

BUSINESS UPDATE

A publication for progressive business



RATE CARD 2018

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

Capitalising on the PBF's reach and access, the magazine presents the views of the country's foremost leaders, thinkers and business practitioners drawn from all fields of business. Its objective is to assist business, in particular, the members of the PBF, to be good corporate citizens in the pursuit of a successful and progressive South Africa.

Expert contributors from the public and private sector provide a holistic perspective on doing business in South Africa's unique corporate environment. The content offers helpful insights on legislation, advice on growing a business, information on support programmes for business owners, and other useful know-how for every businessman and career driven individual.

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

DISTRIBUTION

Business Update is distributed by the PBF to:

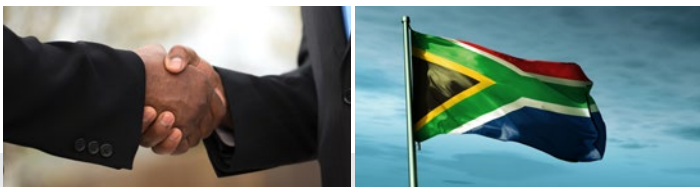
- More than 5 000 member companies of the PBF
- ANC National Executive Committee members
- Ministers & Deputy Ministers
- Premiers & Provincial MECs
- ANC Members of Parliament
- Mayors and Officials of ANC-controlled municipalities
- Directors General of government departments
- SA Embassies abroad
- Foreign Missions in SA.

PUBLICATION SCHEDULE

September & March

PUBLICATION SPECIFICATIONS

Size: 275mm x 210mm
Cover and Text: 90gsm Gloss
Pages: Approx. 64
Circulation: Minimum 6 000



ADVERTISING RATES

Full Page	R18 000
Double Page	R30 000
Half Page	R10 000

Company Profiles

Full Page	R18 000
Half Page	R10 000

Prime Positions

First DPS	R35 000
Second DPS	R32 000
Page in First 20 Pages	R20 000
Outside Back Cover	R25 000

- All rates exclude VAT and Agency Commission.
- Full payment before publication is required to complete the order.
- Rates do not include the design or making up of adverts. Any design work performed will be additionally charged for.
- Rates include up to 5 complimentary copies of the magazine.

MATERIAL DEADLINES

15 August 2018 & 13 March 2019

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