

As new business opportunities abound in South Africa, the **SA Guide to Business Opportunities** will give its readers the widest one stop source of information, advice, resources and strategies available in South Africa.

With a shelf life of 3 months "the guide" has become SA's most indispensable one-stop source of SME information.

For more information on the **SA Guide to Business Opportunities**, please visit us online at [www.saguides.co.za](http://www.saguides.co.za).

SA Guide to SOUTH AFRICA'S ONLY BUSINESS OPPORTUNITY MAGAZINE

**BUSINESS OPPORTUNITIES**

THE COMPLETE SA GUIDE TO MAKING MONEY AND EARNING EXTRA INCOME

**PRINTING PROFITS**  
FROM T-SHIRTS TO ENGRAVING  
PROFITS ARE WAITING FOR YOU

**CASH IN!**  
EARN EXTRA INCOME  
BECOME AN EXPERT

WE SHOW YOU HOW TO SET UP AN  
**E-BUSINESS IN 10 DAYS**

HOW TO MAKE A ZILLION ON  
**YouTube & MOBILE APPS**

**FREE** BITING BUSINESS WEBSITE OPPORTUNITY **FREE**

**326 business opportunities under R100K**

**GROUPON MyCityDeal**

**COUPONS**

**citymob**

**HOW TO START YOUR OWN MOBILE NAIL SALON**

30+ HOME BUSINESS OPPORTUNITIES UNDER R25 000

150+ FOOD & RESTAURANT BUSINESS OPPORTUNITIES

Internet Business

## SA GUIDES ADVERTISING RATES

FRONT COVER	R25 000
DOUBLE PAGE SPREAD	R18 000
FULL PAGE ADVERT AND FULL PAGE EDITORIAL	R15 000
HALF PAGE ADVERT AND HALF PAGE EDITORIAL	R10 000
QUARTER PAGE ADVERT AND QUARTER PAGE EDITORIAL	R6 000
FULL PAGE AD / INSIDE FRONT OR BACK COVER / OUTSIDE BACK COVER	R13 000
HALF PAGE AD (VERTICAL OR HORIZONTAL)	R7 000
QUARTER PAGE AD	R4 000
STRIP ADVERT (1/6 PAGE) (VERTICAL OR HORIZONTAL)	R2 500
CLASSIFIEDS (8.5CM X 6CM)	R1 400
SMALLS (6CM X 6CM)	R1 000

## SPECIAL DISCOUNT OFFERS

Professional services orientated opportunities get a **20% discount** off per advert when advertising their franchise.

A **15% discount** for multiple bookings applies to all orders exceeding R14,000 and higher.



Advertise in our scheduled features and receive a further 10% discount

Reach entrepreneurs, business owners and investors 365 days a year

Any advert booked that is half page or larger will in addition receive free online advertising on the [www.bizassist.co.za](http://www.bizassist.co.za) and [www.sabizops.co.za](http://www.sabizops.co.za) websites.

## Regulars

- SME News & Events
- Business Opportunity Listings
- Technology Solutions
- SME Marketing Solutions
- Competitions & Giveaways
- Book Reviews
- Reader Offers
- Office Décor and Design
- Home Business Opportunities
- Home Business Resources
- Reader Interactive
- SAHBA Feedback & Advice

- Customer Service
- Office Management
- Personal Development
- Marketing & Sales
- Organisation
- Personal Work Habits
- Internet Trends & News
- Internet Entrepreneurs
- IT Business Service Listings
- Online Business Solutions
- Internet Marketing
- New Internet Technologies

## Features

- Business Management
- Staff Management
- Health & Beauty
- Child Education, Decor and Design
- Business Services
- Business Finance
- Renewable Energy
- Insurance
- Food & Restaurant
- Business Opportunities
- Direct Selling
- Franchising
- Vending

- Home Office Management
- Crafts
- Scams
- Start-Up Advice
- Home Office Design
- Women & Home Business
- Home Business Marketing
- Broadband Issues
- Affiliate Programs, Blogs etc.
- Applications & Solutions
- Internet Entrepreneurship
- Website Design, Hosting, SEO
- E-Commerce

## INFORMATION

Cover Price	R47.95
Print-Run	9000
Outlets	700 South Africa & Other Countries
Issue Frequency	6 issues per year
Page Count	64 - 80
Page Type	Colour, Perfect Bound

## Our Mission Statement

To inspire and motivate all South Africans to better themselves financially by starting a new business or growing an existing one. We achieve this by focusing on providing valuable insightful and useful business information, which allows the entrepreneur to accelerate business success whilst reducing the risk. We are a one-stop-business-start-up-shop.

## Contact Us

Tel / Fax: 021 671 1526 • Web: [www.saguides.co.za](http://www.saguides.co.za)  
Reg: 2005 / 146166 / 23 • VAT: 4230224240  
P.O. Box 44214, Claremont, 7735

All adverts must be a resolution of 300DPI, CMYK Colours and either a JPEG, PDF or TIFF file to be supplied. Only full page adverts have a bleed of 5mm all around.

#### Full Page:

210mm width x 285mm height (trim size)  
5mm Bleed (all round)

#### ½ Page Horizontal:

195mm width x 133mm height

#### ½ Page Vertical:

91mm width x 275mm height

#### ¼ Page:

91mm width x 133mm height

#### Strip Advert (1/6) Horizontal:

200mm width x 40mm height

#### Strip Advert (1/6) Vertical:

72mm width x 290mm height

#### Classified:

60mm width x 85mm height

#### Smalls:

60mm width x 60mm height

## SPECIFICATIONS



## TOP 5 REASONS TO ADVERTISE IN SA GUIDE TO BUSINESS OPPORTUNITIES

**Best Value:** The SA Guide to Business Opportunities guarantees your exposure at all major franchise and SME-related show and expos across South Africa with all current and back issues available for purchasing and special edition 'feature catalogues' printed for free distribution. This provides exposure long after the magazine comes off shelves and affords feature advertisers with another exceptional marketing platform.

**Mass Exposure:** Advertisers receive added value benefits and advertising across our extensive range of web-based SME media, including our "New Business Opportunities" Electronic mailer and our franchise specific SABizops.co.za website, free of charge, when advertising in any one of our magazines.

**Reaching Africa:** The SA Guide to Business Opportunities is the only South African entrepreneur-focussed magazine currently available across SA's borders. Reach entrepreneurs and investors in Namibia, Botswana, Zambia and Zimbabwe.

**Design Service:** Our advertisement design service is on a par with the best advertising agencies in South Africa – try us you won't be disappointed! This service is available at no charge for all advertisement contracts of two or more insertions.

**Knowledge is power:** We know the business opportunity industry backwards! Publishing editor, Warwick Smith-Chandler started South Africa's first SME publication, Your Own Business, in October 1994, which later became known as Your Business magazine. He has guided the SA Guides range, and attained significant notoriety for over six years since.

No other business publication can provide the exposure and added value that the SA Guide to Business Opportunities can offer you. Advertise with us and ensure your company or product the exposure it deserves.

### Terms and Conditions

- ✓ The SA Guide to Business Opportunities does not guarantee a response to advertisements placed.
- ✓ Proof of in-house designs marked "Final Proof" must be signed off within 24 hours, otherwise they will be taken as final and correct.
- ✓ Upfront payment is required for all smalls and classified adverts and a 50% deposit is required for first-time advertisers.
- ✓ Chromalins or full-colour printouts must be attached to all positives – colours cannot be guaranteed if colour proof is not supplied.
- ✓ Advertisers will receive a maximum two complementary copies of the publication.
- ✓ 50% balance due after 7 days of publication.
- ✓ The SA Guide to Business Opportunities reserve the right to debit your bank account through the BizAssist debit order system if any advertising account is in arrears.
- ✓ No future adverts will be placed if there is an outstanding balance on your account.
- ✓ Credit checks will be performed at our discretion.
- ✓ Serial bad payers will be listed and circulated amongst the various industry magazine accounts departments.

## CONTACT US

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