

Profile's Stock Exchange Handbook

PROFILE'S STOCK EXCHANGE HANDBOOK is probably the most widely used financial reference book in South Africa. With a print run of 15 000 copies per issue, the publication has a readership of over 70 000. The book has a "shelf life" of four to six months, and reader surveys indicate that the book is referred to weekly or more often by over 92% of users. PROFILE'S STOCK EXCHANGE HANDBOOK is used by 90% of stockbroking firms (and by *all* top 20 firms), and is also distributed to listed company directors.

Our reader profile is that of someone who is serious about money. A typical reader is in the 35-50 age group with net worth of R500 000 or more (many have a personal NAV of over R1m). Most of our readers are professionals or company directors. These are the decision-makers who know the importance of good branding and who understand the need for internalising that brand for a better bottom line.

So, if you want to reach people who understand the difference between internal and external branding, and who know the importance of both of these, PROFILE'S STOCK EXCHANGE HANDBOOK is the place to be seen!

Average Print Run 12 000 **Circulation:** 11 000 – 12 000
ABC member Yes

Publication Dates February, June, October
Frequency Three times per annum
Cover price R115.00 (Incl. Vat)

Deadlines **Feb – May** **Jun – Sep** **Oct – Jan**
Booking 24 Nov 21 Apr 23 Aug
Material 1 Dec 29 Apr 30 Aug

Page Specifications (width then height)

Trim: 166x240mm **Type:** 142x225mm **Bleed:** 172x246mm (3mm)

Material Specifications

Press ready PDF file [**CMYK** – min 300dpi] – All fonts embedded
Electronic files will only be accepted in PC compatible format



Advertising Rates	Per issue	Annual Contract price per issue
Full page (Colour)	21 850	20 700
Full page (B&W)	17 900	16 150
Half page vertical (Colour)	12 600	11 850
Half page vertical (B&W)	10 000	9 400
Strip ad (Colour) X5	21 850	20 700
Cover Strap & Full page (Colour)	77 100	73 200
Bookmark (Colour)	54 750	51 550
Divider - Hard board (Limited positions)	51 550	-
Spine & Full page (Colour)	69 750	66 050
Inside Front Cover	32 500	30 800
Inside Back Cover	22 900	21 500
Outside Back Cover	40 250	38 100
Two Facing Pages	40 250	38 100
Throw-outs	54 750	52 000
32 Thumbnails (Colour)	21 850	20 600
64 Thumbnails (Colour)	42 900	40 700

All above rates effective as per January 2010. Rates excludes Agency Commission and Vat.

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