

PROFILE'S

FINANCIAL MARKETS

DIRECTORY 2011

General Information

Print run: 3 000

Distribution:

Bankers, Brokers, Portfolio Managers, Association of Corporate Treasurers 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 (FMDO)

Package A

FMD	1 page	
FMDO	hyper-linked logo and bi-annual updates	11 025

Package B

FMD	2 consecutive pages	
FMDO	hyper-linked logo and bi-annual updates	13 125

Package C

FMD	3 consecutive pages	
FMDO	hyper-linked logo and bi-annual updates	14 525

Additional follow-on handbook pages for package C are charged at R1 050 per page

Deadlines

Booking deadline 4 March 2011

Advertising Rates

Full page full colour 25 435

Special Positions

Cover strap plus colour page	92 825
Bookmark (bound-in colour page - bookmark trimmed loose)	56 625
Spine plus colour page	85 045
Inside front cover	36 095
Inside back cover	46 075
Outside back cover	46 075
Two facing pages (DPS)	46 075
Divider	49 500

Deadlines

Booking deadline 11 March 2011
 Material deadline 21 March 2011

All above rates effective as per January 2011. Rates exclude Agency Commission and Vat.



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