



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

## 2024 Fact Sheet

### COMMUNICATION CHANNELS

- Website: [www.cjc.org.za](http://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](mailto:advertising@ctjc.co.za)  
[www.cjc.org.za](http://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.

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

**118k**



Website page views  
May 2023 - May 2024

**5300**

Print-run



Newspapers delivered to readers in the Western Cape



**55k**

Website users per annum  
May 2023 - May 2024

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

**f** **4500**  
followers

**@** **1690**  
followers

**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](http://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.

For recognised Jewish community organisations.

PLACEMENT	W x H	PRINT issue	DIGITAL issue
		Rate incl. Vat	Rate incl. Vat
Front page Masthead	67mm x 63mm	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 (small)		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 4 PRINT ISSUES per year. These issues ALSO APPEAR DIGITALLY at no extra cost.**




## 5300

Email Subscribers




## 4500

Print-run  
(4 x per annum)



## 4500

Facebook followers  
@capejewishchronicle



## 1690

Instagram followers  
@capejewishchronicle

### BOOKINGS & ENQUIRIES

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

## DEADLINES

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

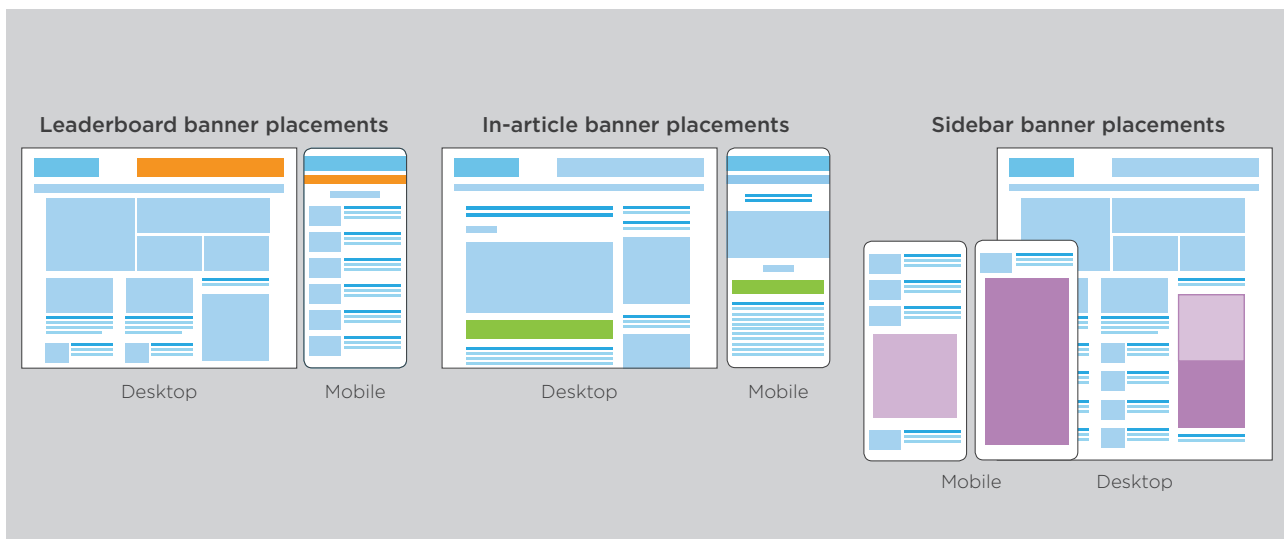
**Material Deadline:** We must receive your content by the 10th of the month for the following month's issue.

## 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: 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
<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




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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)