



Capital

THE VOICE OF BUSINESS

Why Capital?

Capital magazine is published by the Pietermaritzburg Chamber of Business

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

Pietermaritzburg, the capital city of the province that makes the second largest contribution to the national GDP, is an integral part of the region. The city's strategic positioning on the primary corridor between Durban — the busiest port in Africa — and Gauteng — the economic heartland of the country — has spurred the development of a diverse range of businesses. Pietermaritzburg is also a multi-sectoral crucible in the affairs of the province, in agriculture, industry, commerce, government and politics; what happens in the capital and its surrounds, affects the rest of KZN and indeed, the country.

Capital speaks to both a local audience and to wider national and international readerships. The magazine tells the region's stories to new audiences and potential investors, and gives advertisers unprecedented reach. It achieves this through the focused distribution of an A4-sized glossy magazine enhanced by a digital edition.

The print version is distributed far and wide via other chambers of business, government departments, consulates, airports and subscriptions. The digital version is, of course, accessible freely, around the clock.

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 help realise the region's potential. Recognised as one of South Africa's leading business chambers, the PCB is run by an experienced and professional team whose primary purpose is to articulate the united voice of business in the greater Pietermaritzburg area.



That's why!

Business name:		VAT No:	
Postal Address:			
Contact person:		Ad Position:	
Phone number:		Ad size:	
Cell No:	Cost (ex VAT)	R	
Fax No:	VAT	R	
Email:	Total Cost	R	
Comments:		Salesperson:	

Position	Price (member)	Price (non-member)	Size in mm width x height	Bleed	Type area
Covers (Ads may bleed)	VAT excl.	VAT excl.			
- Inside front cover (IFC)	19 800	21 780	210 x 297	3mm	185 x 272
- Inside back cover (IBC)	16 500	18 150	210 x 297	3mm	185 x 272
- Outside back cover (OBC)	19 800	21 780	210 x 297	3mm	185 x 272
Upfront pages (Ads may bleed)					
- Page 4 (opposite CEO Message)	16 500	18 150	210 x 297	3mm	185 x 272
- Page 6 (opposite Cover Story)	16 500	18 150	210 x 297	3mm	185 x 272
Standard pages (Ads do not bleed)					
- Full page (portrait)	14 850	16 335	185 x 272	—	—
- Half page (landscape)	9 350	10 285	185 x 132	—	—
- Half page (portrait)	9 350	10 285	90 x 272	—	—
- Third page (landscape)	6 160	6 776	185 x 87	—	—
- Third page (portrait)	6 160	6 776	59 x 272	—	—
- Quarter page (landscape)	5 280	5 808	185 x 64	—	—
- Quarter page (portrait)	5 280	5 808	90 x 132	—	—
Opinion Leader Column			Full page advertorial: 500- 600 words 1 profile photo, strip ad (size 185 x 40mm)		
- Per category	9 350	10 285			
Advertorial (Subject to approval)			Approx 450 words and 1- 3 pics per page.		
1st page	9 350	10 285			
per page thereafter (max 3 pages)	6 160	6 776			
Shop Window (Business card)			50 x 90 mm (landscape) Business name, Logo, ±15 words, phone, email, website.		
- Per business card (Ideal for SMMEs)	1 760	1 936			

SPECIAL FEATURES : Enquire about our special features for this editon — special rates apply

Artwork (please tick appropriate block)

A) Print-ready artwork

Capital accepts complete material as CMYK pdfs made up to size at 300dpi.

B) Need help with your advert?

Send Capital your copy and hi-res images and our designers will assist.

Terms & Conditions: 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. This publication is made possible through advertising sales. *PCB reserves the right to delay print until sufficient advertising has been sold to make production viable. Standard CMYK production costs apply to all rates. Final artwork is subject to the publisher's approval. While every effort will be made to accommodate requests, positioning of Standard adverts and shared-page adverts is solely at the discretion of the publisher. The publisher and their associates will not be held liable for any copyright dispute which may arise from supplied material. Prices are inclusive of PCB sales commission, but exclude agency commission. Prices exclude Vat. Payment is due on invoice.

SIGNED

DATE

Business name:		VAT No:	
Postal Address:			
Contact person:		Ad Position:	
Phone number:		Ad size:	
Cell No:	Cost (ex VAT)	R	
Fax No:	VAT	R	
Email:	Total Cost	R	
Comments:		Salesperson:	

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