

Profile's Stock Exchange Handbook

PROFILE'S STOCK EXCHANGE HANDBOOK is probably the most widely used financial reference book in South Africa. With an average print run of 11 000 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	11 000	Circulation:	11 000 – 12 000
ABC member	Yes		
Publication Dates	February, June, October		
Frequency	Three times per annum		
Cover price	R135.00 (Incl. Vat)		
Deadlines	Feb – May	Jun – Sep	Oct – Jan
Booking	26 Nov	27 Apr	27 Aug
Material	3 Dec	4 May	3 Sep

Page Specifications (width then height)

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

Material Specifications

Press ready PDF file [**CMYK** – min 300dpi – All fonts embedded]

Advertising Rates	Per issue	Annual Contract price per issue
Full page (Colour)	24 590	23 300
Full page (B&W)	20 140	19 140
Half page vertical (Colour)	14 180	13 450
Half page vertical (B&W)	11 250	10 650
Strip ad (Colour) X5	24 600	23 350
Cover Strap & Full page (Colour)	86 790	82 450
Bookmark (Colour)	61 620	58 500
Divider - Hard board (Limited positions)	58 020	55 100
Spine & Full page (Colour)	78 500	74 550
Inside Front Cover	36 580	34 750
Inside Back Cover	25 770	24 450
Outside Back Cover	45 300	43 000
Two Facing Pages	45 300	43 000
Throw-outs	61 620	58 500
32 Thumbnails (Colour)	24 590	23 300
64 Thumbnails (Colour)	48 290	45 850

All above rates effective as per January 2012. Rates exclude Agency Commission and Vat.



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