

MoneyMarketing

First for the professional financial adviser

Rate card 2011

Everyone needs a Financial Adviser

Choice and terminology fill our financial thoughts. Headlines detail financial interplays. Decisions with our money can be made in haste and repented at leisure. The need for future wealth and sustainability has never been greater. A plan charting success will be a must have to reach a secure financial future. And it is the Guide who can provide the best routes to success.

Financial Advisers are a unique and important part of South Africa's financial services industry. In their work with clients they build relationships with the consumers of financial products. These relationships and the guidance and support they provide to those seeking financial smarts are the base of our financial services industry today.

If your product is a financial one, your entry is a Financial Adviser.

WE REACH FINANCIAL ADVISERS

Money Marketing is a monthly printed publication that reaches over 9 000 Financial Advisers, most of whom are members of the Financial Planning Institute of South Africa. We offer the latest investment and risk news in our publication; and showcase the latest products, trends and thoughts that will shape our future financial landscape. We also publish a weekly e-newsletter and our website features the latest breaking news and financial education and information. It's a port of call for Financial Advisers and their businesses. It is a port of call for any Financial Services Provider.

Advertising

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Editor

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2011/2012 ADVERTISING RATES:

SIZE	CASUAL	3 INSERTS	6 INSERTS	12 INSERTS
DPS	R 38 300	R 35 600	R 34 300	R 31 600
A3	R 23 800	R 22 800	R 19 700	R 17 300
A4	R 17 200	R 16 200	R 15 100	R 13 800
1/2 PAGE	R 13 300	R 12 700	R 12 100	R 11 200
1/3 PAGE	R 11 400	R 10 600	R 9 600	R 8 700
1/4 PAGE	R 9 600	R 8 800	R 8 200	R 7 400
4 page company profile	R 35 000			

ADVERT SIZES:

Double Page Spread		A3	
Bleed:	392mm x 587mm	Bleed:	392mm x 295mm
Trim:	389mm x 584mm	Trim:	389mm x 292mm
Type:	360mm x 520mm	Type:	360mm x 262mm
A4		Half page horizontal	
Trim:	285mm x 218mm	Trim:	180mm x 262mm
Type:	275mm x 210mm	Type:	170mm x 252mm
Half page vertical		Third vertical	
Trim:	338mm x 130mm	Trim:	338mm x 85mm
Type:	328mm x 120mm	Type:	328mm x 75mm
Third horizontal		Quarter strip horizontal	
Trim:	135mm x 262mm	Trim:	90mm x 262mm
Type:	125mm x 252mm	Type:	80mm x 252mm
Quarter box (A5)			
Trim:	180mm x 130mm		
Type:	170mm x 120mm	All adverts must have 3mm bleed all around	

COVER WRAP INSERTS

R 32 400 (Cost of printing included)

COVER WRAP WITH FOLDS

R 45 000 (Cost of printing included)

BELLY BAND

R 30 000 (Cost of printing included)

ADVERTORIAL

R 8 400 per insertion

CENTRE STITCHED (4 X A3) WHITE BONDED PAPER

R 32 400

INSERTS

R 16 400 (Minimum charge, rate on application)
Inserts must be delivered to the specific mailing house as per the advised production deadlines

ELECTRONIC NEWSLETTER BANNER

R 2 000 per newsletter (minimum 4 banners per order)

FRONT COVER STRIP (50mm x 215mm)

R 10 100

Standard rates exclude VAT and include agency commission.
Cover wraps, belly bands and centre stitched white bonded paper advertisements all exclude VAT and agency commission.

MATERIAL REQUIREMENTS

All adverts must be supplied on CD in PDFx1a format.
All images and fonts must be embedded. No open files or RGB jpegs will be accepted. We will not be held responsible for colour should a rainbow/iris proof not be supplied.

MoneyMarketing

First for the professional personal financial adviser

Directory rates 2011

The annual Money Marketing Directory contains details of financial service providers, investment professionals, and related financial companies. Referenced and laid out with the end user in mind, the Money Marketing Directory makes it easy to find the information you are looking for – quickly and without having to sort through any clutter. Contact details are given with each listing – giving the user access options for your products and services.

MATERIAL REQUIREMENTS

Adverts must be supplied in tiff or PDFX1a file format (No JPEG or RGB images to be embedded). A rainbow proof or Chromalin must be supplied for text and colour accuracy. If requested, disks will be returned within six to eight weeks of date of publication.

Material is otherwise filed with our production department. We are not responsible for the colour accuracy should a rainbow proof or postscript colour proof not be supplied.

MATERIAL SPECIFICATIONS

Ad Size	Type (mm)	Trim (mm)
Full Page	138 x 200	148 x 210

Advertising

Lisa Vermaak
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2011 FINANCIAL ADVISERS DIRECTORY RATES

Advertising Rates

Full page	R 13 900
Participation page	R 11 130

Special Combo Rates

Full page advert plus one participation page	R 16 170
Full house (Editorial, advert, participation page and logos)	R 21 400

Short Listing Rates

Logo in relevant section (includes hyper-linked logo on website)	R 2 300
Repeat logo's	R 780
Logo & Profile (75 words) (includes hyper-linked logo on website)	R 3 150

No charge for logo's in short listing if special combo is taken

Editorial Rates

Editorial of 1000 words plus picture of author	R 9 300
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Special Position Rates

Bookmark (supplied by client)	R 20 500
Coverstrap on front cover, 1 full colour advert & 1 participation page	R 25 000
Inside front cover (includes 1 participation page in relevant section)	R 18 000
Inside back cover (includes 1 participation page in relevant section)	R 16 500
Outside back cover (includes 1 participation page in relevant section)	R 20 000