



Rate Card 2008



# Contents



Overview	page 3
Editorial Overview	page 3
Reader Profile	page 4
Annual Surveys and Special Features	page 5
Corporate Profiles	page 6
2008 Survey Rates	page 6
Publishing Schedule 2008	page 7
Mechanical Data	page 8
Terms and Conditions	page 8
2008 Rates	page 9
Special Positions	page 9
Contact Details	page 9

## Overview

Finweek is an **essential business tool**, which provides time-pressed readers who are serious about managing their money and succeeding in business with a strong competitive advantage, delivering world-class news, insight and analyses in a concise and credible manner.

Finweek is set apart not only by providing an **accurate** and **concise** weekly perspective on all business and financial matters, but also for providing the reader with cutting edge online information, **24 hours** a day.

Finweek specifically caters for the up-and-coming businessman/woman in South Africa. Entrepreneurs and individuals who are:

- younger, less conservative, serious about making money, getting ahead and staying on top.
- readers with open minds looking for new ways to invest and increase their earnings.

## Editorial Overview

### Openers

Concentrates on hot business related issues of the week.

### Companies and Markets

Looks at listed **companies** and the markets in which they operate. Regular features in this section include:

### Directors' Dealings

Focuses on the latest trading activities of company directors and includes the number of shares and value of each trade. Not only does this form part of good governance, but it also acts as a guide for **investors** who want to follow the big guns.

### Portfolio Pointers

Features a brief analysis of at least three companies to assist readers in share-buying decisions.

### Portfolio Punts

Each week a promising share is identified and discussed.

### Between the Sheets

Highlights interesting aspects of a company's annual report.

### The Good, the Bad & the Ugly

Tongue-in-cheek commentary on some of the more topical issues. This popular section provides good material for boardroom chit chat.

### Property

This section provides weekly news and insight into all property-related issues. A must read for **property owners**, **developers** and **speculators**.

### Economic Trends and Analysis

The macro-economic environment is dissected by looking at local and international developments.

### Business Strategy

Incorporates various aspects of company strategy including issues such as black economic empowerment, labour issues and human resources. Articles on **entrepreneurs** and how they got their businesses off the ground also fall into this section.

### Communication and Technology

Explains the latest IT products and how they affect business efficiency.

### Advertising and Marketing

News and views on the industry by Tony Koendermann.

### Something Els

Lifestyle column with reviews on everything from movies to restaurants and travel.

### Creating Wealth

Concentrates on issues that affect investment decisions, while explaining options such as unit trusts, investing on the JSE, retirement planning and all other aspects of **personal finance**.

### Technical Analysis

An in-depth technical look at one or two companies or important indicators like the gold and oil prices.

### Statistics

Featuring the week's JSE share prices, economic indicators, unit trust prices and returns.

# Reader Profile

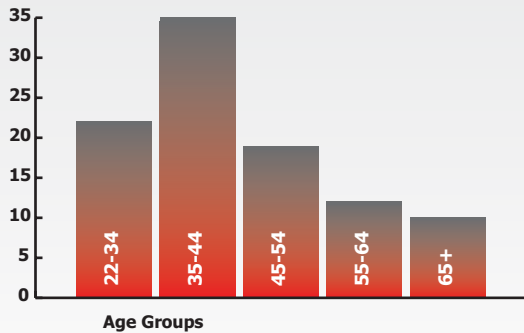
- Finweek has more **paying subscribers** than any other business magazine in SA. (Source: Audit Bureau of Circulation 2nd Quarter 2007)
- Finweek is the only business title published in **two languages**. Reaching your target market in their home language means more impact & better results.
- Finweek offers advertisers excellent cross media marketing opportunities, which include exposure on **Fin24.co.za**, the largest\* financial website in South Africa.
- Finweek has the largest percentage of readers who are **self employed** of any financial publication in South Africa.
- Finweek is a **national publication** with readers throughout South Africa.

## Fin24.co.za Audience: \*

- **Unique Users** = 395,387 per month

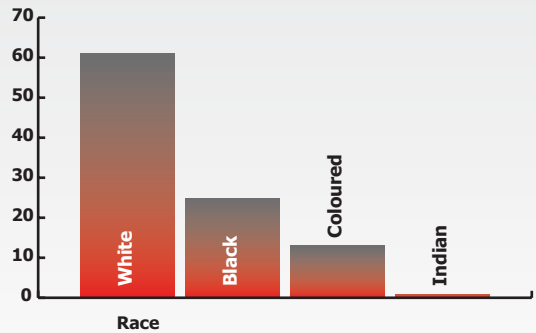
- **Page Impressions** = 2.6 Million per month

\* Nielsen Netratings (2nd Quarter 2007)



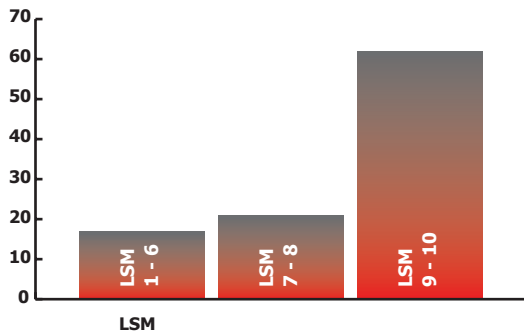
### Age groups:

20-34 : **22** %  
 35-44 : **35** %  
 45-54 : **19** %  
 55-64 : **12** %  
 65+ : **10** %



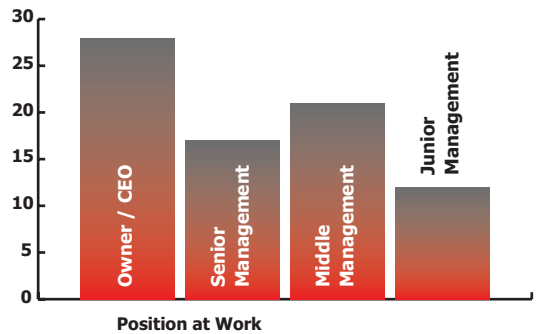
### Race:

White : **61** %  
 Black : **25** %  
 Coloured : **13** %  
 Indian : **1** %



### LSM:

LSM 1 - 6 : **17** %  
 LSM 7 - 8 : **21** %  
 LSM 9 - 10 : **62** %



### Position at work:

(Source FINTRACK 2005)

Owner / CEO : **28** %  
 Senior Management : **17** %  
 Middle Management : **21** %  
 Junior Management : **12** %

(Source: AMPS2005A6)

# Annual Surveys and Special Features

In an ongoing quest to increase the variety and depth of information available to our readers, Finweek produces a number of annual surveys and special features, which include:

## Top200



As our flagship supplement, the Top200 is one of South Africa's most credible financial surveys. It is an in-depth analysis of the top 200 companies listed on the JSE and enables investors to pinpoint South Africa's best managed companies. The Top200 is not only a reference for corporate listed companies to talk to our readers, but an opportunity for any advertiser who targets the higher echelons of business.

## The Finweek Property Compass



In a bid to highlight the intricacies of the booming property industry in South Africa, Finweek is proud to present The Finweek Property Compass. A comprehensive, but practical guide aimed at equipping readers to make better-informed property investment and purchase decisions. The handbook will cover the residential, commercial, industrial sectors, affordable housing as well as the property fund sectors of this lucrative industry.

## Golf Business



Golf Business has established itself as one of Finweek's flagship annual supplements and coincides with the annual CEO Championship. Golf Business profiles and annually ranks CEOs on top of their game. The supplement also looks at developments over the past year in the business of Golf. Golf Digest and Finweek join forces every year to publish this supplement.

## Namibia



Its increasingly important role in the South African Development Community and its excellent infrastructure have made Namibia a popular investment destination. This annual survey focuses on tourism, economic development and business opportunities in the country.

## FinFund



FinFund, aimed at both the retail and institutional markets, is a supplement with a difference, providing a shop window for managed fund companies to feature their current thinking, interesting products, top portfolio managers and market outlook. Top domestic and international commentators also infuse incisive views on the industry across the world.

## Collective Insight



Collective Insight is an educational journal published by Finweek that appears three times a year. It's supported by the broader investment community and is designed to bring together research papers from academic, consulting and asset management sectors in a way that integrates fundamental investment principles, with best practice reality and cutting edge thinking.

## Corporate Profiles

These stand-alone supplements provide an excellent channel for any organisation to communicate effectively with its market, increase brand awareness and grow its business. Corporate profiles are used to highlight the developments and successes of many companies and industries. Clients have the added benefit of access to some of South Africa's most awarded financial journalists in selecting an expert to profile their organisations.



For a cost option that suits your business, contact our corporate business manager today on **011 263 4976**.

## 2008 Survey Rates

Full Page	Half Page	DPS	Half DPS	Two Thirds Page
R41 300	R27 300	R81 900	R46 438	R36 400
Third Page	Inside Front Cover	Inside Back Cover	Outside Back Cover	
R18 700	R50 800	R50 800	R52 700	

**Rates include agency commission and exclude VAT**

**Please note:** Rates include Finweek's – English and Afrikaans editions. **(Material to be supplied in English and Afrikaans)**

### Advertising Conditions For Publishing Profiles

Acceptance of an order shall only occur once Finweek has approved the order. No contractual obligation(s) shall arise merely as a result of the completion of an order form.

The advertiser will furnish all advertising copy before the closing date as stipulated by Finweek.

No cancellations of advertisements or profiles will be accepted after the fixed dates. Any cancellations or postponements must be submitted in writing to Finweek at least six (6) weeks prior to publication. Any cancellations or postponements after this time are subject to the following:

- 1st postponement:** 20% of total revenue is payable:
- 2nd postponement:** 50% of total revenue is payable:
- Cancellation of profile:** 75% of total revenue is payable.

All other conditions relating to advertising in Finweek will apply.

# Publishing Schedule 2008

**Cover Date (Thursday)    Booking Deadline    Material Deadlines    Preprinted Insert Deadline    On Sale Distribution Date**

Cover Date (Thursday)	Booking Deadline	Material Deadlines	Preprinted Insert Deadline	On Sale Distribution Date
<b>January</b>				
10 01 08	12 12 07	14 12 07	14 12 07	07 01 08
17 01 08	04 01 08	07 01 08	04 01 08	14 01 08
24 01 08	11 01 08	14 01 08	11 01 08	21 01 08
31 01 08	18 01 08	21 01 08	18 01 08	28 01 08
<b>February</b>				
07 02 08	25 01 08	28 01 08	25 01 08	04 02 08
14 02 08	01 02 08	04 02 08	01 02 08	11 02 08
21 02 08	08 02 08	11 02 08	08 02 08	18 02 08
28 02 08	15 02 08	18 02 08	15 02 08	25 02 08
<b>March</b>				
06 03 08	22 02 08	25 02 08	22 02 08	03 03 08
13 03 08	29 02 08	03 03 08	29 02 08	10 03 08
20 03 08	07 03 08	10 03 08	07 03 08	17 03 08
27 03 08	14 03 08	17 03 08	14 03 08	25 03 08
<b>April</b>				
03 04 08	20 03 08	20 03 08	20 03 08	31 03 08
10 04 08	28 03 08	31 03 08	28 03 08	07 04 08
17 04 08	04 04 08	07 04 08	04 04 08	14 04 08
24 04 08	11 04 08	14 04 08	11 04 08	21 04 08
<b>May</b>				
01 05 08	18 04 08	21 04 08	18 04 08	29 04 08
08 05 08	25 04 08	25 04 08	25 04 08	05 05 08
15 05 08	02 05 08	05 05 08	02 05 08	12 05 08
22 05 08	09 05 08	12 05 08	09 05 08	19 05 08
29 05 08	16 05 08	19 05 08	16 05 08	26 05 08
<b>June</b>				
05 06 08	23 05 08	26 05 08	23 05 08	02 06 08
12 06 08	30 05 08	02 06 08	30 05 08	09 06 08
19 06 08	06 06 08	09 06 08	06 06 08	17 06 08
26 06 08	13 06 08	17 06 08	13 06 08	23 06 08
<b>July</b>				
03 07 08	20 06 08	23 06 08	20 06 08	30 06 08
10 07 08	27 06 08	30 06 08	27 06 08	07 07 08
17 07 08	04 07 08	07 07 08	04 07 08	14 07 08
24 07 08	11 07 08	14 07 08	11 07 08	21 07 08
31 07 08	18 07 08	21 07 08	18 07 08	28 07 08

**Cover Date (Thursday)    Booking Deadline    Material Deadlines    Preprinted Insert Deadline    On Sale Distribution Date**

<b>August</b>				
07 08 08	25 07 08	28 07 08	25 07 08	04 08 08
14 08 08	01 08 08	04 08 08	01 08 08	11 08 08
21 08 08	08 08 08	11 08 08	08 08 08	18 08 08
28 08 08	15 08 08	18 08 08	15 08 08	25 08 08
<b>September</b>				
04 09 08	22 08 08	25 08 08	22 08 08	01 09 08
11 09 08	29 08 08	01 09 08	29 08 08	08 09 08
18 09 08	05 09 08	08 09 08	05 09 08	15 09 08
25 09 08	12 09 08	15 09 08	12 09 08	22 09 08
<b>October</b>				
02 10 08	19 09 08	22 09 08	19 09 08	29 09 08
09 10 08	26 09 08	29 09 08	26 09 08	06 10 08
16 10 08	03 10 08	06 10 08	03 10 08	13 10 08
23 10 08	10 10 08	13 10 08	10 10 08	20 10 08
30 10 08	17 10 08	20 10 08	17 10 08	27 10 08
<b>November</b>				
06 11 08	24 10 08	27 10 08	24 10 08	03 11 08
13 11 08	31 10 08	03 11 08	31 10 08	10 11 08
20 11 08	07 11 08	10 11 08	07 11 08	17 11 08
27 11 08	14 11 08	17 11 08	14 11 08	24 11 08
<b>December</b>				
04 12 08	21 11 08	24 11 08	21 11 08	01 12 08
11 12 08	28 11 08	01 12 08	28 11 08	08 12 08
18 12 08	05 12 08	08 12 08	05 12 08	15 12 08
25 12 08	12 12 08	15 12 08	12 12 08	22 12 08
<b>January</b>				
15 01 09	19 12 08	22 12 08	19 12 08	12 01 09
22 01 09	24 12 08	29 12 08	24 12 08	19 01 09
29 01 09	05 01 09	05 01 09	05 01 09	26 01 09

\* Earlier deadlines due to Public Holidays

**Deadlines:**

- Booking:** Friday (10am), 2 weeks prior to cover date.
- Material:** Monday (10am), 1 week prior to cover date.
- Preprinted inserts:** 2 weeks prior to cover date.



# Mechanical Data

## Size

## Type Area

## Trim Area

## Bleed Area

Full Page	255mm x 190mm	275mm x 210mm	281mm x 216mm
DPS	255mm x 400mm	275mm x 420mm	281mm x 426mm
Half Page (H)	127mm x 190mm	137mm x 210mm	137mm x 216mm
Half Page (V)	255mm x 92mm	275mm x 105mm	281mm x 111mm
One Third Page (H)	83mm x 190mm	92mm x 210mm	92mm x 216mm
One Third Page (V)	255mm x 59mm	275mm x 70mm	281mm x 76mm
Two Thirds Page (H)	166mm x 190mm	176mm x 210mm	176mm x 216mm
Two Thirds Page (V)	246mm x 124mm	275mm x 144mm	275mm x 150mm
Quarter Page (H)	60mm x 190mm	80mm x 210mm	86mm x 216mm
Quarter Page (V)	127mm x 92mm	137mm x 106mm	137mm x 106mm
Half Page DPS	127mm x 380mm	137mm x 420mm	146mm x 426mm
Third Page DPS	83mm x 380mm	92mm x 420mm	109mm x 426mm
Quarter Page DPS	60mm x 380mm	80mm x 420mm	86mm x 426mm

### Material Required: Only digital material accepted

#### Digital Requirements:

- Digital material for the main body must be delivered a week prior to cover date. No exceptions can be made.
- Material sent via Pagestore (Quickcut) will be accepted. Alternatively material can be sent as CMYK 300 dpi PDF via e-mail to deonv@fin24.com or via CD and delivered for attention of the Finweek production manager along with colour proofs. NB All fonts and graphics MUST be embedded in the PDF.
- It is recommended that neither linear and radial gradient fills, nor text effects are used when exporting PDF files. No changes can be made by us to PDFs. Clients must make changes to original material themselves.
- The only acceptable colours are: Process colours CMYK and grey scale. Not acceptable: RGB – Red, Green, Blue spot colours - Spot colours do not play out in colour.
- Our standard sizes must be adhered to A4 or A5 sizes will not be accepted.
- Ads must be made up in the language of the publication, i.e. English material will not be accepted in Finweek Afrikaans.

# Terms and Conditions

- Acceptance of an order shall only occur once Media24 has considered and approved the order. No contractual obligations shall arise merely as a result of the completion of an order form.
- The right is reserved to withhold publication of any advertisement and to cancel any advertisement order that has been accepted without stating reasons therefor. No liability is accepted for losses arising from omissions, failure to publish, publication of wrong "copy", poor positioning or typographical or any other mistake or error.
- Late receipt of proof or non-receipt thereof. The advertiser is not exempted from any contractual obligations.
- No advertisement order containing the condition that write-up space will be dedicated to the advertiser or any other conditions relating to the positioning, shall be accepted.
- The advertiser shall furnish copy for processing before the closing date.
- Media24 does not guarantee any results regarding advertisements inserted in any of its magazines or supplements.
- No cancellations shall be accepted after the fixed closing dates.
- When new rates are announced, the previous rates shall only apply to orders received before the announcement for a period of 45 days after the day of the announcement. The advertiser may cancel his/her order on the date the new rates become effective, subject to a least 4 (four) weeks' written notice being given.
- Media24 reserves the right to increase the rates at any time.
- The advertiser shall be liable for all damages and costs that may arise from any action that may be instituted against Media24 as a result of the publication of an advertisement.
- A certificate purported to be signed by a responsible official of Media24 shall be prima facie proof of the amount plus interest due by the advertiser at any time.
- All rates are strictly net. Accounts shall be rendered monthly within 30 days from the date of statement. Interest shall be payable at maximum rates as determined in ACT 73 of 1968.
- In the event of any payments not being made by the advertiser on or before the due date, the full outstanding balances shall immediately become due, owing and payable.
- The advertiser consents to the jurisdiction of the Magistrate's Court, notwithstanding the possibility that any amount claimed could fall outside the jurisdiction of the Magistrate's Court, and further undertakes to pay all legal expenses incurred, including cost on an attorney-client scale, collection charges and tracing fees, in the recovering of the amounts due to Media24.
- The advertiser undertakes to notify Media24 in writing within 7 (seven) days of any change of address.
- The advertiser undertakes, notwithstanding any sale of its business, and/or changes to its members, to accept the liability settling its debts to Media24 in full.
- The advertiser warrants the authority of the signatory to this agreement and warrants the correctness of the information in this application.
- The trading address mentioned has been chosen as domicilium citandi et executandi for any purpose, action or payment as far as this application is concerned.

#### Language Medium

The content of advertisements and supplements shall be in the same language as that of the magazine concerned.

#### Cancellations

Latest acceptance on the Friday (10am), 14 days prior to publication date. If cancellation occurs after deadline, 50% of full rate shall be charged.

#### Reproduction Complaints

It is imperative that all complaints relating to poor printing must be submitted within 30 (thirty) days of the relevant cover date to enable us to compile a proper technical report. We cannot comment on poor quality printing if the supplied materials are not strictly within our specifications.



# 2008 Rates

## Main Body:

Full Page	R39,400
DPS	R77,800
1/2 Page	R24,800
1/2 DPS	R43,500
2/3 Page	R33,300
2/3 DPS	R64,800
1/3 Page	R16,800
1/3 DPS	R35,500
1/4 Page	R13,100

## Covers:

IFC (Inside Front Cover)	R46,100
IBC (Inside Back Cover)	R46,100
OBC (Outside Back Cover)	R48,600
Inside Front/Back Cover DPS	R86,400

## Inserts:

2 Sides	R38,000
Per side thereafter	R2,800

## Special Positions:

Editor's Page (1/3 Page)	R18,500
Letters' Page (Strip Ad)	R16,000
JSE (Strip Ad)	R13,500
News you can use (Strip Ad)	R13,500
Piker/Jokes (1/3 Page)	R18,500
Statistics (Strip Ad)	R13,500
Unit Trust (Strip Ad)	R13,500
Cover Gate Fold	POR*
Belly Wrap	POR*
Bookmark	POR*
Branded bags	POR*

**Please note:** Guaranteed positions carry a loading fee of 10%. Rates include agency commission and exclude VAT. Rates include Finweek English & Afrikaans editions. Material to be supplied for BOTH English & Afrikaans publications.

\* Price on request.

# Special Positions



**News Strip Ad**  
25mm (h) x 190mm



**Letters' Page Strip Ad**  
25mm (h) x 190mm



**Editor's Page 1/3 page**  
255mm (h) x 59mm



**JSE Strip Ad**  
25mm (h) x 190mm



**Unit Trust Page Strip Ad**  
25mm (h) x 190mm



**Piker/Jokes 1/3 page**  
255mm (h) x 59mm

# Contact Details

**Material Delivery:**  
**Media 24 - Finweek**  
3rd Floor  
Media24 Building  
6 Protea Place  
(off Fredman Drive)  
Sandown  
2146  
Tel: +27 11 263 4700

**Advertising Bookings:**  
Fax: +27 11 884 0468  
+27 11 884 0439  
E-mail: [advertising@finweek.co.za](mailto:advertising@finweek.co.za)

**Production Manager:**  
Deon van Zyl  
Tel: +27 11 263 4712  
Cell: 083 381 6338  
E-mail: [deonv@fin24.com](mailto:deonv@fin24.com)

**Assistant General Manager:**  
Trevor Louw  
Tel: +27 11 322 0738  
Cell: 083 297 3624  
E-mail: [trevorl@fin24.com](mailto:trevorl@fin24.com)

**Loose Insert Delivery:**  
Paarl Web Gauteng  
48 Milky Way Ave  
Linbro Business Park  
Linbro Park  
Johannesburg