

National distribution

Cape Business News survey results



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 June 2020



108 348

unique visitors

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



146 125

page views

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



17 700

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

In which provinces do CBN readers reside

Selection	Responses
Gauteng	32%
Limpopo	1%
Mpumalanga	5%
North West	3%
Western Cape	47%
Eastern Cape	3%
KwaZulu-Natal	7%
Free State	2%

578 response(s) captured

What is your highest qualification

Selection	Responses
High school	2%
Trade qualification	6%
Higher trade qualification	8%
Technikon / university of technology diploma	18%
Technikon / university of technology first degree	4%
University first degree	20%
Masters / postgraduate / second degree	32%
Doctorate	10%

578 response(s) captured

Primary work functions

Selection	Responses
Consulting	9%
Research / development	4%
Engineering management	10%
Sales / marketing	11%
Manufacturing / production	6%
Production / process management	2%
Quality control / quality management	4%
Projects / project management	7%
Installations / contracting	1%
Service / maintenance	2%
Education / training	2%
IT / IT management	3%
Financial / accounting	4%
General management	15%
Executive / business management	18%
Other	2%

578 response(s) captured

Average Age

Selection	Responses
Less than 20	0%
20 - 30	5%
31 - 40	19%
41 - 50	32%
51 - 60	35%
Greater than 60	9%

578 response(s) captured



"Cape Business News has always been my favourite business paper as it keeps me in touch with what is happening in the industry in Western Cape." Arifa Parkar CEO WECBOF

Gender

Selection	Responses
Female	29%
Male	71%
Other	0%

578 response(s) captured



"I like reading all the latest news in your paper. Very up to date and interesting!" Andre Director WPS

Which is your most preferred platform for reading Cape Business News?

Selection	Responses
Paper magazines	30%
Desktop computer	21%
Laptop computer	40%
Tablet computer	1%
Smart phone	8%

578 response(s) captured



"KEEPS ME UPDATED IN GENERAL WITH BUSINESS IN WESTERN CAPE" Rod Lowe Sales Director Advanced Polymers

Survey conducted by touchwork

www.cbn.co.za