

# BUSINESS UPDATE

A publication for progressive business



## RATE CARD 2021

*Business Update* is the official magazine of the ANC Progressive Business Forum (PBF). It reaches business leaders of companies that are PBF subscribers and other influential government leaders.

The magazine presents the views of the country's foremost leaders, thinkers and business practitioners drawn from diverse fields of business. Its objective is to assist business to be good corporate citizens in the pursuit of a successful and progressive South Africa.

The content features the activities of the PBF as well as providing insights on legislation, advice on growing a business, information on support programmes for business, and useful know-how for every businessperson and career-driven individual.

*Business Update* is a primary communication channel between the PBF and its subscribers. It is the ideal vehicle for advertisers to speak to these subscribers directly.

### DISTRIBUTION

*Business Update* is distributed in print and electronic formats.

Print editions are distributed by the PBF to:

- ANC Members of Parliament
- ANC National Executive Committee members
- Ministers & Deputy Ministers
- New subscribers of the PBF
- PBF events

Electronic editions are published via Issuu.com and PressReader.

Each issue is:

- Emailed to a database of ±20 000 PBF stakeholders
- Promoted via Facebook to the PBF's ±7 500 followers.

### ANNUAL PUBLICATION SCHEDULE

January | May | September

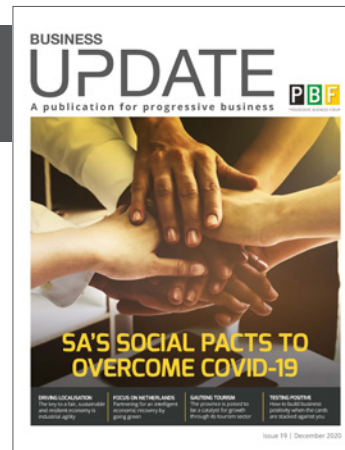
### PUBLICATION SPECIFICATIONS

Size: 275mm x 210mm

Cover and Text: 90gsm Gloss

Pages: Approx. 48

Print Run: 2000 | Circulation: Approx. 6 000



### ADVERTISING RATES

Advert Size	Excl. VAT	Incl. VAT
Double Page	R26 000	R29 900
Full Page	R17 000	R19 550
Half Page	R8 500	R9 775
Company Listing (1/9th Page)	R3 400	R3 910

Prime Positions	Excl. VAT	Incl. VAT
First Double Page Spread	R30 000	R34 500
Page in First 20 Pages	R20 000	R23 000
Outside Back Cover	R25 000	R28 750

- All rates exclude Agency Commission.
- Full payment before publication is required to complete the order.
- Rates include 2 complimentary copies of the magazine.

### MATERIAL DEADLINES

16 April 2021 • 13 August 2021 • 3 December 2021

### MATERIAL SPECIFICATIONS

SIZE (Height x Width)	TRIM (mm)	BLEED (mm)	TYPE AREA (mm)
Double page spread	275 x 420	285 x 430	255 x 190 (per page)
Full page	275 x 210	285 x 220	255 x 190
Half page horizontal	138 x 210	148 x 220	118 x 190
Company Listing	72 x 58	n/a	n/a