

**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 526 000 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 43 800	<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
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
BUILDING & CONSTRUCTION	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 526 000 newsletter subscribers

## WEBSITE

BANNER	SIZE	COST
Super Leaderboard	970x90	CPMR350
Top Leaderboard	728x90	CPMR300
Medium rectangle 1st & 2nd position	300x250	CPMR350
Double rectangle	300x600	CPMR400
Double banner	490x100	CPMR280
Expanding banners/rich media		CPM+R75
Slider ad	300x250	CPMR425
Page wrap		CPMR425

## MOBILE

BANNER	SIZE	MOBILE SITE COST
Mobile Header	300x50	CPMR120
Mobile Article	300x100	CPMR120
Mobile Medium Rectangle	300x250	CPMR120

## 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 'BIZCOMMUNITY.com Daily industry news' and a 'Leaderboard 728 x 90' ad. Below the navigation, the main content area features a 'Marketing & Media' section with a 'Medium Rectangle 300 x 250' ad. A 'Skyscraper 160 x 600' ad is positioned on the right side. A 'Pagewrap' ad is shown on the left side. The main content includes 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', and 'BIZ TAKEOUTS'. At the bottom, there's a 'Footer 728 x 90' ad and a 'Subscribe' section.

The screenshot shows a mobile device displaying the Bizcommunity.com website. At the top, there's a search bar and the Bizcommunity.com logo. Below the navigation, there's a 'Marketing & Media' section with a 'Tribute to Nelson Mandela... Celebrate Madiba's life...' article. There are also sections for 'Mobile: The store of the future' and 'Cape Times editor fired'. The mobile interface includes a 'prev' and 'next' navigation bar.

**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
South Africa and International	2 726 000	464 400
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 526 000 newsletters subscribers across 20 industry sectors daily or weekly. Ideal for regular or tactical communications**

**REACH** 7.3 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
Marketing & Media	284 600	<a href="#">DAILY, WEEKLY</a>
Marketing & Media : Africa	44079	<a href="#">VIEW DAILY, VIEW WEEKLY</a>
Retail	59 200	<a href="#">DAILY, WEEKLY</a>
IT & Telecommunications	26 600	<a href="#">WEEKLY</a>
Healthcare	24 200	<a href="#">WEEKLY</a>
Finance & Insurance	20 700	<a href="#">WEEKLY</a>
Lifestyle & Entertainment	18 200	<a href="#">WEEKLY</a>
Human Resources & Recruitment	15 400	<a href="#">WEEKLY</a>
Tourism, Travel & Hospitality	14 400	<a href="#">WEEKLY</a>
Education & Training	13 900	<a href="#">WEEKLY</a>
Building & Construction	13 300	<a href="#">WEEKLY</a>
Manufacturing	12 000	<a href="#">WEEKLY</a>
Logistics & Transport	9 500	<a href="#">WEEKLY</a>
Property & Real Estate	8 600	<a href="#">WEEKLY</a>
Legal	7 700	<a href="#">WEEKLY</a>
Agriculture, Horticulture & Forestry	7 100	<a href="#">WEEKLY</a>
Automotive	6 900	<a href="#">WEEKLY</a>
Energy & Mining	5 900	<a href="#">WEEKLY</a>
CSI & Sustainability	4 700	<a href="#">WEEKLY</a>



## 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 20 industry websites or niche categories most relevant to your brand or target prospects eg Digital, PR, CSI or Finance, GreenBiz 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

### SPECIAL FEATURES

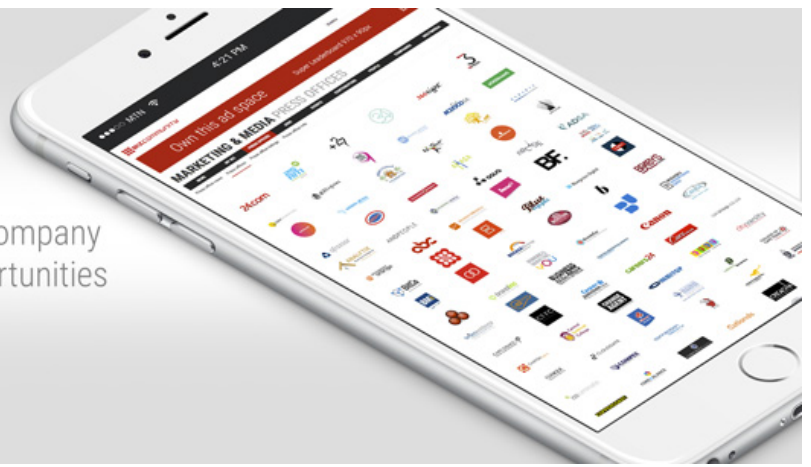
**A selection of high exposure, high value, high engagement editorial sponsorship opportunities**

- 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, 526 000 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**

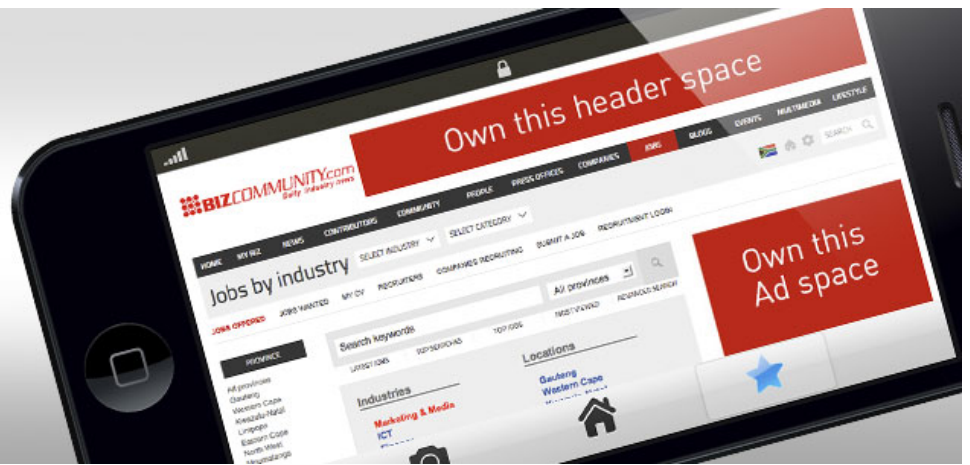
**Cost-effective personalised content writing service recommended for companies without an existing content provider**

- 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 7.3 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 526 000 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:

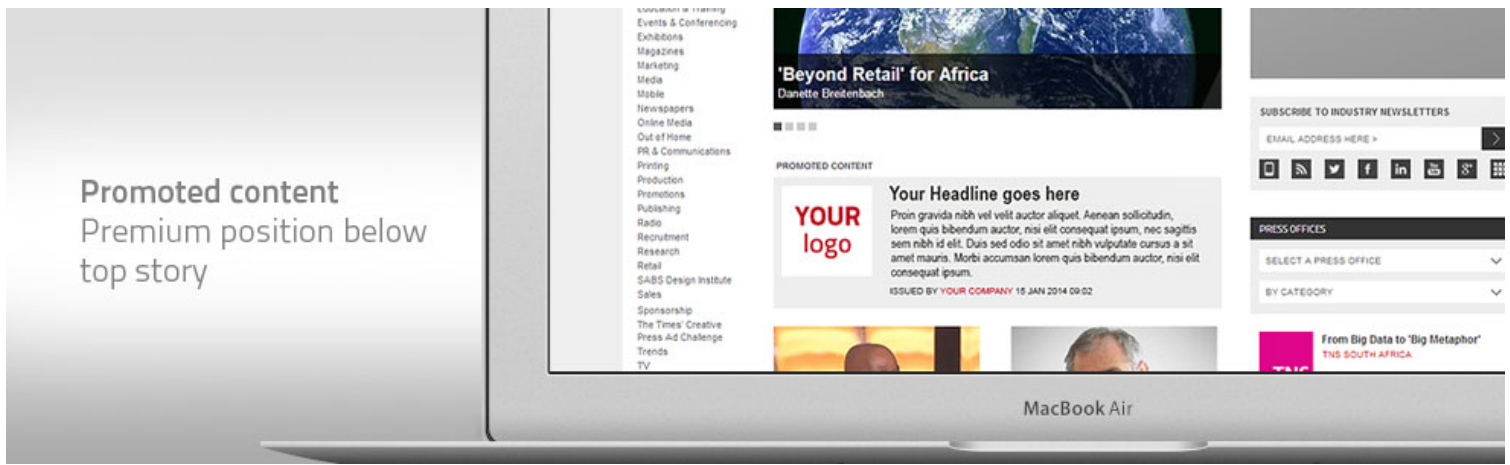
- 4 weeks website double banner in one industry as ROS
- 4 newsletter double banner inserts in one industry newsletter
- 1 press release, which can include gallery images
- 1 Featured Event listing
- Campaign report

### 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 43 800 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](mailto:marketingnews@bizcommunity.com). To advertise or for sponsorship opportunities email [biztakeouts@bizcommunity.com](mailto: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 ▶