

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 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

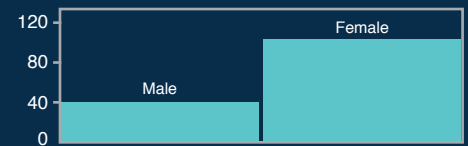
Average time that a user spent on the site.

www.cbn.co.za

Readership profile

Demographics

Female	28%	Male	72%
--------	-----	------	-----

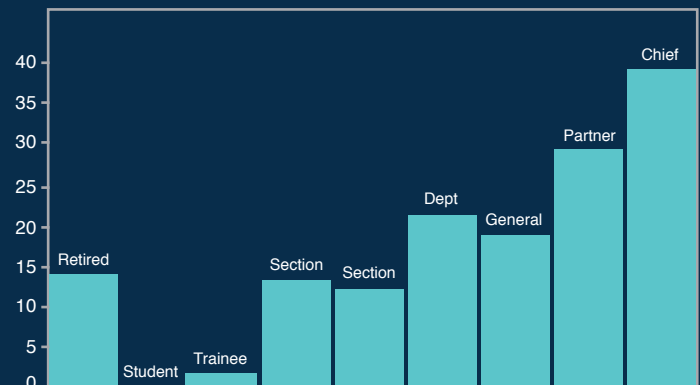
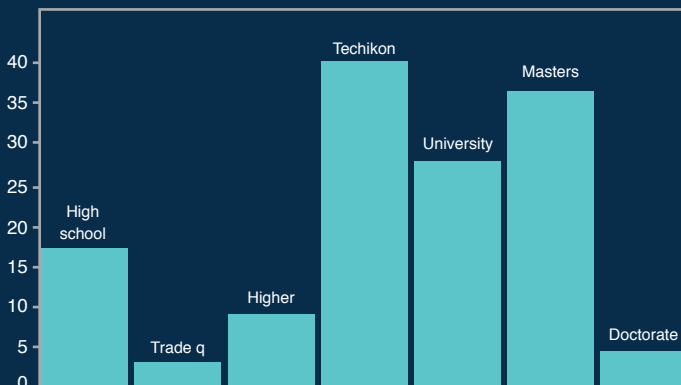


Highest level of education

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



Cape Business News HTML (Targeted Mailer) Specifications

Your HTML mailer is an excellent medium to promote special promotions or your brand to a large targeted database.

We would like to assist with the design by suggesting the following specifications for optimal results:

- Suggested wording of between 150 - 200 words.
- Mailer does not support Video embeds. Use websafe fonts only.
- Deadline for material is 5 working days before intended execution date
- Use a subject line that is not too long and avoid words like sale, special etc (this could constitute spam mail and will go directly to junk folder)

The below outline can assist when designing your mailer.

Header

- Header artwork – 600px

Body

- Width – 600px
- Use up to 3 columns
- Use pictures

Footer

- Address
- Social links
- Artwork – 600px