



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
- 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.

BOOKINGS & ENQUIRIES

To book your space please contact chron@ctjc.co.za or phone 021 464 6736.

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

70k

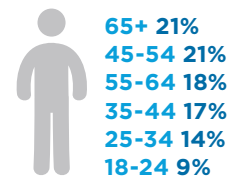


Website page views
2023 Calendar Year



33k

Website users per annum
2023 Calendar Year



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

For recognised Jewish community organisations.

Each month a new issue 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.

PLACEMENT	W x H	PRINT issue Rate incl. Vat	DIGITAL issue Rate incl. Vat
Front page Masthead	670mm x 630mm	R 2 600	R 1 800
Full Page	223mm x 310mm	R 3 720	R 3 160
3/4 Page	on request	R 2 790	R 2 370
1/2 Page Horizontal	223mm x 152mm	R 1 860	R 1 580
1/2 Page Vertical	109.5mm x 310mm	R 1 860	R 1 580
1/4 Page Vertical	109.5mm x 152mm	R 930	R 790
1/4 Page Horizontal	223mm x 72mm	R 930	R 790
1/8 Page Vertical	76mm x 109.5mm	R 465	R 400
1/8 Page Horizontal	109.5mm x 76mm	R 465	R 400
Patrons Panel		R 8 000	
Flysheet Advert	100mm x 100mm	R 1 500	
Single page loose insert - client to supply		R 3 850	
Simchas (weddings are no charge)		R 285	
Classified advert (smalls)		R50 per line ex VAT	
Family Announcement		R50 per cm ex VAT	
Voluntary Subscriptions		R360 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.

	5300	Print-run (3 x per annum)
	5542	Communal Subscribers
	2077	Opted-in Email Subscribers
	4400	Facebook followers
	1658	Instagram followers

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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.

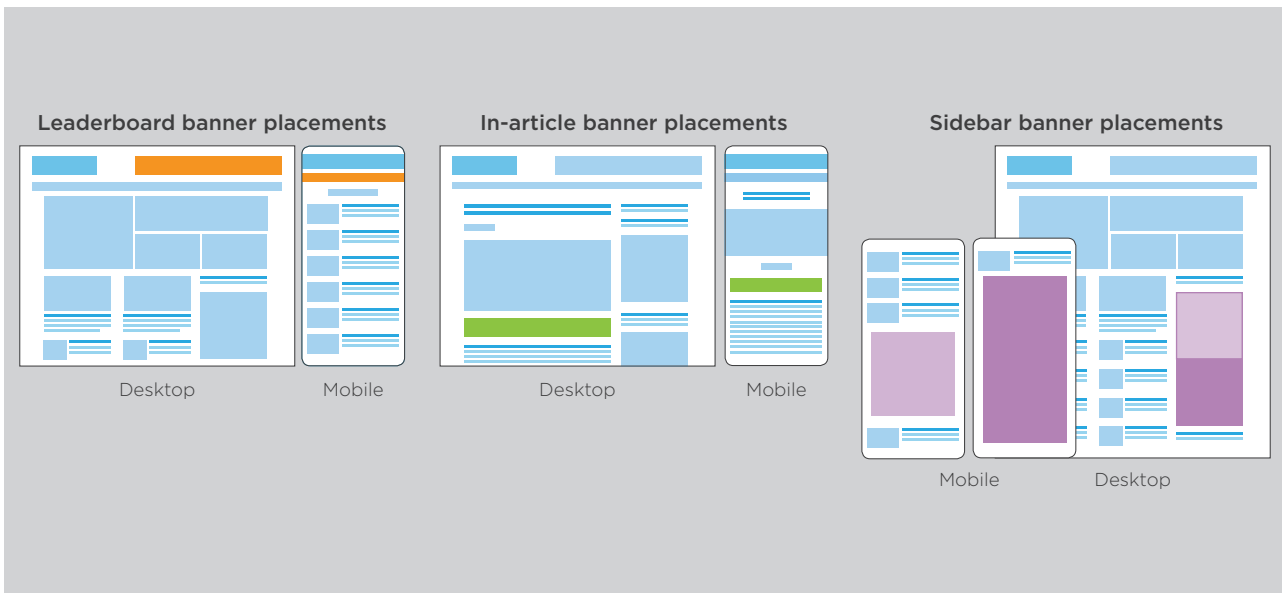
CONTENT SPECS

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

2024 Banner Advertising Rates for Organisations

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



www.cjc.org.za

70k Website page views
2023 Calendar Year

33k Annual website users
2023 Calendar Year

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1658 Instagram followers

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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