

2010 Advertising Rate Card

Who are we?

The SA Jewish Report, South Africa's only national weekly Jewish newspaper, is a direct channel to understanding and reaching a valuable upmarket segment - (LSM 9 - 11) - which has major spending power and a hunger for a quality lifestyle. The SA Jewish Report, a free publication, is the mouthpiece of SA Jewry - and a forum for diverse opinion.

The Jewish Report provides high-quality content which keeps our readers up-to-date on community issues and well-informed on local, national and international news, the arts, sport, literature, politics, youth and social events.

Why advertise in the SA Jewish Report?

- **Reach a well-to-do captive audience** - Your company will be exposing its brand to over 50 000 readers including business people, professionals and community members in a publication which has evolved over the past 11 years.
- **Convenient strategic circulation** - Available at no charge through our very effective targeted national distribution points; major retail outlets, delis, bookshops, schools, synagogues and community organisations. Individual subscribers pay for the convenience of having it delivered to their doorstep.
- **E-mail version** - Many readers subscribe to our weekly e-mail version of the newspaper.
- **Adverts viewed online** - Complete current and past issues, read locally and overseas on our website.
- **Our readers** - An affluent community, loyal and committed which can be very supportive of your brands.
- **Certified** - We boast a large VFD (Verified Free Distribution) through major retail outlets and are ABC Certified.
- **Contract rates** - As repeat adverts are obviously more effective to establish a brand or service, we offer very attractive discounted rates for direct contracts booked.

SPECIAL ADVERTISING OPPORTUNITIES!

Festival issues:

These bumper issues give advertisers the opportunity of wishing their existing and prospective Jewish and other clients well over these important holidays, while presenting a great brand building opportunity. These are:

- Pesach/Passover - March 26, 2010
- Shavuot/Pentecost - May 14, 2010
- Rosh Hashanah/New Year - September 3, 2010
- Chanukah/Festival of Lights - November 26, 2010

Supplements and 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.

Please contact your advertising representative for more information.

ADVERTISING RATES & SIZES

*OTHER ADVERTISING SIZES AVAILABLE

Advertising Sizes (RATES EXCLUDE VAT)	Black & White (B/W) R30.50 p/col cm	1 Spot Colour B/W + 25% Min charge R360	Full Colour B/W + 50% Min charge R1 090
Full Page - 39 cm x 8 columns (390 x 265 mm)	R9 516	R11 895	R14 274
A4 - 30 cm x 6 columns (300 x 198 mm)	R5 490	R6862.50	R8 235
Half Page - 20 cm x 8 columns (200 x 265 mm)	R4 880	R6 100	R7 320
Quarter Page - 20 cm x 4 columns (200 x 131 mm)	R2 440	R3 050	R3 660
Block - 15 cm x 4 columns (150 x 131 mm)	R1 830	R2 287.50	R2 920
Banner - 10 cm x 8 columns (100 x 265 mm)	R2 440	R3 050	R3 660
Banner - 5 cm x 8 columns (50 x 265 mm)	R1 220	R1 580	R2 310

ALL RATES EXCLUDE VAT

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THE JEWISH REPORT IS AVAILABLE EVERY THURSDAY/FRIDAY.

BOOKING DEADLINE:

Friday (prior to publishing date).

MATERIAL REQUIREMENTS:

PDF (Press Optimised) or JPEG (300 DPI)

All material must be CMYK

DEMOGRAPHICS:

Gauteng - 67%
W Cape - 23%
KZN - 8%
Other - 2%

- VFD and ABC Certified.

