

National distribution

Cape Business News print stats



40 100

readers per edition



EDITORIAL PILLARS

Cape Business News gives you access to:

INDUSTRY
COMMERCIAL
BUSINESS
MANUFACTURING

6 200

print copies per edition

46

annual features

11

print editions

Cape Business News online stats



Media analytics overview - Source: Google analytics January 2018



32 127

unique visitors

A visit is counted every time a user accesses the website. (per month)



55 377

page views

A page view is recorded everytime a page on the site is viewed.



24 200

e-newsletters

Newsletters sent out every day.



2:33

minutes

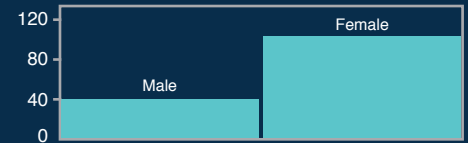
Average time that a user spent on the site.

www.cbn.co.za

Readership profile

Demographics

Female	28%	Male	72%
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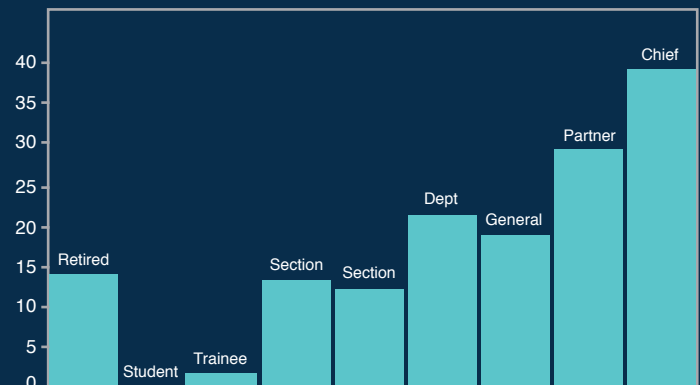
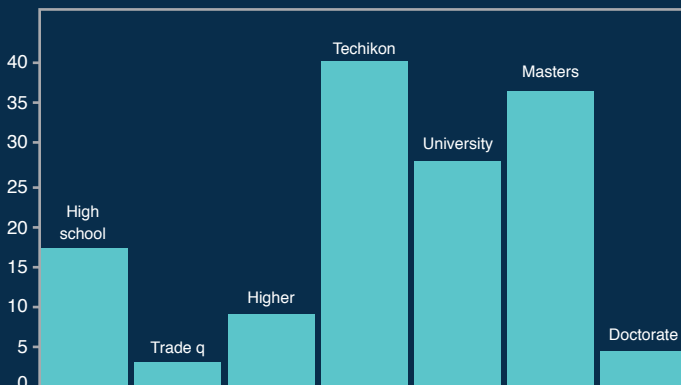


Highest level of education

High school	12%
Trade qualification	2%
Higher trade qualification	6%
Technikon / University of technology diploma	28%
Technikon / University of technology first degree	6%
University first degree	18%
Masters / postgraduate / second degree	25%
Doctorate	3%

Job title

Retired	10%
Trainee	1%
Section / team member	9%
Section / team leader	8%
Department / divisional manager	15%
General manager	12%
Partner / member / director	26%
Chief executive / MD	20%



Survey conducted by

