



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

## 2024 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 Lynette on 021 464 6736 or email [advertising@ctjc.co.za](mailto:advertising@ctjc.co.za)

[www.cjc.org.za](http://www.cjc.org.za)

# 7-10

Audience LSM

# 5300

Print-run



# 5542

Communal subscribers



# 2077

Mid-month email subscribers



Communal digital subscribers receive an email with links to the new issue in the first week of every month. 2,077 digital subscribers also receive a mid month email with links to top stories and the current issue.

# f 4400

followers

# @ 1658

followers

[www.cjc.org.za](http://www.cjc.org.za)

# 70k



Website page views  
2023 Calendar Year



# 33k

Website users per annum  
2023 Calendar Year



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 R360.



capejewishchronicle

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

Each month a new issue 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. 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 310mm	R 8 200	R 5 740
1/2 Page Horizontal	223mm x 152mm	R 5 300	R 3 710
1/2 Page Vertical	109.5mm x 310mm	R 5 300	R 3 710
1/4 Page Vertical	109.5mm x 152mm	R 4 100	R 2 870
1/4 Page Horizontal	223mm x 72mm	R 4 100	R 2 870
Front page Masthead	670mm x 630mm	R 3 400	R 2 000
Flysheet Advert	100mm x 100mm	R 4 000	
Single page loose inserts – client to supply		R 5 000	
Full Page Advertorial	500 words + image	R 8 200	R 5 740
Half Page Advertorial	250 words + image	R 5 300	R 3 710

### CHRONIC ADS - SMALLS

1/8 Page Vertical	76mm x 109.5mm	R 2 000	R 1 400
1/8 Page Horizontal	109.5mm x 76mm	R 2 000	R 1 400
1/16 Page Vertical	76mm x 54mm	R 1 400	R 980
1/16 Page Horizontal	54mm x 76mm	R 1 400	R 980
1/32 Page Vertical	38mm x 52mm	R 800	R 560
1/32 Page Horizontal	52mm x 38mm	R 800	R 560
Classified adverts (smalls)		R50 per line	R50 per line

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

	<b>5300</b>	Print-run (3 x per annum)
	<b>5542</b>	Communal Subscribers
	<b>2077</b>	Opted-in Email Subscribers
	<b>4400</b>	Facebook followers
	<b>1658</b>	Instagram followers
<h2>ADVERTISING ENQUIRIES</h2> <p>For more info or to book space, please contact Lynette on 021 464 6736 or email <a href="mailto:advertising@ctjc.co.za">advertising@ctjc.co.za</a> <a href="http://www.cjc.org.za">www.cjc.org.za</a></p>		

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

## DEADLINES

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

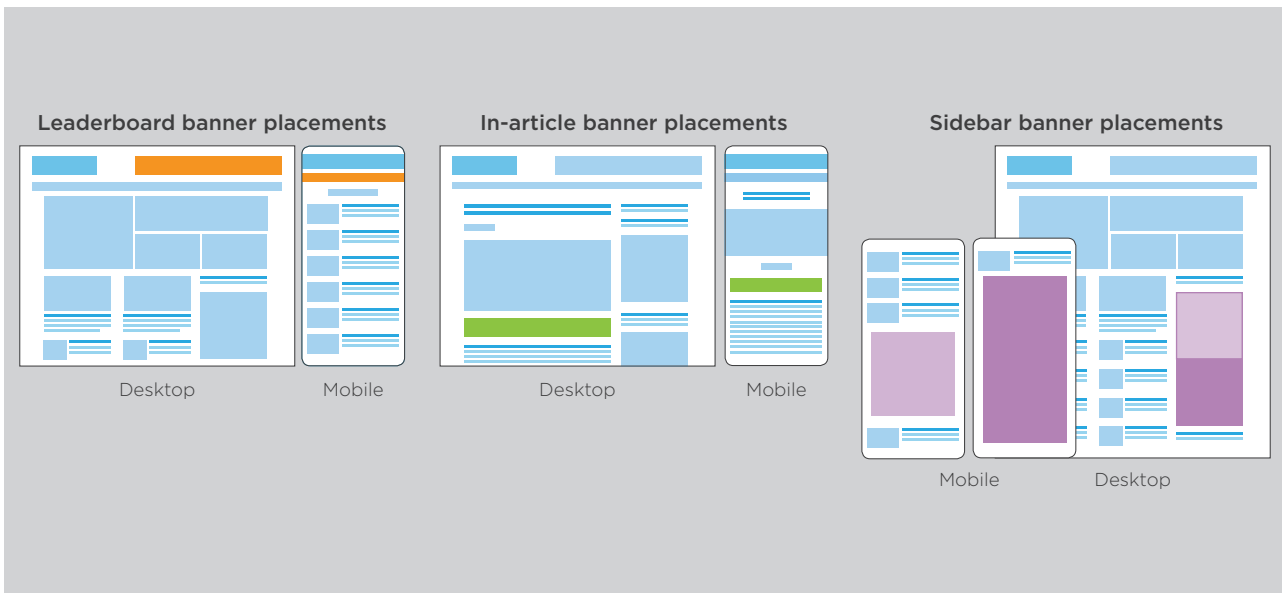
**Material Deadline:** We must receive your content by the 10th of the month for the following month's issue.

## ADVERT SPECS


CMYK – 300dpi High Resolution – No Bleed – No Crop Marks


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
<b>Leaderboard banner</b> (run of site)	728px x 90px	R 2 200	R 2 400
<b>Top in-article banner</b> (within all articles/posts)	728px x 90px	R 2 000	R 2 200
<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 2 000	R 2 200
<b>Single Sidebar banner</b>	300px x 300px	R 1 000	R 1 100




[www.cjc.org.za](http://www.cjc.org.za)

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

 **47k** Annual website users  
Feb 2022 - Jan 2023

 **4400** Facebook followers

 **1658** Instagram followers

**BOOKINGS & ENQUIRIES**

Contact Lynette on 021 464 6736 or email [advertising@ctjc.co.za](mailto:advertising@ctjc.co.za)

## 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)