

# BusinessDay

NEWS WORTH KNOWING



## Product Overview

Business Day is South Africa's most influential and respected daily newspaper, offering incisive coverage of business, politics, labour and other current affairs, written by some of the country's award winning journalists. Business Day is a highly effective communication tool which should form part of any Investor Relations campaign. By using Business Day, you will keep your current investors informed while recruiting new ones. 74% of business people read newspapers in their spare time. Newspapers continue to be the primary, most useful and most trusted medium for business/financial information.

- **Readership: 79,000**
- **Circulation: 23,614**
- **Advertising Rates: R91,416.00 (39 x 8 FC)**
- **Online Traffic: 1,004,056 unique browsers and 4,485,308 page impressions**  
<http://www.businesslive.co.za/>

Since Business Day is targeted at a niche audience there is very little wastage. Some details of our impressive audience;

- **Eight in ten readers are key decision-makers in their companies/divisions (SABRE)**
- **One in five use an ipad/tablet computer to access the internet (SABRE)**
- **38% personally own unit trusts (SABRE)**
- **Average monthly personal income R58,969 (SABRE)**

• **Psychographics:** Business Day readers are the high achievers of South African business. They are positive about the current business environment. Our readers are successful, active and receptive to new ideas, liberal, free-thinking, independent, self-advancing and materialistic. They are creative, analytical thinkers, who are technologically inquisitive, critical consumers. Almost all Business Day readers believe that advertising is a useful source of information. They like trying new products that they see/hear advertised, and don't mind paying more for a well-known brand. They care for the environment and consciously seek products which are eco-friendly.

SOURCE: AMPS 2015AB, TGISA, ABC Jul-Sep 2016, SABRE, Effective Measure Stats October 2016