



THE CJC OPENS A GATEWAY TO THE CAPE TOWN JEWISH COMMUNITY.

2022 Fact Sheet

The Cape Jewish Chronicle is a monthly publication focused on the Cape Town Jewish Community.

COMMUNICATION CHANNELS

- Website: www.cjc.org.za
- Monthly Newspaper PDF available on website
- Printed Newspaper posted directly to homes (4 times per annum to coincide with major Jewish festivals).
- Two Emailers each month
- Social Media

CONTENT

The Chronicle includes local organisational and social news (including family announcements and photographs of simchas), editorial material, commentary on local and international issues and columns of general interest. For more information on the website and publication please email editor@ctjc.co.za.

ADVERTISING

Advertising opportunities are available in our publication (print and digital) and on our website. For enquiries & bookings, please contact **Lynette** on 021 464 6736 or email advertising@ctjc.co.za

7-10

Audience LSM

5300

Print-run



4537

Communal subscribers



1980

Mid-month email subscribers



Communal Digital Subscribers receive an Email with links to the new issue in the first week of every month. 1,980 Digital Subscribers also receive an Email with links to top stories and the current issue mid month.

f 4228 followers

@ 1280 followers

SUBSCRIPTION

to both the print & digital editions is free of charge, with a voluntary subscription of R350.

www.cjc.org.za

117k



Website page views

September 2021 - August 2022



49k

Website users per annum

September 2021 - August 2022

6k

Website users per month



Readers by Age

65+	22.5%
45-54	20%
55-64	18%
35-44	16%
25-34	14.5%
18-24	9%

SA Readers by Region

71% Western Cape

23% Gauteng

6% Other provinces

capejewishchronicle

CapeChronicle

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2022 Commercial Advertising Rates

The Cape Jewish Chronicle is a monthly publication that focuses on the Cape Town Jewish community.

Each month a new edition in the form of a downloadable PDF is posted on our website www.cjc.org.za. Four of these issues (April, June, September and December) are printed and posted directly to readers' homes, to coincide with the major Jewish holidays. Almost all Jewish homes in the city as well as many households beyond receive a copy of the Chronicle, whether in print or digital format.

PLACEMENT	W x H	Rate ex Vat	
		PRINT incl. DIGITAL issue	DIGITAL issue
Full Page	223mm x 31.5mm	R 8 200	R 5 740
½ Page Vertical	110mm x 315mm	R 5 300	R 3 710
½ Page Horizontal	223mm x 156mm	R 5 300	R 3 710
¼ Page	110mm x 156mm	R 4 100	R 2 870
1/8 Page	110mm x 80mm	R 2 000	R 1 400
1/16 Page Vertical	530mm x 80mm	R 1 400	R 980
1/16 Page Horizontal	110mm x 40mm	R 1 400	R 980
1/32 Page	530mm x 40mm	R 800	R 560
Classified adverts (Smalls)		R50 per line	R50 per line
Full Page advertorial	500 words + image	R 8 200	R 5 740
Half Page advertorial	250 words + image	R 5 300	R 3 710
Front Page Masthead	670mm x 630mm	R 3 400	R 2 000
Postal sheet		R 4 000	
Single page loose inserts - Client to supply		R 5 000	

Rates exclude VAT (Please add 15% to the above prices). No agency commission is included.

	5300 Print-run (4 x per annum)
	4537 Communal Subscribers
	1980 Opted-in Email Subscribers
	4228 Facebook followers
	1278 Instagram followers

ADVERTISING ENQUIRIES
 For more info or to book space, please contact Lynette
 Tel: 021 464 6736 Email: advertising@ctjc.co.za
www.cjc.org.za

DEADLINES

	October 2022	November 2022	December 2022
	Digital	Digital	Print (includes digital issue)
Booking deadline	7 Sept	3 Oct	28 Oct
Material deadline	14 Sept	12 Oct	3 Nov
Street/Live Date	2 Oct	1 Oct	1 Dec

ADVERT SPECS

Digital PDF only:

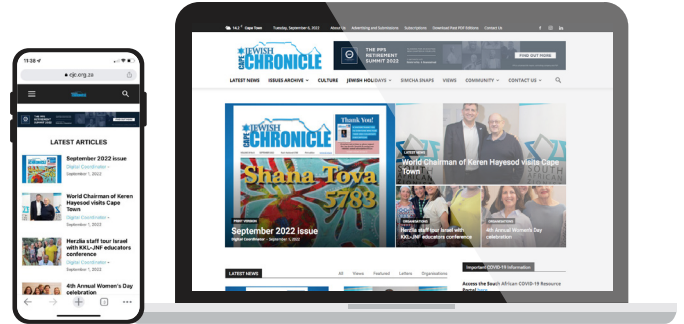
RGB, 300dpi vector PDF with 3mm bleed and crop marks.

Printed Newspaper (incl. Digital):

CMYK, 300dpi vector PDF with 3mm bleed and crop marks.



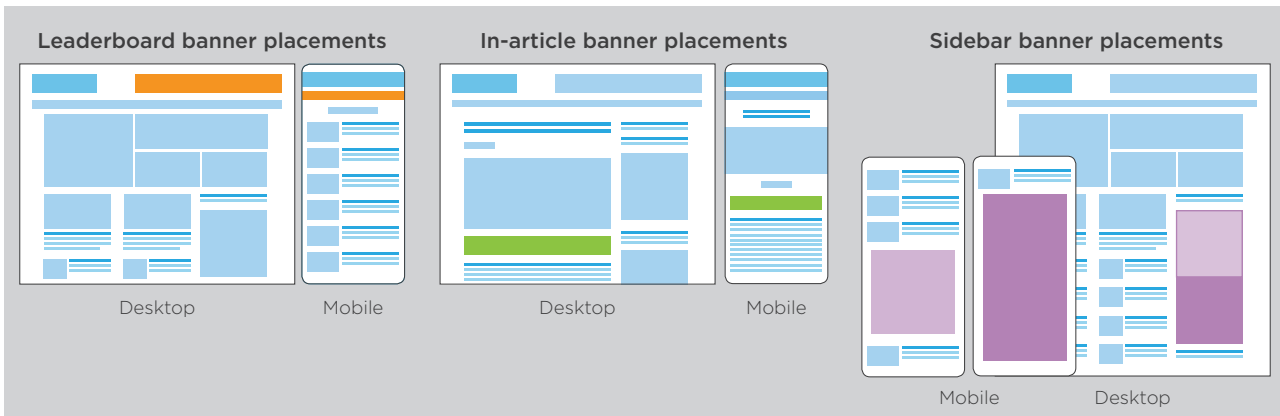
2022 Banner Advertising on www.cjc.org.za



Four positions of advertising banners are available on the Cape Jewish Chronicle website. Rates are quoted per calendar month, excluding VAT, with payment due upfront. Subject to availability.

PLACEMENT

	W x H	Rate ex Vat Static	Rate ex Vat Dynamic gif
Leaderboard banner (run of site)	728px x 90px	R 2 200	R 2 400
Top in-article banner (within all articles/posts)	728px x 90px	R 2 000	R 2 200
Sidebar banners (homepage sidebar) On mobile these appear on home, category, archive & tag/search pages			
Double Sidebar banner	300px x 600px	R 2 000	R 2 200
Single Sidebar banner	300px x 300px	R 1 000	R 1 100



www.cjc.org.za

117k Website page views
Sept 2021 - Aug 2022

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BOOKINGS & ENQUIRIES

Contact Lynette Roodt
021 464 6736
advertising@ctjc.co.za

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BANNER ADVERT SPECS

- Adverts must be provided in RGB pixels to the exact size of the banner booked.
- Adverts will be linked to a URL you supply.
- Dynamic ads must be supplied in gif format with rotation set.
- Email png, jpg or gif web safe images to digital@ctjc.co.za

