

PROFILE'S FINANCIAL MARKETS DIRECTORY 2010

Rate card 2010

20th
Anniversary
Edition

General Information

Print run	3 000
Distribution	
Bankers, Brokers, Portfolio Managers and other financial specialists	1 000
Corporate Orders	500
Retail (CNA, Exclusive Books, etc) & Counter Sales	1 000
Offshore orders (mainly UK, Europe and USA)	500
Frequency	Annual (April each year)
Page specifications (width then height - A5 vertical)	
Trim: 148x210mm	Type: 130x195mm
	Bleed: 158x220mm (5mm)
Material specifications	
Press-ready PDF CMYK, min 300dpi, all fonts embedded or converted to curves	

Participation Rates

Combination Rates FMD and FMD Online

Package A	
FMD 1 page	
FMDO hyper-linked logo and bi-annual updates	10 500
Package B	
FMD 2 consecutive pages	
FMDO hyper-linked logo and bi-annual updates	12 500
Package C	
FMD 3 consecutive pages	
FMDO hyper-linked logo and bi-annual updates	13 850
<i>Additional follow-on handbook pages for package C are charged at R960 per page</i>	
Deadlines	
Booking deadline	5 March
Final sign-off proof deadline	11 March

Advertising Rates

Full page black and white	19 500
Full page full colour	24 220
Special Positions	
Cover strap plus colour page	88 400
Bookmark (bound-in colour page - bookmark trimmed loose)	50 100
Spine plus colour page	80 990
Inside front cover	34 830
Inside back cover	24 220
Outside back cover	43 890
Two facing pages (DPS)	43 890
Divider	47 090
Deadlines	
Booking deadline	8 March
Material deadline	15 March

All above rates effective from January 2010. Please see the rate card at www.profile.co.za for changes and updates. Please note that all rates quoted exclude Vat and agency commission.

 **Profile Media**
PO Box 87254, Houghton
2041, South Africa
Tel: +27 11 728-5510
Fax: +27 11 728-6031
Web: www.profile.co.za
www.fmd.co.za

Contacts
Proofs
Lindi Smith 082-974-1892 lindi@profile.co.za
Heléne Kleinhans 083-279-2184 helene@profile.co.za

Advertising and Participation
Lisa Trollope 082-454-9539 lisa@profile.co.za
Andrew Trollope 083-475-7991 andrew@profile.co.za
Garth de Witt 082-601-5637 garth@profile.co.za