

# RATE CARD

Business Nexus Magazine Is A Leading Business-To-Business (B2B) Quarterly Publication Designed To Connect And Elevate South Africa's Business Ecosystem. It Serves As A Trusted Platform For:

- Innovative business ideas and executives
- In-depth interviews with industry leaders
- Key economic insights
- Strategic visibility for brands
- The magazine is published quarterly ( 4 times a year) and widely distributed across South Africa to high-impact business audiences including:

- ✓ National & Local Government Departments
- ✓ CEOs & Executives of JSE-listed Companies
- ✓ Business Chambers & Organizations
- ✓ Airport Lounges (in major SA airports)
- ✓ Tertiary Institutions
- ✓ National Business Conferences & Trade Events



We print and distribute 2500 copies and 7500 copies are digital

<b>Advertising Packages &amp; Rates (All prices exclude VAT)</b>		
<b>AD Packages</b>	<b>Description</b>	<b>Rate (ZAR)</b>
<b>Full Page</b>	<b>Standard full-page advert</b>	<b>R28,950</b>
<b>Double Page Spread (DPS)</b>	<b>Two facing pages for impactful visual branding</b>	<b>R34,950</b>
<b>3-Page Company Profile</b>	<b>Short-form editorial profile with visual highlights</b>	<b>R58,000</b>
<b>4-Page Company Profile</b>	<b>Extended feature with company overview and leadership insight</b>	<b>R85,000</b>
<b>7-Page InFocus Company Profile</b>	<b>In-depth feature + executive interview</b>	<b>R150,000</b>
<b>8-Page Front Cover Profile</b>	<b>Front cover branding + exclusive 8-page interview feature</b>	<b>R200,000</b>
<b>Prime Advertising Positions (High Visibility Options)</b>		
<b>AD Packages</b>	<b>Description</b>	<b>Rate (ZAR)</b>
<b>Inside Front Cover DPS</b>	<b>Double-page spread right after front cover</b>	<b>R55,000</b>
<b>Inside Back Cover</b>	<b>Single premium page before back cover</b>	<b>R40,000</b>
<b>Outside Back Cover</b>	<b>Highest exposure on the magazine's back cover</b>	<b>R50,000</b>

# Publication Frequency

- ✓ Quarterly – 4 Issues Per Year
- ✓ Distribution Channels
  - ✓ Business Nexus Magazine is strategically distributed to:
    - ✓ All spheres of government
    - ✓ C-level executives of JSE-listed companies
    - ✓ Business organizations and chambers
    - ✓ Airport lounges at major SA airports
    - ✓ Tertiary institutions across South Africa
    - ✓ Business expos, summits, and conferences



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