

# BBQ

## RATE CARD 2016

[www.bbqonline.co.za](http://www.bbqonline.co.za)



# Black Business Quarterly: recognising and celebrating black business excellence

### About Black Economic Empowerment

Black Economic Empowerment (BEE) is a programme that was launched by the South African government to redress the inequalities of Apartheid by giving previously disadvantaged people economic opportunities previously not available to them. It includes measures such as Employment Equity, skills development, ownership, management, socio-economic development and preferential procurement. Since its implementation, BEE has given the rise to some of South Africa's major black business players such as Cyril Ramaphosa, Patrice Motsepe and Wendy Luhabe. This was the beginning of a new era in black business. The birth of BEE was not the beginning of black business, however; prior to the introduction of this empowerment programme, business veterans like Richard Maphonya and Herman Mashaba have been holding the flag of black entrepreneurs up high for over a half century.

### BBQ's role in harnessing and celebrating the evolution of black business today

Black Business Quarterly (BBQ) is South Africa's premier journal for black business leaders. Since its launch in 1999, BBQ has been the mouthpiece of South Africa's business community through its projection of excellent editorial on happenings within the ever-evolving black business fraternity. Throughout the years BBQ has been championing its competition by being the longest standing and most successful black business publication in South Africa. The annual BBQ Awards have been BBQ's flagship event where black business greats are formally honoured.

### Content

Through its quality editorial BBQ speaks directly to the upper echelons of black business in South Africa, addressing matters affecting economic growth, black empowerment and co-operation throughout South Africa, the SADC regions and globally. Issues affecting the development of black business throughout all the sectors are discussed and debated in every issue. The 2009 launch of the website [www.bbqonline.co.za](http://www.bbqonline.co.za) has enabled BBQ to have and maintain a more current portal to keep our readers up to date with news and occurrences that are constantly shaping the growth of black business today. BBQ showcases the comprehensive and sophisticated infrastructure, products and services available for and by black entrepreneurs.





**The topics that BBQ touches on in each issue include:**

- Wealth management
- Investment
- Global markets
- African economies
- ICT
- Engineering
- Politics
- Human resources
- Education
- Health
- Profiling key players in black business locally, continentally and globally
- Trends that effect business development
- Lifestyle/Travel

Please note: the above-mentioned topics are an example of what is covered in Black Business Quarterly. Each topic is not covered in every quarter and the above-mentioned are not subjected to exclusivity.

**Distribution**

BBQ is sent to the National African Federated Chamber of Commerce and Industry; VIP Lounges in all South African Airports, the Black Management Forum; Directors of JSE-listed companies; Owners, CEOs and Directors of large black-owned companies, all SA embassy libraries throughout Africa and the world; SACOB and its Chambers of Commerce. Members; Government; SADC countries; Exclusive Books and CNA countrywide. **Retail price: R29.00**

**Publication specifications**

275mm x 210mm, Full Colour throughout

**COVER:**

Heavy flexible cover – UV varnished

**CONTENT:**

135gsm gloss art

**FREQUENCY:**

Four issues per annum (March, June, September and December)

**FINISH:**

Secure bound / square backed

**DISTRIBUTION:**

10 000 copies

**Advertising rates per issue**

Full Page: R28 950

Half Page: R17 550

Double Page Spread: R43 950

Inside Back Cover (DPS): R52 800

Inside Front Cover (DPS): R52 800

Outside Back Cover (OBC): R49 450

10 Page Corporate Survey: R180 500

Special Position: R31 850

**Material specifications**

**Full Page**

Page size : 210 mm (width) x 275 mm (height)

Page type: 190 mm (width) x 255 mm (height)

Bleed: 5 mm - allround

**Half Page (Note: Horizontal)**

Page size: 210 mm (width) x 135 mm (height)

Page type area: 190 mm (width) x 115 mm (height)

Bleed: 5 mm - allround

**Half Page (Note: Vertical): THIRD PAGE NOTE: HORIZONTAL**

Page size (width & height): 210mm x 92mm

Page type area: 190mm x 85mm

Page size: 105 mm (width) x 275 mm (height)

Page type area: 85 mm (width) x 255 mm (height)

Bleed: 5 mm - allround

**DPS (Double Page Spread)**

Page size: 420 mm (width) x 275 mm (height)

Page type area: 400 mm (width) x 255 mm (height)

Bleed: 5 mm - allround

**Page sizes:**

Quarter Page: 92.5 mm (width) x 110 mm (height)

Strip Adverts: 210 mm (width) x 38 mm (height)

**Format**

Program formats for Ads: PDF - CMYK

Pie file formats

EPS CMYK at 300 dpi (the best option)

TIFF CMYK at 300 dpi (the second best option)

300 dpi, high resolution

150 Line Screen

**Text**

Text only file with no breaks.

**PLEASE SUPPLY MATERIAL ON DISC, BY EMAIL, QUICKCUT OR WESEND**

**Material deadline 2015**

**BBQ issue 67** (March 2016)

Material deadline: February 19<sup>th</sup> 2016

**BBQ issue 68** (June 2016)

Material deadline: May 18<sup>th</sup> 2016

**BBQ issue 69** (September 2016)

Material deadline: August 31<sup>st</sup> 2016

**BBQ issue 70** (December 2016)

Material deadline: November 23<sup>th</sup> 2016

**PLEASE NOTE:** Deadline dates are subject to change

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Proprietor: Kaqala Media Ltd. · Reg # 99/23655/06

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Financial Director: Andrew Brading

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