



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
- 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 Lynette on 021 464 6736 or email advertising@ctjc.co.za
www.cjc.org.za

7-10

Audience LSM

5300

Print-run



4525

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 4300

followers

@ 1379

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

capejewishchronicle

CapeChronicle

cape-jewish-chronicle



2023 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.

Three of these issues (April, 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	PRINT issue Rate ex Vat	DIGITAL issue Rate ex Vat
Full Page	223mm x 315mm	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	53mm x 80mm	R 1 400	R 980
1/16 Page Horizontal	110mm x 40mm	R 1 400	R 980
1/32 Page	53mm 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
Flysheet		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.

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

	5300	Print-run (4 x per annum)
	4525	Communal Subscribers
	1899	Opted-in Email Subscribers
	4300	Facebook followers
	1379	Instagram followers

ADVERTISING ENQUIRIES

For more info or to book space, please contact Lynette on 021 464 6736 or email advertising@ctjc.co.za www.cjc.org.za

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.

ADVERT SPECS

Digital PDF only:

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

Printed Newspaper (incl. Digital):

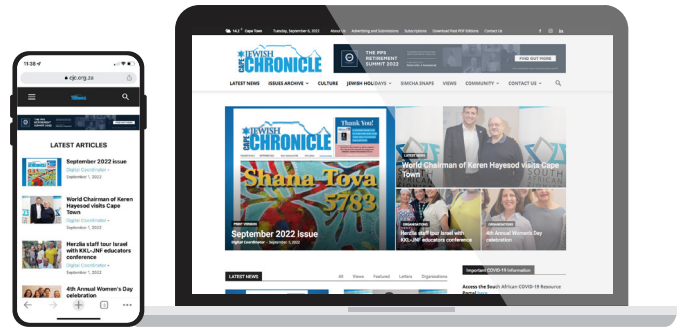
CMYK, 300dpi vector PDF with 3mm bleed and crop marks.

 [capejewishchronicle](https://www.facebook.com/capejewishchronicle)

 [capejewishchronicle](https://www.instagram.com/capejewishchronicle)

 [CapeChronicle](https://twitter.com/CapeChronicle)

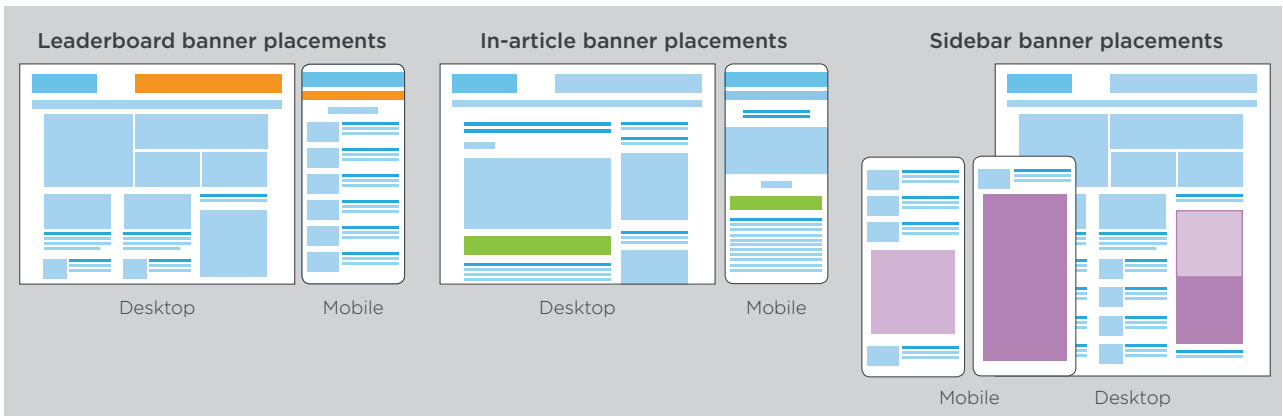
 [cape-jewish-chronicle](https://www.linkedin.com/company/cape-jewish-chronicle)



2023 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	Rate ex Vat
		Static	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

110k Website page views
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47k Annual website users
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4300 Facebook followers

1379 Instagram followers

BOOKINGS & ENQUIRIES

Contact Lynette on 021 464 6736 or email advertising@ctjc.co.za

DEADLINES

Banner adverts or sponsored content can be submitted to 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

