

# Profile's UNIT TRUSTS & Collective Investments

## General Information

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

## Participation Rates

### FundsData & Handbook Participation Combo

	Six months	Annual (per six months)
<b>Management Companies</b>		
Manco page + list of funds	6 730	6 040
Funds 1 - 10 (per fund)	3 530	3 070
Funds 11 - 20 (per fund)	2 570	2 310
<b>Other including LISPs</b>		
First page in handbook and 3 pages on website	7 560	6 850
Per additional page in handbook	3 370	3 050

### Unit Trusts Handbook

	Six months	Annual (per six months)
<b>Management Companies</b>		
Manco page + list of funds	4 060	3 600
Funds 1 - 10 (per fund)	2 000	1 820
Funds 11 - 20 (per fund)	1 600	1 550
<b>Other including Linked Companies</b>		
First page in handbook	4 060	3 600
Per additional page in handbook	2 000	1 820
<b>Deadlines</b>	<b>March</b>	<b>September</b>
Booking deadline	31 January	3 August

## Advertising Rates

Full page full colour (front section)	R22 250
<b>Special Positions</b>	
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
<b>Deadlines</b>	<b>March</b> <b>September</b>
Booking deadline	27 January                      27 July
Material deadline	6 February                      10 August

All above rates effective from January 2012. Please see the rate card at [www.profile.co.za](http://www.profile.co.za) for changes and updates.  
Please note that all rates quoted exclude Vat and agency commission.



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