

## ***Business Insider* SA closure tomorrow, 28 February**

*Business Insider South Africa* will be closing down tomorrow, 28 February as its licensing agreement comes to an end with *News24*.



Source: [www.unsplash.com](https://www.unsplash.com)

The announcement was made last week.

"*Business Insider* SA launched in February 2018 as a partnership between what was then known as *Business Insider*, a German-owned American-headquartered outlet that pioneered a new way of online publishing, and *News24*, part of the Media24 group," said the publication.

"Now *Insider* has decided not to renew the licensing agreement that created this publication, which comes to the end of its five-year term this month," said [the publication](#).



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*News24* editor-in-chief Adrian Basson added: "BI, as we called it, came from nowhere and quickly turned the business media market on its head. With an approach that is much more consumer-focused, BI soon became the largest business website in South Africa. In its five years of existence, BI was always in the top three ranking of business websites, alongside its sister publication *News24 Business*."

Basson said *News24* will soon be announcing a business section that focuses on technology and trends.

*Business Insider SA* will now be redirected to *Insider.com*.

For more, visit: <https://www.bizcommunity.com>