



Industry



Commercial



Business



Manufacturing

7 Platform Advertising Initiative

Cape Business News, founded in 1980, is a specialist publication that provides business readers with comprehensive news on a monthly basis with extensive coverage of the Cape's general business trends, events, statistics, new products, services and projects. It is primarily a promotional vehicle for companies which have the Cape Business community as a primary target market.

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CAPE Business News

Our news means business

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National Distribution

Cape Business News print stats



41 000

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 July 2019



42 723

unique visitors

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



67 786

page views

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



24 300

e-newsletters

Newsletters sent out every day.



2:33

minutes

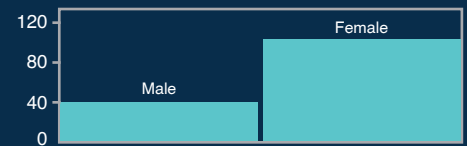
Average time that a user spent on the site.

www.cbn.co.za

Readership Profile

Demographics

Female	28%	Male	72%
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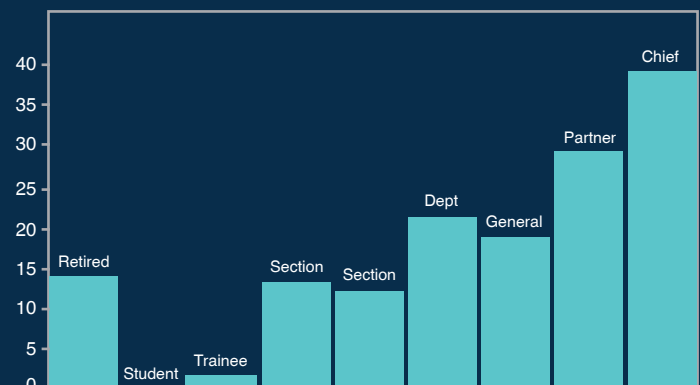
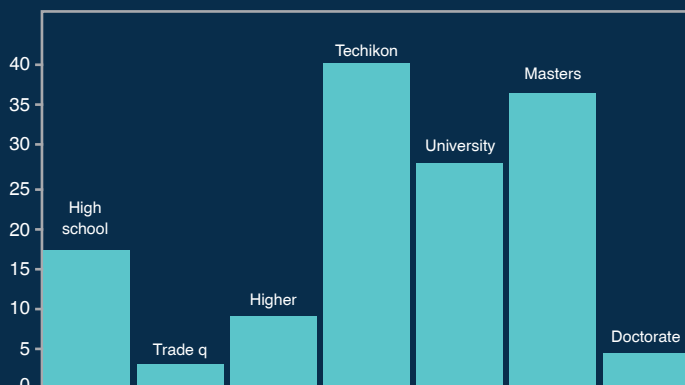


Highest level of education

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



Overview

- Give your advertising strategy maximum exposure with Cape Business News 7 Platform advertising initiative.
- Using 7 advertising mediums to reach your industry specific target market with a reach on nearly 100 000 readers.
- Best of all you save on our special discounted rates

Seven comprehensive mediums used:



Print Advertising

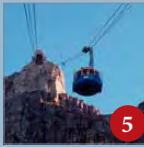

CAPE Business News

FOUNDED 1980

SA: R15.00 (Incl. VAT)

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Western Cape rocks!  Tourism up by 18% 5	Cyber security  Wake up SA! 12	Plans to double Inga's capacity  No money without EIA. 21
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Tricky tides for fishing sector

A HIGH COURT decision which lifts an interdict that precluded the Department of Agriculture, Forestry and Fisheries (DAFF) from awarding hake fishing rights for the inshore trawl fishery is certain to send ominous ripples through the local fishing industry.

The matter dates back to the beginning of the year when large inshore hake fishing enterprise Viking Fishing applied for an interdict to stop a new fishing rights award that would have seen the hake quota spread amongst a multitude of new players. In essence, Viking – which was founded by Nico Bacon way back in 1980 and is now one of the biggest five fishing companies in South Africa – would have lost 60% of its hake catch quota. This development, Viking argued, would render its key hake fishing operation unviable, and ultimately result in massive job losses at its Mossel Bay processing plant.

The DAFF's position stems from a long standing determination to transform the local fishing sector, bringing in more new black participants.

On the surface there has been much transformation in the fishing sector in the last two decades – but perceptions linger that much of the 'catch' is still in the net of white-owned corporations. Currently South Africa's biggest fishing company Oceana is controlled by food brands giant Tiger Brands – which overshadows the significant minority interest of empowerment company Brimstone and a (very rewarding) employee share incentive scheme. Frozen hake specialist I&J is controlled by consumer brands giant AVI, also overshadowing empowerment initiatives. The largest black owned fishing ventures are Premier Fishing – controlled by African Empowerment Equity Investments (AEEI), Sea Harvest (controlled by Brimstone) and the TerraSan Group.

It seems likely that Viking – which does have significant empowerment participation – will appeal the process with the company, in a press release, noting the court's ruling was not unanimous. One of the three presiding judges handed down a dissenting judgement, finding that it did demonstrate a clear right to the interdict originally granted in January.

If the DAFF believes the court decision vindicates its determination to bring new entrants in the hake inshore trawl sector then the billion rand question is whether



the same logic will apply when other fishing rights are awarded in the 2020 catch allocation. This could have serious implications for other industry players – especially those that are not perceived as 'black controlled'.

It's worth remembering that the court ruled that the decision made by the DAFF cannot be said to be "irrational, inexplicable or unreasonable" – which is perhaps understandable considering the importance of increasing the participation of smaller black businesses in the mainstream economy.

Anthony Clark, an analyst at Vunani Securities with a deep understanding of the food and fishing sectors, said the court ruling would have significant upside from 2020 for black-owned and managed fishing companies – both large and small.

He pointed out that the hake inshore trawl and deep water sector was mainly controlled by large companies such as Viking, Oceana, I&J, Lusitania, Mar Pro and Sea Harvest.

He said the 15-year quota allocations announced by DAFF in December 2016 meant the inshore hake quota to be distributed to more entrants and allowed 12 new BEE entrants. This would bring the total number of participants to 27 – and mean existing players would see a reduction in their 15-year quota allocation to allow transformation to start in the fishing sector.

Clark felt that a precedent had been set in the court ruling with DAFF winning an important ruling on transformation. BEE fishing counters are now very well placed to gain better allocation quota in the 2020 process."

What the court ruling does bring into stark relief is a question around the value of empowerment equity participation in companies that are essentially still white controlled.

In press reports Viking CEO Tim Riddell was at pains to stress that the company had scored 92.7% on its BEE scorecard – but that this statistic was disregarded by the DAFF.

This 'overlooking' of a seemingly credible empowerment status was also an issue when Oceana embarked on acquisitions in South Africa – specifically for parts of Lusitania Fishing and for the fishing business of the old FoodCorp group.

Viking, will no doubt, fight on. The company has invested extensively in operations – owning and operating a fleet of 31 fishing vessels as well as sprawling seafood processing facility in Cape Town (with smaller facilities in Mossel Bay and Durban).

While its significant holding in the hake sector is uncertain, the company also holds positions in the small pelagic fishery for sardine and anchovy, west coast rock lobster (see accompanying story) and prawn fishing. In recent years Viking has diversified into fish farming (or aquaculture), holding interests in abalone, finfish, mussel and oyster farms. These operations are, obviously, not subject to government regulated catch allocations.

Interestingly Viking has established a network of factory outlets where fresh and frozen seafood products can be purchased at reasonable prices. Sea Harvest has a similar venture – albeit with a fast food bent – with its fish and chip shop in Sea Point.

If anything, the court ruling in the DAFF's favour suggests the more established Cape Town fishing companies will need to undergo a period of introspection and re-invention.

Oceana has already stressed in its investment presentations that its exposure to DAFF fishing allocation rulings is limited to less than a third of its operations. The Lucky Star canned pilchard business is not dependant on catch allocations, and a large chunk of Oceana's business now lies in Louisiana with the Daybrook fish meal and fish oil operations.

Continued on P2

New smart park in Atlantis.



THIS is the fifth suburb to benefit from the park design that resulted in the City's Recreation and Parks Department receiving an award for excellence from the Institute for Landscape Architecture two years ago.

Smart parks are about bringing quality, durable and creative facilities to previously underserved communities and providing something for everyone – whether they're after passive or active recreation. The City's Organisational Development and Transformation Plan prioritises safe, integrated communities and excellence in basic service delivery and the smart parks embody all of these priorities.

Built at a cost of just over R12 million, the park in Atlantis boasts a multipurpose lawn area with large trees that provide shade for picnics and general relaxation. The play area features custom-designed equipment for toddlers as well as an adventure play area for older children. For the lovers of sport and exercise, there is a synthetic pitch and multipurpose court that can accommodate various sporting codes, an outdoor gym for calisthenics, and pathways for a leisurely stroll or jog.

"Our smart parks are essentially about bringing quality facilities to people's doorsteps – facilities that are inclusive because they offer something for everyone. It's an opportunity for communities to come together in ways that they may not have been able to before. More importantly, these parks have raised the bar with their innovative design and construction methods that use materials sensibly and efficiently. We have to think outside the box if we are to adequately address our societal

Continued on P4



Bonfiglioli
Forever Forward
Unit 1 Platinum Park
Platinum Crescent
Montague Gardens
Cape Town
Tel: 021 551 2660
Fax: 021 551 5697
www.bonfiglioli.com

- Monthly publication
- Advertisement sizes may differ from example
- Targeted distribution

Example of print advertisement

Online Banner Advertising

The screenshot displays the Cape Business News website layout with various banner ad positions identified by numbered callouts:

- 1** LHS Mega Banner (532 x 90 px)
- 2** RHS Mega Banner (532 x 90 px)
- 3** LHS Leader Board Banner (360 x 70 px)
- 4** RHS Leader Board Banner (360 x 70 px)
- 5** RHS Skyscraper Banner 1 (324 x 220 px)
- 6** RHS Skyscraper Banner 2 (324 x 220 px)
- 7** Mid Mega Banner (694 x 95)
- 8** RHS Banner 1 (324 x 110 px)
- 9** RHS Banner 2 (324 x 110 px)
- 10** RHS Banner 3 (324 x 110 px)
- 11** RHS Banner 4 (324 x 110 px)

The website header includes the date "THURSDAY, JANUARY 3, 2019" and navigation links: "CBN", "ADVERTISE", "ABOUT", "SUBSCRIBE TO NEWSLETTER/MAGAZINE", and "CONTACT US". The main content area features news articles such as "Elon Musk wants to open Tesla store in SA", "Good news brewing for Cape Rooibos farmers", "All Eskom wants for Christmas is a R100bn government bailout", and "SA property disruptor confirms latest investment". The footer section is titled "BELOW THE FOLD ADS | 7 - 10".

Hot products

Make the Cape Business News community aware of the latest and greatest new products and services. Plus enjoy additional mileage through the daily e-newsletter.

Video

Be a part of our fortnightly CBN Review which is designed specifically to give an overview of the news for that week.

e-Newsletter

Reach over 24 300 industry professionals in our daily newsletter with targeted messages to potential and existing clients that houses links to videos and website editorials.

Print

Combine your online marketing with our publication Cape Business News, the no.1 business newspaper for the Cape distributed throughout the Western Cape. Circulation – print (6 200 copies) digital (24 300).

Cape Business News website

- Valid for 1 month

 24 300 subscribers

Targeted Newsletter

CAPE Business News

The No. 1 business newspaper for the Cape

Latest Articles [Click to view](#)



Warehouse & distribution space that's unparalleled...

Mill Road Industrial Park is situated in the established industrial area known as Bellville South and offers 40,000m² of premium-grade warehouse and office space.

Located approximately 10km from the airport via Robert Sobukwe Drive, Mill Road Industrial Park offers warehouse and distribution space that retains an optimum rectangular plan and offers a very generous internal clear height. A safe and secure park, there are also several energy and water efficiencies that have been included in the design of the industrial park.

Warehouse design

- The warehouses are sprinkler protected at roof level and offer sprinkler tanks and pumps, which have the capacity to accommodate in-rack sprinkler systems
- They are all fitted with ample roller shutter doors and are designed to allow for raised docking platforms and the installation of dock levellers
- The warehouse entrances are separate from the office component and offer a canteen and kitchen area for warehouse staff

Office design

- The air-conditioned offices are of a contemporary modern design and are articulated with a dark face brick and attractive, deep-set window and door openings
- The main entrance includes a reception and meeting area
- A naturally-lit staircase leads to an open-plan first floor office area with tea kitchen, ablutions and balcony area

[Click here to read the brochure](#)

www.cbn.co.za | [Unsubscribe](#)

Targeted electronic newsletter

- 1** Targeted HTML mailer
- 2** One day execution
- 3** Distributed to 24 300 subscribers

Video



- Video production
- Production and distribution of video on our platforms

Cape Business News Webinars



Take advantage of this opportunity to increase your industry exposure and get connected to professionals in your market.

Ensure your company receives exposure to a focused audience through a pre event and real time promotion by sponsoring a Cape Business News Webinar!

Benefits

Targeted Audience: Reach and engage a specific targeted group. Thanks to the interaction during a webinar you gain insights to your audience.

Webinars have a long shelf life: All webinars are recorded allowing you to use the content for promotional purposes post webinar. As an added bonus the webinar is loaded on the Cape Business News website.

Webinars save time and money: Long journeys to host conferences involve travelling time and expense. Webinars hosts and participants are able to join with ease from any location, any time.

Cape Business News's webinars are promoted to over 24,000+ digital subscribers including an additional 10,000 third party recipients.

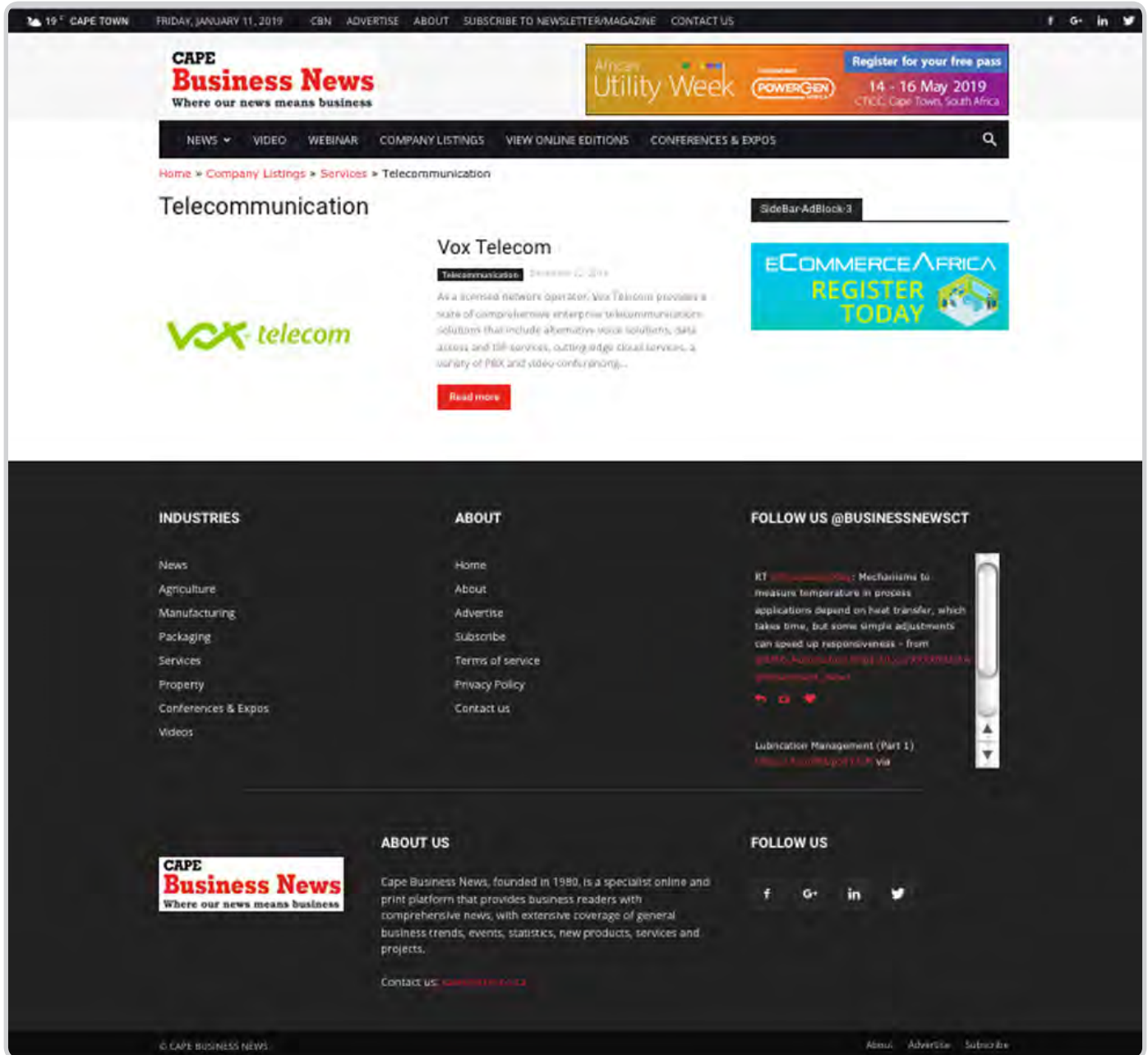
Sponsorship option 1 Includes:

- Hosting and delivering the webinar content (30-60 minutes)
- Logo placement on the webinar promotion mailer invite outlining the host and content
- Logo placement on 3 additional reminder mailers prior to the webinar
- Logo placement on the mailer to participants on the day prior to hosting
- Post production and hosting of the webinar on the Cape Business News website

Sponsorship option 2 Includes:

- Logo placement on the webinar promotion mailer invite outlining the host and their content
- Logo placement on 3 additional reminder mailers prior to the webinar
- Logo placement on the mailer to participants on the day prior to hosting
- 1 Minute live commercial presentation or video prior to the start of the webinar
- 1 Dedicated commercial HTML mailer to over 24,000 Cape Business News digital subscribers

Company Listings



- Valid for one year
- Company logo
- Detailed organisational description
- Site map to company location

Agreement

Gold Package (per edition)

- Print advert
- Banner ad (any ad of your choice* for one month)
- Daily mailer (4 banner ads per month)
- Listing (1 year)

** Terms & conditions apply*

20% DISCOUNT

ask your representative
for a quotation

Silver Package (per edition)

- Print advert
- Banner ad (any ad of your choice* for one month)

** Terms & conditions apply*

15% DISCOUNT

ask your representative
for a quotation

Bronze Package (per edition)

- Print advert
- Daily mailer (4 banner ads per month)

** Terms & conditions apply*

10% DISCOUNT

ask your representative
for a quotation