



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

## 2023 Fact Sheet

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

### COMMUNICATION CHANNELS

- Website: [www.cjc.org.za](http://www.cjc.org.za)
- Monthly Newspaper PDF available on website
- Printed Newspaper posted directly to homes (3 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.

### BOOKING & ENQUIRIES

To book your space please contact [chron@ctjc.co.za](mailto:chron@ctjc.co.za) or phone 021 464 6736.  
[www.cjc.org.za](http://www.cjc.org.za)

# 7-10

Audience LSM

# 5300

Print-run



# 4473

Communal subscribers



# 1899

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 a mid month email with links to top stories and the current issue.

# f 4284

followers

# @ 1324

followers

# www.cjc.org.za

# 110k



Website page views

February 2022 - January 2023



# 47k

Website users per annum

February 2022 - January 2023



65+ 21%  
 45-54 21%  
 55-64 18%  
 35-44 17%  
 25-34 14%  
 18-24 9%

Readers by Age

SA Readers by Region

67% Western Cape

27% Gauteng

6% Other provinces



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

capejewishchronicle

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CapeChronicle

cape-jewish-chronicle



## 2023 Rates Organisations

For recognised Jewish community organisations.

Each month a new edition in the form of a downloadable PDF is posted on our website [www.cjc.org.za](http://www.cjc.org.za). Three of these issues (April, September and December) are printed and posted directly to readers' homes, to coincide with the major Jewish holidays.

PLACEMENT	W x H	PRINT issue Rate incl. Vat	DIGITAL issue Rate incl. Vat
Full Page	223mm x 315mm	R 3 720	R 3 160
3/4 Page	on request	R 2 790	R 2 370
Front page masthead	67mm x 63mm	R 2 600	R 1 800
1/2 Page	223mm x 156mm	R 1 860	R 1 580
1/4 Page	110mm x 156mm	R 930	R 790
1/8 Page	110mm x 80mm	R 465	R 400
Patrons Panel		R 8 000	
Single page loose insert - client to supply		R 3 850	
Flysheet		R 1 500	
Simchas (weddings are no charge)		R 285	
Classified advert (smalls)		R50 per line ex VAT	
Family Announcement		R50 per cm ex VAT	
Voluntary Subscription		R 350 per annum	

Cost per page including VAT. Please note, the Chronicle does not have reporting staff or a photographer and all coverage is the responsibility of the individual organisation. If you require a reporter, please contact us to recommend a freelancer.

**There are 3 PRINT ISSUES per year. These issues ALSO APPEAR DIGITALLY at no extra cost.**

	<b>5300</b> Print-run (4 x per annum)
	<b>4473</b> Communal Subscribers
	<b>1899</b> Opted-in Email Subscribers
	<b>4284</b> Facebook followers
	<b>1324</b> Instagram followers

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### DEADLINES

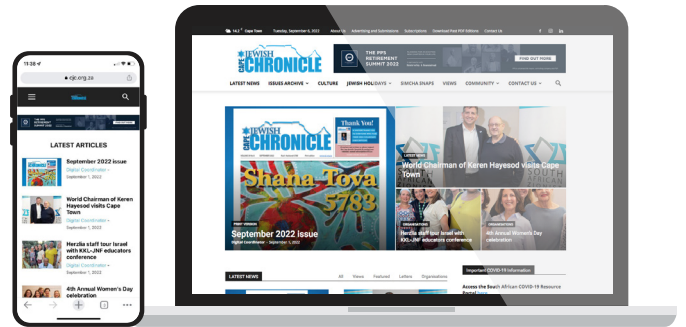
**Booking Deadline:** Book by 5th of the month for following month's issue.

**Material Deadline:** We must receive your content by the 10th of the month for the following month's issue.

### CONTENT SPECS

- Copy to be submitted in an MS Word document
- Images to be highest resolution available – jpg or PDF files
- Designed PDF adverts/layouts to be submitted as 300dpi vector PDFs with 3mm bleed and crop marks. **PDF colour format:** RGB for digital publication and CMYK for print (incl digital) newspaper.

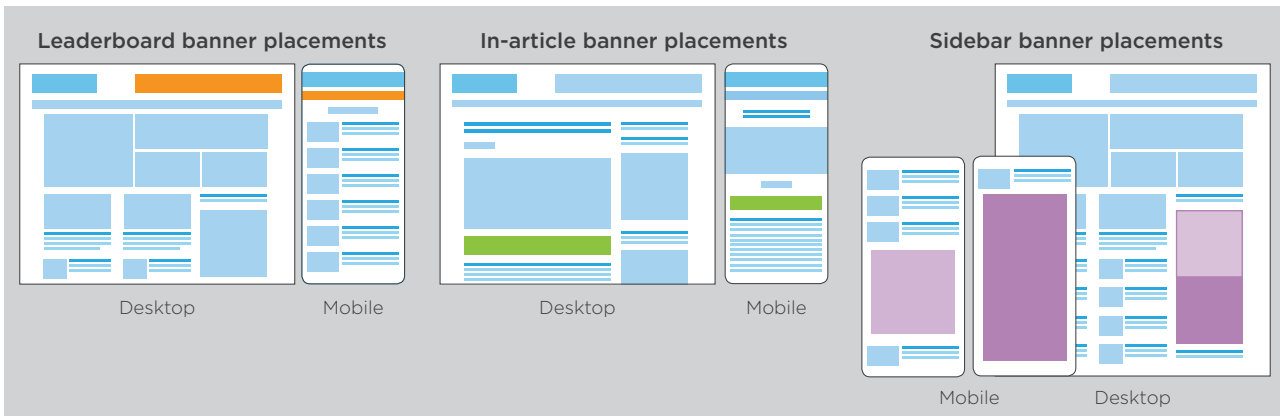
- |  |                     |  |                       |
|--|---------------------|--|-----------------------|
|  | capejewishchronicle |  | capejewishchronicle   |
|  | CapeChronicle       |  | cape-jewish-chronicle |



# 2023 Banner Advertising Rates for Organisations

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

PLACEMENT	W x H	Rate incl. Vat	Rate incl. Vat
		Static	Dynamic gif
<b>Leaderboard banner</b> (run of site)	728px x 90px	R 1 650	R 1 800
<b>Top in-article banner</b> (within all articles/posts)	728px x 90px	R 1 500	R 1 650
<b>Sidebar banners</b> (homepage sidebar) On mobile these appear on home, category, archive & tag/search pages			
<b>Double Sidebar banner</b>	300px x 600px	R 1 500	R 1 650
<b>Single Sidebar banner</b>	300px x 300px	R 750	R 825



**www.cjc.org.za**

**110k** Website page views  
Feb 2022 - Jan 2023

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## DEADLINES

Banner adverts or sponsored content can be submitted to [editor@ctjc.co.za](mailto:editor@ctjc.co.za) and uploaded to our website at any stage during the month, depending on availability of space.

## 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](mailto:digital@ctjc.co.za)