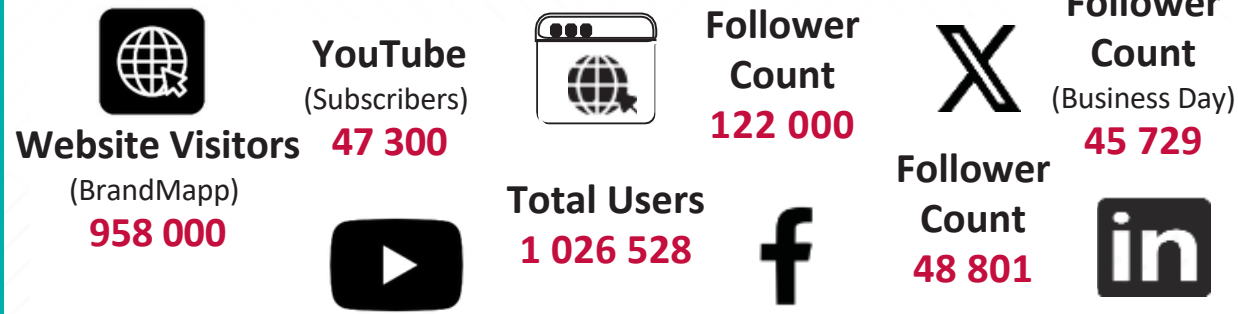


Businessday.co.za has a business focus, providing news & information that is relevant to a specific sector of the population.

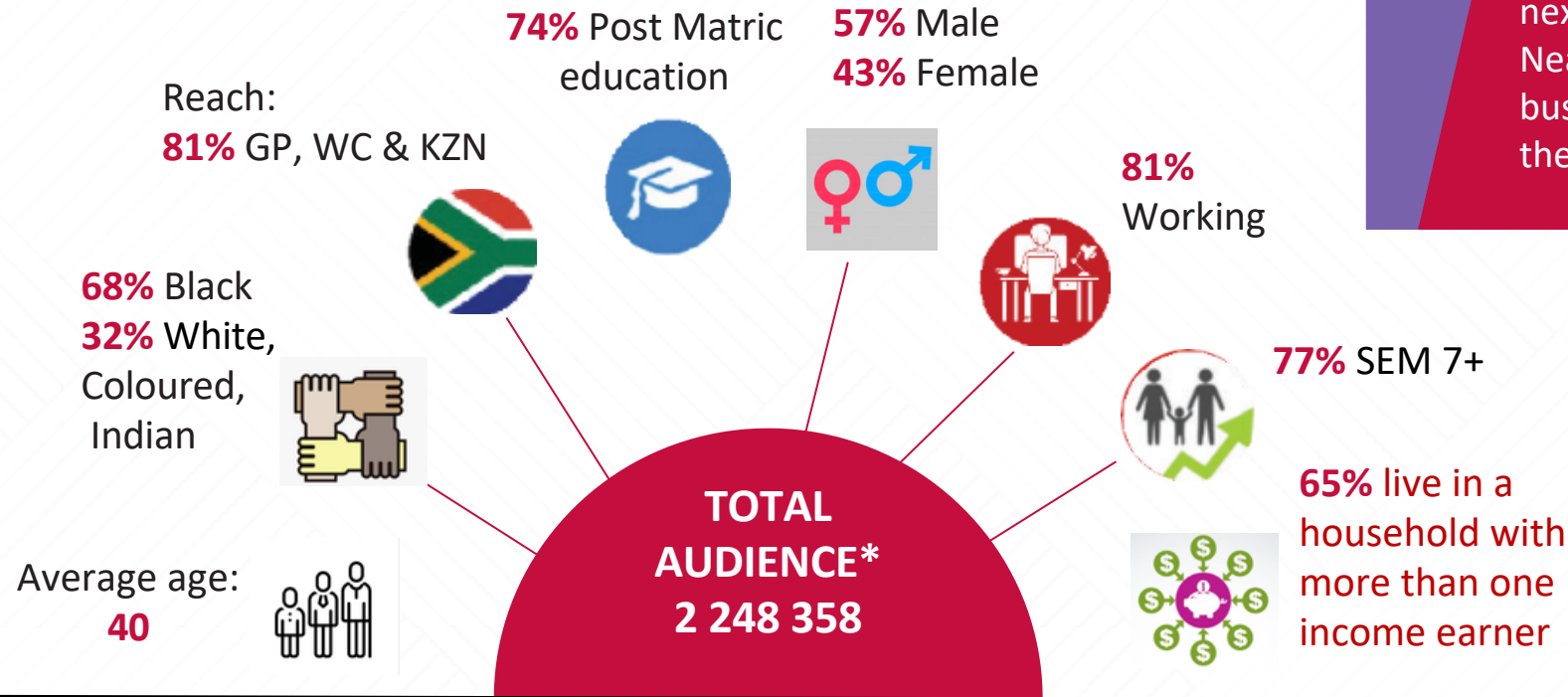


Sections include:

- Markets
- Opinion
- News
- Economy
- Companies
- Politics
- Investment
- Sport & Lifestyle
- Company news covers, among others:
- Mining
- Industrial
- Financial services
- Energy
- Telecoms
- Agriculture
- Retail and consumers

PSYCHOGRAPHICS

The audience is more likely to have shares, unit trusts, money market accounts, education policies and cryptocurrencies. They have sufficient income to be eligible for a variety of financing options. They pay for insurance products such as medical aid and short-term insurance. They are planning a holiday in the next year. Nearly half have attended a business conference or Indaba in the past year.



Average monthly income

Household	R49 548
Personal	R37 390



*Total audience = Website Visitors (BrandMapp) + Web Users + Social Media followers.

Sources: BrandMapp 2025, Google Analytics Jan 2026, Social Media Jan 2026