



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

2024 Fact Sheet

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.

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

4500

Email subscribers



Email subscribers receive an email with links to the new issue in the first week of every month, and receive a mid month email with links to top stories.

5300

Print-run



Newspapers delivered to readers in the Western Cape

SUBSCRIPTION to both the print & digital editions is free of charge, with a voluntary subscription of R450.

www.cjc.org.za

118k



Website page views
May 2023 - May 2024



55k

Website users per annum
May 2023 - May 2024

f **4500**
followers

@ **1690**
followers

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.

Four of these issues (April, July, 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.

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

PLACEMENT	W x H	PRINT issue	DIGITAL issue
		Rate ex Vat	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	67mm x 63mm	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.



5300 Email Subscribers



4500 Print-run
(4 x per annum)



4500 Facebook followers
@capejewishchronicle



1690 Instagram followers
@capejewishchronicle

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

There are 4 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

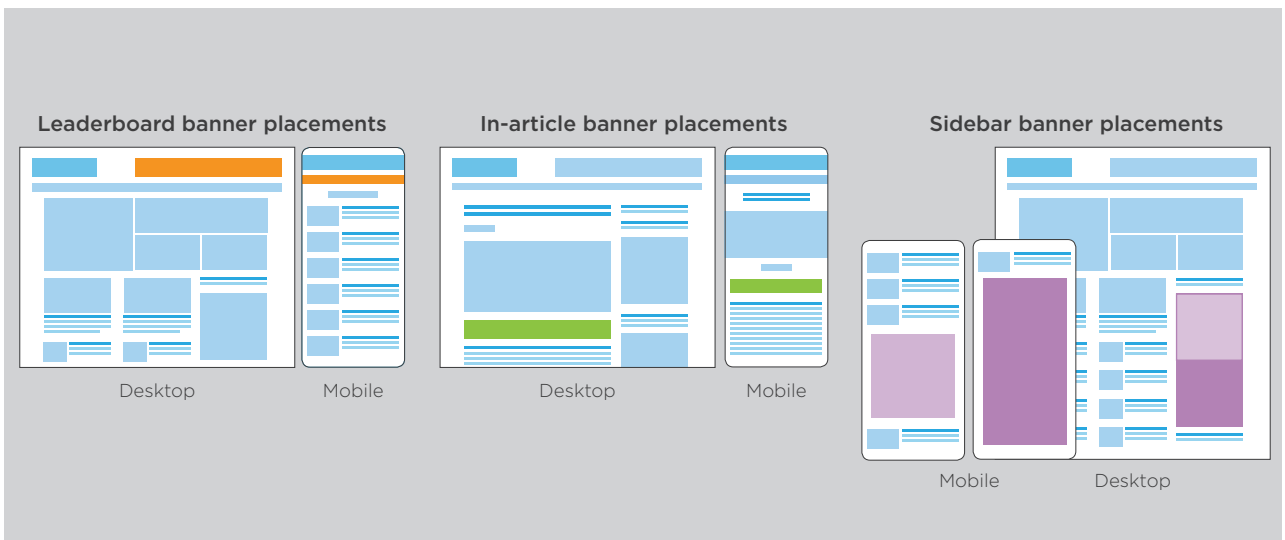
300dpi High Resolution – No Bleed – No Crop Marks

Format: PDF or JPG


For print issues please make sure artwork is CMYK .


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 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

 **118k** Website page views
May 2023 - May 2024

 **55k** Website users
May 2023 - May 2024

 **4500** Facebook followers
@capejewishchronicle

 **1690** Instagram followers
@capejewishchronicle

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