Business Times





Product Overview

Sunday Times Business Times is the widest reaching business title in the country. Who are the movers and shakers behind business in South Africa today? Business Times award-winning teams of journalists look at the people and issues behind South Africa's largest and best-known companies and offer comprehensive analysis of today's business trends. The pages play host to the views of leading commentators on the big business and economic stories of the moment.

•Readership: 2,295,000

 more than double the readership of the second most read business title or supplement 1,422,000 read no other business newspaper supplement or magazine, 62% exclusive readership

•Circulation: 283,360

•Advertising Rates: R287,664 (39 x 8 FC) – CPT of R125.34

•Demographics:

- Average HH income R24,782 (vs. R12,267 national average)
- Average Age 40
- Three in four readers are in LSM 7-10
- **45% have a tertiary qualification** (vs the norm of 15%)

•Psychographics: Business Times readers spend an hour and a quarter paging through this supplement. One in four read every single word printed – much higher than other business publications. Close on nine in ten display a high emotional attachment to the title, claiming it would matter to them if they were not able to read this supplement every Sunday. 94% rate the Business Times as excellent, very good or good. Sundays allow for a more thorough read of business news.