

2019

KZN Business Sense Rates & Data

KZN Business Chambers Council
KZN Business Sense



kbcc KwaZulu-Natal Business Chambers Council

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KZN Business Sense - The Tabloid



WOODFORD GROUP FINANCIAL
POWERED BY PASSION
www.woodford.co.za

Established. Reliable. TRUSTED

With 27 years of experience, SA's largest independent car hire company is a brand you can trust.

KZN BUSINESS SENSE

SHREE OPTIMISING PROPERTY SOLUTIONS
www.shree.co.za

"Passion is the genesis of genius."

TRANSFORMING KZN - PAGE 3

CONNECTING AFRICA - PAGE 7

A MARKETABLE SUCCESS - PAGE 14

RECOGNISING EXCELLENCE - PAGE 4

162ND ANNUAL GALA DINNER - PAGE 9

COMPARING APPLES WITH APPLES - PAGE 13

AN ATTRACTION, NOT TO BE MISSED - INSERT PAGE 4

Cover Photo: Neville Maja, CEO, Trade and Investment KZN (TIKZN)

DRG BOSTON COX YEARS

Gayle Adlam

KZN Business Sense

1/1/2019

FACT SHEET

The KwaZulu-Natal Business Chambers Council and Superfecta Trading 106 CC are publishing a bi-monthly print tabloid and online business magazine. The publication provides business people with compelling and relevant perspectives on the issues impacting on the economy of KwaZulu-Natal.

THE KZN BUSINESS SENSE CAMPAIGN HAS THREE VERY SIMPLE RULES:

We tick all the boxes in the modern era of marketing;

1. Targeted adverting:	
• The target market is the upper LSM in KZN Business	✓
2. Repetition:	
• Six editions a year	✓
• Blogging daily	✓
• RSS feeds daily	✓
• Social feeds daily	✓
3. Cost effective:	
• Cost per thousand = 73,000/49,100 people = 00.12. The cost per thousand is R 0,12	✓

TARGETED DISTRIBUTION:

KZN Business 15000

Targeted eBook distribution:

The most comprehensive Business data base available in KZN (over 49100 members)

You might know you need to turn up your digital marketing game. And your question (naturally) might be, "how?" One really good answer: think in terms of campaigns.

1. Content Marketing Campaign
2. Social Media Marketing Campaigns
3. Off-Page SEO Campaign
4. Email Campaigns
5. businesschannel Marketing Campaign
6. Print Campaign

REPETITION

(Print, ebook, blogs and social media platforms) Repetition is fundamental to the success of any advertising programme. The marketplace proves this fact, as does research. Studies indicate that a person must see your product NINE times before they will feel empathy towards it and be inclined to buy it.

So, get people to buy your product or service: Recognise the importance of repetition in advertising
 I don't know who you are.
 I don't know your company.
 I don't know your company's product.
 I don't know what your company stands for.
 I don't know your company's customers.
 I don't know your company's record.
 I don't know your company's reputation.
 Now – what was it you wanted to sell me?"
 Articles in the publications are blogged:

The eBooks articles are all published on www.kzntopbusiness.co.za & www.kznchamber.co.za.

All RSS feeds are shared with 35 selected social media platforms

COST EFFECTIVE

We are cost effective if not the most cost effective: The cost means the cost of producing the advertisement based on the number of people targeted.

For example, our cost per thousand is R73 per column centimetre = $73,000/49,100$ people = 00.12. The cost per thousand is R 0,12

Advert examples size and cost	
• Full Page (tabloid)	R19,929.00
• Half Page	R9,709.00
• A4	R9,125.00
• A5	R7,300.00
• Foot line	R3,066.00
• 10cm x 2 column	R1,460.00

CONTENT

In depth think-pieces and updates on current industry trends, mega project updates, public policy, economic development, regional collaboration initiatives etc.

Insight on government policy that will affect business

Business information and data from regional and national experts

Existing and emerging businesses that are creating jobs and stimulating the economy

Features on new business investment and companies

Updates on Chamber and provincial initiatives that are improving the business climate.

Features on successful companies

Business personality feature

Tourism news and developments

Personal growth and development insights

New technology /IT trends that impact on business

THE PRINTED PUBLICATION

DISTRIBUTION

The distribution of the printed tabloid copies:

9 000 King Shaka International Airport business lounges (Durban)

1000 Oribi Airport (PMB)

1000 Umhlanga Ridge Management distribution La Lucia / Umhlanga Ridge

1000 ICC

3000 KZN Chambers office distribution and other KZN Chamber & KZN Top Business functions

THE ELECTRONIC PUBLICATION:

Distributed by e-mail to Superfecta's extensive database as well as the KBCC members, which exceeds 49 100 business people. Links will also be available on the new website and Facebook page, which will be used to promote KZN Business Sense. The distribution of the printed tabloid copies will include: King Shaka International Airport lounges, Business Chamber office distribution, DIPA, Government departments, and other businesses

The Tabloid is available as an eBook and as a mobile version for easy reading on smartphones, iPads and tablets. Adverts have hyperlinks to each advertiser's website. (We are all happy clickers - we all tend to follow links).

The publication is distributed by e-mailing the electronic copy to Superfecta's extensive database as well as to all the KwaZulu-Natal Business Chambers Council member chambers' databases.

LINKS ARE ALSO AVAILABLE ON

KZN Business Chamber Council

KZN Top Business

KZN Business Book

Business Book

Superfecta

www.kznchamber.co.za

www.kzntopbusiness.co.za

www.businessbook.co.za

www.gampublishing.co.za

www.superfecta.co.za

DISTRIBUTION SCHEDULE 2019

(YEAR WEEK NUMBERS)

Week 8 (February)

Week 18(April)

Week 25 (June)

Week 34 (August)

Week 42 (October)

Week 51(November)

PRINT MEDIA CALCULATIONS

Tabloid page (roughly A3 in size) measures 39 centimetres deep by 7 columns

Advertising Rates

Full colour

The column centimetre rate is R 73.00

Column size = 3.6cm

Please supply print ready PDFs

THE FORMULA

A cost can be calculated for a size given the column centimetre rate as follows:

[depth of advertisement size in cm] x [number of columns, shortened to cols] x column centimetre rate

Example: A4 advertisement size is 25cm x 5 Column with a rate of R73 pccm.

[25] x [5] x [110] = answer R 9125.00

EDITORIAL COLUMNS

Editorial columns cover specialised fields where we have teamed up with experts in their relevant fields. The editorials are written in laymen's terms about important issues we need to understand, e.g. The BBBEE Codes are changing. How does this really affect business? Other topics include labour laws, skills development etc. (30% of space allocated to advertising)

CONTACTS

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