

# 2022 RATE CARD ISSUE14



**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 plus via other key distribution channels 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 2022 edition will provide an 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.

## THEY TRUST US



## PUBLICATION

Business Day Empowerment will be a 200-plus page glossy magazine

## 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.)

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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
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

Should you require further information, please contact  
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