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Business Day is the premier business publication in South Africa, an invaluable resource for business people, investors, and professionals to understand in depth everything from the macro economic and political environment to the micro of individual businesses, their opportunities, prospects and challenges. In addition, we provide a broadly open forum to debate the issues of the day, and fact-based, data-driven analysis of everything from political developments to social trends to the drivers of economic upliftment. We also cover with depth and character, recreation including sport and culture, as well as focusing on three major verticals; law, motoring and property.

Business Day readers like to keep abreast of the changes in their industry and read a lot to stay informed. They like giving out advice and belong to at least one committee at work, their kids' school, local society or sport club. They are also the decision makers at their place of work when it comes to buying products or services.



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PRINT READ-O-GRAPHICS

- 65% print readers pick their copy up 2 or more times before they have finished reading it
- 75% spend half an hour or more reading a copy
- 43% of print readers read 5 out of 5 issues in a week

Average monthly household income: R24,967



The premier business publication in South Africa

DEMOGRAPHICS



58% Male
42% Female



National Reach
60% Gauteng / Western Cape / KwaZulu-Natal



65% SEM H
29% SEM M



29% Matric
50% Post Matric



85% Black
15% Coloured / Indian / White



45% Married/With Partner
52% Single/Divorced



59% 15-34 y.o.
42% 35+ y.o.
Average age: 32



64% employed