

Comparative Analysis	ITInews	Company A	Company B	Company C	Company D	Company E
<b>News portal</b>	Yes	Yes	Yes	No	No	No
➤ Site Map	Yes	No	Yes			
➤ Privacy Policy	Yes	No	Yes	No		
➤ Multiple contributors	Yes	No	Yes	No	No	No
➤ Home page rank	4	4	7	4	1	1
<b>Magazine Hardcopy</b>	Yes	Yes	No	No	No	No
<b>Email database recipients</b>	20000+	16000+	Not focused	No	No	11000+
<b>Advertising and banners</b>	Yes	Yes	Yes	Yes-limited	Yes- limited	Yes -limited
➤ Pricing	realistic	expensive	very expensive			
<b>Newsletter(s)</b>	Yes	Yes	Yes	No	No	Yes
➤ Archive	Yes	Yes	Yes			
➤ PDF copy	Yes	No	Yes			
<b>Magazine Archive</b>	Yes	No	No	No	No	No
➤ Current Issue	Yes	No				
➤ Archived Issues	Yes	No				
<b>Company Listing</b>	Yes	Limited	Yes	Yes-limited	No	No
➤ Monthly Price	Free	Part of Press Office	Separate price	Separate price		
<b>Advisor/Broker listing</b>	Yes	No	No	No	Yes - good	No
➤ Monthly Price	Free	No	No	No	R 87.00	No
<b>Press Office</b>	Yes	Yes	No	Yes	No	No
➤ Monthly Price	R 500.00	R 3,000.00		R 150.00		
<b>Press releases</b>	Yes	No	Yes-limited	Yes-limited	No	No
<b>Contact details</b>	Yes	Limited	Limited	Yes-good		
<b>Events</b>	Yes	Limited	Yes-not focused	Yes-limited		
<b>Recruitment</b>	Yes	Separate price	Yes-not focused	Separate price		
<b>Email distribution</b>	Yes	Limited	No	No		