



BDFM is made up of Business Day, Financial Mail and Summit publications. Collectively, these publications strive to be a concise and complete informational resource appealing to SA's business community.

Business Day provides on the pulse, concise economic information targeted at South Africa's business community. Its balanced content has earned Business Day a very trusted, credible information source and a market leader in its category.

Financial Mail provides the most comprehensive coverage of investment, business, financial, political and social trends within the business sector.

Summit is South Africa's leading business TV channel and has become an integral source of information for the country's business leaders and decision-makers online.

Demographics

BusinessDay

Gender Male 72% Female: 28%
Age Evenly distribute from 25-59 with a bias towards the 30-44 segment.

Education: 77% have a Diploma/Degree while 40% have a post grad degree
 45% have a total annual household income (before tax) of more than R400 000
 55% access the site from work while 37% access it from home
 Occupation: 25% hold Executive/ Managerial positions

Male **72%**

Female **28%**

FINANCIAL MAIL FM

Gender Male 71% Female: 29%
Age Evenly distribute from 25-59 with Average household income is R38,363.

20% of browsers earn a personal income greater than R20,000
 Ethnic back ground is 39% Black, 45% White
 LSM 8, 9 & 10 account 70 % FM readers
 Very educated adults, 50% FM Readers have a National Diploma or University degree

Male **71%**

Female **29%**

SUMMIT

Gender Male 74% Female: 26%
Age Mainly distributed between 25-49 with a bias towards 25-29 and 45-49.

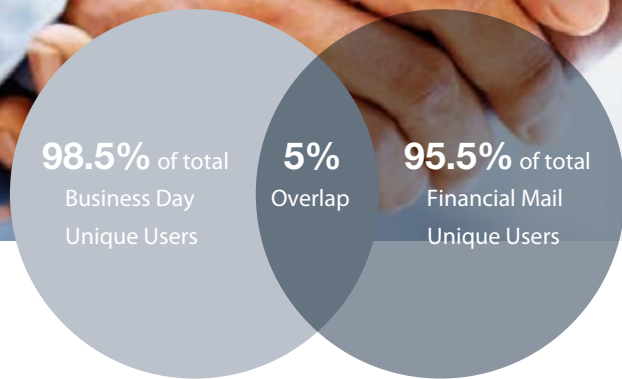
Education: 77.4% have a Diploma/Degree while 34% have a post grad degree
 32% have a total annual household income (before tax) of more than R400 000
 52% speak English while 24% speak Afrikaans
 Occupation: 17% hold Executive/ Managerial positions

Male **74%**

Female **26%**

RATE CARD 2011 | 2012

Overlap of Business Day & Financial Mail



Stats across all the BDFM platforms*

Unique users per month: **220,000 to 260,000**

Ad Impressions per month: **2,700,000 to 3,200,000**

* Nielsen's Netratings - Sneak peak of traffic for the last 6 months



PRICING TABLE - Advertising

STANDARD FORMAT PRICING					RICH MEDIA PRICING	
CATEGORY	Ad placement	Creative Size	Max File Size	CPM Rate	Rich Media 41KB to 100KB (incl video and streaming video)	Interruptive Rich Media (pop under, pop ups, floating banners, expanding banners, fixed banners with floating)
					CPM RATE	CPM RATE
BUSINESS DAY	Top Banner	728 x 90	40KB	R450	R550	R650
	Ad Box	300 x 250	40KB	R450	R550	R650
	Jumbo MPU	300 x 600	40KB	R550	R650	R750
	Content Box	468 x 60 468 x 120	40KB	R450	R550	R650
	ROS Sponsored Link	32 x 22	35 characters incl spaces	R15,000 flat rate	NA	NA
FINANCIAL MAIL	Top Banner	728 x 90	40KB	R450	R550	R650
	Ad Box	300 x 250	40KB	R450	R550	R650
	Content Box	180 x 150	40KB	R450	R550	R650
	Jumbo MPU	300 x 600	40KB	R550	R650	R750
	ROS Sponsored Link	32 x 22	35 characters incl spaces	R10,000 flat rate	NA	NA
SUMMIT	Top Banner	468 x 60	40KB	R450	R550	R650
	Ad Box	300 x 250	40KB	R450	R550	R650
	Skyscraper	120 x 600	40KB	R450	R550	R650
CATEGORY	Number of subscribers	Frequency	Advert Size	Cost per Mailer		
BUSINESS DAY MAILER	7,500	daily	300 x 250	R2,160		
	7,500	daily	468 x 60	R1,620	NA	NA
FM MAILER	8,000	weekly	300 x 250 30KB	R2,304	NA	NA

MINIMUM SPEND R8,000

About Habari Media Habari Media is a local media and marketing agency founded in 2004. It is the online sales arm of the Habari Group and offers the largest reaching online portfolio in Africa. Other members of the Habari group include Habari Direct, Habari Answered and Big Wednesday. Habari's areas of expertise include online and mobile media sales as well as through the line advertising. It provides service to clients across the entire African continent with a company policy that emphasizes meeting and exceeding all expectations. For more information visit habarigroup.com.



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Banners

Mailers