium, non-rotational advert is booked</li> </ul>			<b>TECHNICAL DATA</b> <ul style="list-style-type: none"> <li>All advertising material must be supplied as either a jpg, png or gif file</li> <li>Ad sizes must conform with the size specifications as per the table above</li> <li>Correct e-mail and website addresses are to be supplied for hyperlinking purposes</li> <li>Sound recordings &amp; video - maximum size 64 MB per file</li> </ul>				
<b>SPONSORED ARTICLES</b> <ul style="list-style-type: none"> <li>Sponsored articles remain onsite indefinitely</li> </ul>							

## BBRIEF NEWSLETTER RATES 2024

BANNERS			SIZE (pixels)		RATE PER INSERTION		
			W x H		1 - 3	4 - 6	7+
<ul style="list-style-type: none"> <li>Above Masthead</li> <li>Standard</li> </ul>	N1 N2		728 x 90		R3,900	R3,700	R3,600
			728 x 90		R2,700	R2,560	R2,450
<b>NEWSLETTER DEADLINES</b> <ul style="list-style-type: none"> <li>The newsletter is published every Thursday</li> <li>Advertising material required 48 hours before newsletter send</li> </ul>			<b>TECHNICAL DATA</b> <ul style="list-style-type: none"> <li>All advertising material must be supplied as either a jpg, png or gif</li> <li>Ad sizes must conform with the size specifications as per the table above</li> <li>Correct website address to be supplied for hyperlinking purposes</li> </ul>				