

Online Information

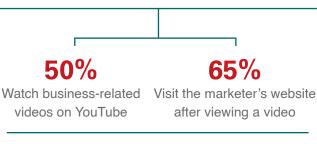
General South African Internet Stats

28,5 Million

Currently the number of internet users in South Africa is 28,5 Million users. 52% increase from 2015. *Source Internet live stats 2016.*

75%

Executives watch work-related videos on business websites at least once a week.



There is an unstoppable move to next generation, on-demand, multi-media content delivery and companies need to take advantage of the marketing opportunities this revolution presents.

CBN.co.za Stats

Media analytics overview

Source: Google analytics July 2019.



42 723 Unique Visitors

A visit is counted every time a user accesses the website.



67 786 Page views

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



24 300 E-Newsletters

Newsletters sent out per day.



2:33 Minutes

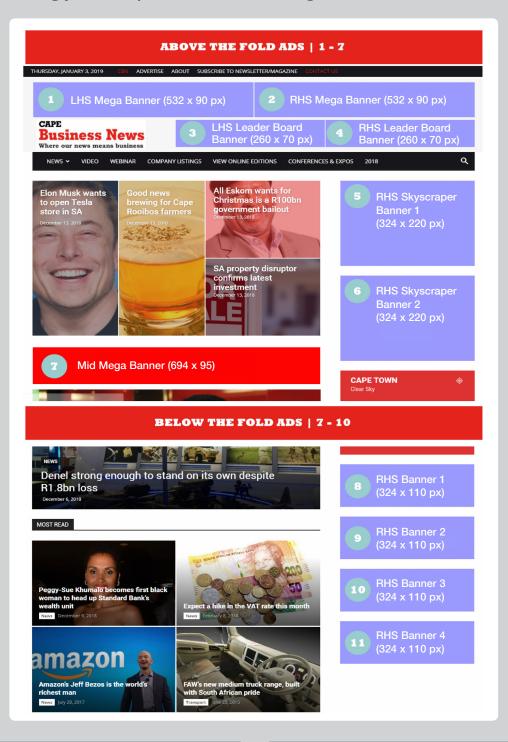
Average time that a user spent on a page.

tel: +27 21 250 0400



Access your target market through our strategic mix of integrated video, online and print options

Putting you in the picture – video marketing increases sales and leads



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.

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.

Video

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

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).

Online Rates

Banner advertising

Left Hand Side (LHS) Mega Banner - 532x90 px

100% Ownership 50% Ownership

Right Hand Side (RHS) Mega Banner - 532 x 90 px

100% Ownership 50% Ownership

Left Hand Side (LHS) Leader Board Banner – 260 x 70 px

100% Ownership 50% Ownership

Right Hand Side (RHS) Leader Board Banner – 260 x 70 px 100% Ownership 50% Ownership

Right Hand Side (RHS) Skyscraper Banner 1 & 2 – 324 x 220 px 100% Ownership

Mid Mega Banner – 694 x 95 px 100% Ownership

100% Ownership

Right Hand Side (RHS) Banner 1, 2, 3 & 4 – 324 x 110 px 100% Ownership 50% Ownership

Company page

The company page is a first-hand account of your business to showcase your company products and / or solutions to your direct market, categorised in the website company listing.

R14 900 per month R8 300 per month Minimum 3 months

R14 900 per month R8 300 per month Minimum 3 months

R8 100 per month R5 800 per month

R8 100 per month R5 800 per month

R10 800 per month

R9 500 per month

R6 000 per month R4 800 per month

R2 800 per annum

Mailer advertising

Weekly Primary Newsletter banner 570 x 80px banner – 100% ownership

Weekly Secondary Newsletter banner 570 x 80px banner – 100% ownership

Daily in article Newsletter banner 570 x 80px banner – 100% ownership

Daily Newsletter Video 570 x 80px banner – 100% ownership

HTML Mailer

Sent to 26 405+ database – suggested new product release, white paper with lead generation capabilities

Video production

Host your company's video on www.cbn.co.za homepage and generate an audience for this powerful marketing collateral. Video supplied by client or produced by CBN (additional cost). We will produce a professional video of your company. Terms & conditions apply

R6 500 per week R5 400 per week R2 500 per day R2 900 hosting per week R11 000 per execution R8 000