



The South African Jewish Report is the national newspaper of South African Jewry with a weekly readership in excess of 50 000. The readership is highly educated, professional, commercially active and has significant disposable income.

SOUTH AFRICAN **Jewish Report** 
 RATE CARD 2012

READERSHIP: 50 000 (ABC 2010) National Weekly Readers

CIRCULATION: 11 500

ADVERTISING RATES: R17 316 (39 x 8 FULL PAGE, FULL COLOUR)

SA Jewish Report Advertising Rate Card

Advertising Sizes	Dimensions	Black & White R37.00 pccm	Spot Colour R46.25 pccm	Full Colour R55.50 pccm
Full page	39cm x 8 columns (390mm x 265mm)	R11,544.00	R14,430.00	R17,316.00
A4	30cm x 6 columns (300mm x 198mm)	R6,660.00	R8,325.00	R9,990.00
Half page - horizontal	20cm x 8 columns (200mm x 265mm)	R5,920.00	R7,400.00	R8,880.00
Half page - vertical	39cm x 4 columns (390mm x 131mm)	R5,772.00	R7,215.00	R8,658.00
Quarter Page	20cm x 4 columns (200mm x 131mm)	R2,960.00	R3,700.00	R4,440.00
Banner (Large)	10cm x 8 columns (100mm x 265mm)	R2,960.00	R3,700.00	R4,440.00
Banner (Small)	5cm x 8 columns (50mm x 265mm)	R1,480.00	R1,850.00	R2,220.00
DPS	39cm x 16 columns (390mm x 530mm)	R23,088.00	R28,860.00	R34,632.00
COST PER THOUSAND		Black & White - R 230.88	Spot Colour - R 288.60	Full Colour - R 346.32

* Rates - per insertion, excl Vat | *Note: Rates incl. Agency comm excl. Vat



SPECIAL POSITIONS

Front Page – 100% loading

Page 3 – 50% loading

Page 5 – 25% loading

Solus Position – (only ad on page – minimum of quarter page) – 50% loading

SPECIAL SHAPES AND CREATIVE EXECUTIONS

Special Shapes – L shapes in different sizes – 30% loading

H shape – 30% loading

U shape for DPS – 30% loading

Creative executions – subject to approval by the editor – 30% loading

INSERTS AND OUTSIDE PRINTED WRAPS

Rate per 1000 is available on request

Opportunities for full paper wraps are available

FEATURES

A variety of supplements and features on selected topics, which serve as a guide to our readers, give advertisers the opportunity to create an awareness of their products and services. Adverts of 1/4 page or more qualify for free editorial coverage.

What you don't know about SA Jewish Report

- Valuable, upmarket segment - (LSM 9 - 11) - which has **major spending power and high levels of disposable income.**
- Slightly older and more mature readers. **Average Age – 30-50.**
- The community has some of the **highest education levels** in SA.
- SAJR readers include **decision-makers and community leaders.** Business interests and influence in the community is extensive. Advertisers have a unique opportunity to reach the **most powerful business community in South Africa.**
- SAJR has no **copies returned.** Our print order can not fulfil the demand for copies.
- SAJR is the only free media platform that is allowed to be **distributed within the big retailers.**
- No other media **gives targeted, no-wastage direct access** to the number and quality of SA Jewish Report readership.
- Advertising **rates are highly competitive.**
- Reach/frequency delivers high impact branding, direct response or promotional campaigns.

Why use SA Jewish Report?

- The SAJR is the South African Jewish community's most influential and respected weekly newspaper; with a careful blend of local, national and international news, plus entertaining lifestyle and leisure content.
- The thought-provoking high-quality content keeps SAJR readers up-to-date on the arts, literature, politics, community issues, youth and social events. The letters page evokes vibrant participation, its popularity borne out by the huge amount of letters SAJR receives.
- SAJR readership seeks mostly to be informed and to be able to communicate and interact. Local knowledge is important to allow for a sense of belonging within the community.
- SAJR is targeted at the broadest spectrum of readers and we dominate in both the public and private sectors of the community.
- Advertising in the SAJR enhances the image and perception of the brand and offers huge creative and innovative scope.
- The SAJR is read cover-to-cover by most of its readers and passed on to others.

Demographics and Psychographics

Gauteng – 82%
Western Cape – 11%
KZN – 5%
Other – 2%

- Our readership profile shows successful, discerning, affluent, trendsetting, independent, self-advancing individuals.
- They are creative and analytical thinkers, technologically inquisitive, keep up to date and are critical consumers.
- They are also known to travel internationally more often than average South Africans and are more likely to own their own businesses, make investments and drive luxury branded motor vehicles.

Distribution:

FREE NON-RESIDENTIAL NATIONAL DISTRIBUTION POINTS - ABC Audited

SA Jewish Report can be found in the large retail chains - supermarkets, book stores, businesses/offices, as well as in schools, synagogues and community organizations and other domestic institutions which are predominantly in Jewish areas.

These include:

Johannesburg: Balfour Park, Highlands North, Glenhazel, Sydenham, Sandringham, Cheltondale, Norwood, Waverley, Savoy, Corlett Gardens, Fairmount, Raedene, Gardens, Rouxville, Maryvale, Fellside, Orchards, Orange Grove, Illovo, Sandton, Village Walk, Victory Park, Greenside, Emmarentia, Rosebank, Hyde Park, Houghton, Oaklands, Killarney,

Cape Town: Sea Point, Claremont, Gardens, Wynberg, Milnerton

Durban: Umhlanga, North Beach, Berea, La Lucia

Country communities

Festival issues:

These bumper issues commemorate the religious and important Jewish holidays; these editions are often wrapped in glossy covers, have the largest readership of most issues and an extra long shelf life.

These are:

- Pesach/Passover - March 30, 2012
- Shavuot/Pentecost - May 25, 2012
- Rosh Hashanah/New Year - September 14, 2012
- Chanukah/Festival of Lights - December 7, 2012



The entire paper is available in 3 formats:

- 11 500 printed copies which are distributed nationally.
- 1 200 weekly subscribers to the e-mail version (which is a pdf. of the entire paper).
- 6 000 unique hits on our website www.sajewishreport.co.za.
- Past issues are available on our website.

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Jewish Report

Friday 27 March 2015 / 13 Adar 5775 Volume 13 Number 11

University of Johannesburg cuts ties with Ben-Gurion University

FROM GRACE
Former Israeli President Moshe Katsav leaving a Tel Aviv courtroom on Tuesday after receiving a seven year sentence for sexual abuse charges. PHOTOGRAPHY: AP/WIDEWORLD

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FIRZ FOR RENTALS

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FIRZ

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TEL AVIV - RAMAT AVIV - KAKANANA - PETAH TIKVA

FIRZ

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