

**BusinessDay**

*2018 Edition*

# EMPOWERMENT

**A NEW ERA OF  
TRANSFORMATION**

**Business Day Empowerment** provides a comprehensive overview of the work of our country's most empowered companies in building a more developed social and economic environment for current and future generations. Published annually for Business Day, South Africa's oldest and most established "all business" daily newspaper, this comprehensive souvenir quality annual is sent directly to the full subscriber database of Business Day daily (20 000 copies) ensuring delivery of your message to an audience of distinction.

A vibrant country with unique economic and social circumstances, South Africa is deeply engaged in a process of redevelopment geared towards addressing the inequalities in our society and creating a vibrant economically productive nation which offers opportunity for all citizens regardless of their backgrounds. This situation presents an excellent opportunity for South African corporates to demonstrate the

value of structured Corporate Social Investment initiatives designed to empower and improve the life standards of millions of our citizens in building a socially and economically cohesive nation. Business Day Empowerment 2018 edition will provide a all-embracing overview of the work of South Africa's key corporations and the individuals that lead them in growing the economy and society in which we live and work.

## **PUBLICATION**

Business Day Empowerment will be a 200-plus page glossy magazine with a print run of 20 000.

## **FREQUENCY**

Annual

## **DISTRIBUTION**

The publication will be sent directly to the subscribers of Business Day and will also be distributed to a database of South Africa's most influential business people

## **INVOICING**

On publication

## **MATERIAL DEADLINE**

To be advised by the production department

# 2019 RATE CARD

INSIDE FRONT COVER DPS	R 75 950
SECOND INSIDE FRONT COVER DPS	R 73 950
PAGE OPPOSITE FOREWORD (2 POSITIONS AVAILABLE)	R 45 950
OPPOSITE CONTENTS	R 45 950
INSIDE BACK COVER	R 49 950
OUTSIDE BACK COVER	R 59 950
A4 FULL COLOUR	R 43 950
DPS	R 69 950
COMPANY PROFILE (LIMITED POSITIONS AVAILABLE) 1 pg A4 advertisement + 3 pg editorial	R 99 950

Should you require further information, please contact  
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H I G H B U R Y  
M E D I A

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