

Profile's UNIT TRUSTS & Collective Investments

Profile's Unit Trusts and Collective Investments Handbook is widely used by a quality audience and its success has been attributed to its accuracy, comprehensiveness and independent status.

It is a comprehensive source of information providing reliable performance data. More importantly, it provides exhaustive information on a wide range of everyday queries: telephone numbers, management company details, features of linked products, charges and commissions for every fund, asset allocations for funds, who manages each portfolio, minimum amounts which can be invested, and much more. With all of this in one handy volume, it is no wonder that most financial intermediaries regard the handbook as an essential reference.

Effective advertising

The handbook is used predominantly by financial intermediaries, their clients and serious investors – in short, high net-worth individuals. The handbook is the ideal vehicle to reach a quality audience. Past advertisers include management companies, investment advisors, software vendors and banks.

Another advertising advantage of the handbook is that the book is not used once only and then discarded, but is referred to regularly by several readers per copy, giving repeat exposure to advertisers.

General Information

Print run	7 600		
Distribution			
Financial Planning Institute members and students	±5 000	Private investors	1 100
Other bulk orders	1 000	Retail stores/subscriptions	500
Frequency	Bi-Annual (March and September each year)		
Deadlines	March	September	
Booking deadline	27 January	27 July	
Material deadline	6 February	10 August	
Page specifications (width then height - Vertical)			
Trim: 166x240mm	Type: 150x225mm	Bleed: 172x246mm (3mm)	
Material specifications			
Press-ready PDF file [CMYK - min 300dpi - All fonts embedded or converted to curves]			

Advertising Rates

Full page full colour (front section) R22 250

Special Positions

Cover strap plus colour page (front section)	R57 800
Bookmark (bound-in colour page - bookmark trimmed loose)	R52 700
Spine plus colour page	R57 800
Company Focus (4 x Full colour pages)	R52 100
Inside front cover	R26 650
Inside back cover	R23 750
Outside back cover	R30 750
Two facing pages (DPS)	R30 750

*All above rates effective from January 2012. 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.*



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