



The global community stands on the frontier of an age in which environmental sustainability features uppermost in terms of future business development. **Business Day Earth** aims to showcase corporate South Africa's efforts at maximising environmental sustainability.

A comprehensive and authoritative publication encompassing a thorough overview of the economic sectors of South Africa, their role in the economy and their collective environmental impact, **Business Day Earth** also looks at the success stories in the ongoing campaign to reduce the impact of human socio-economic development on our planet.

THEY TRUST US



PUBLICATION

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

FREQUENCY

Annual.

INVOICING

On publication.

MATERIAL DEADLINE

To be advised by the production department.

DISTRIBUTION

Business Day newspaper subscribers and readers (10 000 copies to subscribers and to readers at selected outlets on an insertion basis with the newspaper.)

Key corporate executives (2 000 copies hand-delivered to the offices of CEOs, CFOs and other directors of selected key South African corporates.)

Foreign embassies (1 000 copies delivered to the commercial attaches of all foreign embassies in South Africa.)

Business traveller distribution points (7 000 copies to prime traveller transit locations: the majority of these are lounges at all the major local airports. This will last for a year and as copies are removed from lounges they will be replenished. Copies will also be displayed at selected four star and five star hotels in South Africa.)

2021 RATE CARD

INSIDE FRONT COVER DOUBLE PAGE SPREAD	R 75 950
SECOND INSIDE FRONT COVER DOUBLE PAGE SPREAD	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
DOUBLE PAGE SPREAD	R 69 950
A4 FULL COLOUR	R 43 950
CORPORATE INTERVIEW PROFILE 2 pg corporate personality interview (Cost includes Journalist and Design)	R 74 950
SPECIAL COMPANY PROFILE (4 POSITIONS AVAILABLE) 1 pg A4 advertisement + 3 pg editorial	R 99 950
6 page PREMIUM PACKAGE (LIMITED POSITIONS AVAILABLE) advertisement + editorial + 2 pg leadership Q&A	R 144 950

All the above rates excluding vat

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Highbury Media (Pty) Ltd 2004/O31056/07