



Online Information

www.cbn.za

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.

50%

Watch business-related videos on YouTube

65%

Visit the marketer's website after viewing a video

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

ABOVE THE FOLD ADS | 1 - 7

THURSDAY, JANUARY 3, 2019 CBN ADVERTISE ABOUT SUBSCRIBE TO NEWSLETTER/MAGAZINE CONTACT US

1 LHS Mega Banner (532 x 90 px) **2** RHS Mega Banner (532 x 90 px)

CAPE Business News
Where our news means business

3 LHS Leader Board Banner (260 x 70 px) **4** RHS Leader Board Banner (260 x 70 px)

NEWS VIDEO WEBINAR COMPANY LISTINGS VIEW ONLINE EDITIONS CONFERENCES & EXPOS 2018

Elon Musk wants to open Tesla store in SA
December 13, 2018

Good news brewing for Cape Rooibos farmers
December 13, 2018

All Eskom wants for Christmas is a R100bn government bailout
December 13, 2018

SA property disruptor confirms latest investment
December 13, 2018

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)

CAPE TOWN
Clear Sky

BELOW THE FOLD ADS | 7 - 10

NEWS
Denel strong enough to stand on its own despite R1.8bn loss
December 6, 2018

MOST READ

Peggy-Sue Khumalo becomes first black woman to head up Standard Bank's wealth unit
News December 9, 2018

Expect a hike in the VAT rate this month
News February 8, 2018

amazon
Amazon's Jeff Bezos is the world's richest man
News July 28, 2017

FAW's new medium truck range, built with South African pride
Transport June 23, 2015

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)

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).

Online Rates

Banner advertising

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

100% Ownership
50% Ownership

R14 900 per month
R8 300 per month
Minimum 3 months

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

100% Ownership
50% Ownership

R14 900 per month
R8 300 per month
Minimum 3 months

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

100% Ownership
50% Ownership

R8 100 per month
R5 800 per month

Right Hand Side (RHS) Leader Board Banner – 260 x 70 px

100% Ownership
50% Ownership

R8 100 per month
R5 800 per month

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

100% Ownership

R10 800 per month

Mid Mega Banner – 694 x 95 px

100% Ownership

R9 500 per month

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

100% Ownership
50% Ownership

R6 000 per month
R4 800 per month

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.

R2 800 per annum

Mailer advertising

Weekly Primary Newsletter banner

570 x 80px banner – 100% ownership

R6 500 per week

Weekly Secondary Newsletter banner

570 x 80px banner – 100% ownership

R5 400 per week

Daily in article Newsletter banner

570 x 80px banner – 100% ownership

R2 500 per day

Daily Newsletter Video

570 x 80px banner – 100% ownership

R2 900 hosting per week

HTML Mailer

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

R11 000 per execution

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

R8 000