

# Capital

THE VOICE OF BUSINESS

**Capital** is a glossy business magazine that promotes the greater Pietermaritzburg and KwaZulu-Natal Midlands area through a focus on enterprise. People, and the myriad ways in which they make money and succeed, are what drive an economy and shape the future. Their stories — often inspiring and frequently surprising — are the stories that **Capital** tells.

Great things happen in this part of KwaZulu-Natal. As the capital of the province that is South Africa's second-largest contributor to GDP, Pietermaritzburg is an integral part of a region that is considered the economic powerhouse of KZN. Its strategic positioning on the primary corridor between Durban (the busiest port in Africa) and Gauteng (the economic hub of the country) has led to the development of a diverse range of businesses in this area. From agriculture to industry to commerce to politics, what happens in the capital and its surrounds affects the rest of the province and indeed, the country.

**Capital** speaks to both a local audience and to a wider national and international readership. It achieves this through the focused distribution of an A4-sized glossy magazine enhanced by a multimedia edition that drives reader interaction beyond what is possible with print. Complete with video, audio, photo galleries, research polls and clickable adverts, this innovative digital version, along with the print issue, is distributed far and wide via other chambers of business, government departments, consulates, airports and subscriptions.

**Capital** tells the region's stories to new audiences and potential investors, and gives advertisers unprecedented reach.

You can expect the magazine to feature profiles of business personalities; columns by leading local firms on legal, financial, management, human resources and technology issues; a roundup of provincial economic indicators and trends; stories on developments in local infrastructure; coverage of events; and much more.

**Capital** is an initiative of the Pietermaritzburg Chamber of Business (PCB) and as such, is able to leverage valuable relationships locally, nationally and internationally to tell this region's story to best effect. Recognised as a leading business chamber by the South African Chamber of Commerce and Industry (SACCI), the PCB is run by an experienced and professional team whose main purpose is to be the united voice of business in the greater Pietermaritzburg area.



To be part of this exciting initiative, please contact **Claire Phillips** at [marketing@pcb.org.za](mailto:marketing@pcb.org.za) or contact **Melanie Veness** or **Heidi Jadoo** at [pcb@pcb.org.za](mailto:pcb@pcb.org.za)

## ADVERTISING RATES

Capital offers a selection of advertising opportunities. All printed adverts are included in the digital edition. PCB members qualify for the preferential rate. Prices exclude VAT.

Position	Price (member)	Price (non-member)	Size in mm width x height	Bleed	Type area
<b>Covers</b>					
- Inside front cover (IFC)	R18 000	R19 800	210 x 297	3mm	185 x 272
- Inside back cover (IBC)	R15 000	R16 500	210 x 297	3mm	185 x 272
- Outside back cover (OBC)	R18 000	R19 800	210 x 297	3mm	185 x 272
<b>Upfront pages</b>					
- Page 4 (opposite CEO Message)	R15 000	R16 500	210 x 297	3mm	185 x 272
- Page 6 (opposite Editorial Comment)	R15 000	R16 500	210 x 297	3mm	185 x 272
- Page 8 (opposite Cover Story)	R15 000	R16 500	210 x 297	3mm	185 x 272
<b>Standard pages</b>					
- Full page (portrait)	R13 500	R14 850	185 x 272	—	—
- Half paget (landscape)	R 8 500	R 9 350	185 x 132	—	—
- Half page (portrait)	R 8 500	R 9 350	90 x 272	—	—
- Third page (landscape)	R 5 600	R 6 160	185 x 87	—	—
- Third page (portrait)	R 5 600	R 6 160	59 x 272	—	—
- Quarter page (landscape)	R 4 800	R 5 280	132 x 90	—	—
- Quarter page (portrait)	R 4 800	R 5 280	90 x 132	—	—
<b>Opinion Leader Column</b>			Full page advertorial: 500 - 600 words		
- Per category	R 8 500	R 9 350	1 profile photo, strip ad (size 185 x 40mm)		
<b>Tools of the Trade (Editor's choice)</b>			Comprises ± 7 products per page.		
- Per product promotion	R 2 500	R 2 750	1 photo, ± 50 words, co. name and website.		
<b>Shop Window (Business card)</b>			50 x 90 mm (landscape) Business name,		
- Per business card	R 1 600	R 1 760	Logo, ±15 words, phone, email, website.		

### Frequency discounts

Negotiable

### Cancellation fee

- Before booking deadline 30%
- After booking deadline 90%

### Material requirements

- Accepted file formats
- PDF 300dpi to size cmyk
  - JPG 300dpi to size

### Small Print

- Standard Terms & Conditions of the Printing Industry and those of the Publisher apply.
- Advertisers agree to supply material timeously, so as not to delay production.
- Standard CMYK production costs apply to all rates.
- Final artwork is subject to the publisher's approval.
- The publishers will not be held responsible for any copyright dispute which may arise from supplied material.
- Prices are inclusive of any sales commission.
- Prices exclude Vat.
- Payment is due on invoice.

Please contact : Claire Phillips at [marketing@pcb.org.za](mailto:marketing@pcb.org.za)  
or Heidi Jadoo at [pcb@pcb.org.za](mailto:pcb@pcb.org.za)

# It's not all doom and gloom

When I reflect on 2014, I realise that it has been without doubt one of the toughest banking years of my career. The recession that began in 2008 has had long-lasting effects on the economy today, lingering longer than everyone's expectations, and is set to continue into 2015 and beyond. What is clear to me is that the business landscape has undoubtedly become a lot tougher to operate in.

My experience is that businesses have experienced slower growth in sales along with increased costs, which has translated to lower profits. On top of this, margins are being squeezed as demand for product has dropped off and buyers have become acutely price sensitive, bargaining for every last cent. All of this has put cash flows under pressure, which has been further exacerbated by debtors retarding payment terms, even if only for a few days. As a banker, I have definitely felt the additional cash-flow needs of my market over the past year.

But the business world is not all doom and gloom, and I have seen some interesting developments come out of the environment to which we have all had to adapt. There is no doubt that some businesses that were unable to trade profitably through the period have been forced to close, and these sales have been absorbed by those remaining. Others have merged or been bought out by stronger competitors. More pleasing to me, however, is the attention paid by most businesses to improving their efficiencies and developing alternative sales strategies to grow their top line while still containing costs. In many instances, businesses have actually improved their position through the period and when they reflect back they wonder why they never did this when times were good. I guess it is a good lesson to file in our memory banks because the good times will come back, and after a while we tend to forget the pain we went through and the mistakes we made. My advice is to never get complacent about your business and constantly look for where to improve, while also keeping an eye on the horizon for what is coming at you.



I do need to comment on the wonderful business community we operate within. When I first moved to Pietermaritzburg eight years ago from the land of the big smoke and crazy traffic, my friends and colleagues all said the same thing: "Off to the 'Sleepy Hollow'!" That perception could not have been further from the truth. The growth I have seen in the City of Choice has been phenomenal and the quality of the businesses that exists in our 'Vibrant Valley' amazes me on a daily basis. We have world-class businesses producing and supplying quality products all across South Africa, and the world, for that matter. There are leading-edge technologies being employed on our doorstep and businesses that are recognised as world leaders in their fields of expertise.

Often we are quick to complain about what is not working in our world, but seldom do we acknowledge the good things and the great work being done in our community. I trust that this publication will help us celebrate the fantastic achievements that I know are happening in our city.

Finally, a lot of credit needs to go to the very active Pietermaritzburg Chamber of Business (PCB), ably led by Melanie Veness, who proactively supports members to grow their businesses in these trying times. Their support is truly valued by their members.

**John Bush**  
Area manager, Nedbank Business Banking KZN Inland

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# Tools of the Trade



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