

PROFILE'S

# FINANCIAL MARKETS

ONLINE / HANDBOOK

## General Information

**Print run:** 3 000

**Distribution:**

- Asset and Portfolio Managers
- Banks
- Financial Specialists
- Rating Agencies
- Association of Corporate Treasurers
- Brokers
- JSE Members
- Unit Trusts Management Companies

**Frequency:** Annual

**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)

## Financial Markets Online (includes handbook)

### Participation Rates

Package A		Annual Rate
Financial Markets Online	Hyper-linked logo, bi-annual updates	12 750
Handbook	1 page	
<b>Package B</b>		
Financial Markets Online	Hyper-linked logo, bi-annual updates	14 900
Handbook	2 consecutive pages	
<b>Package C</b>		
Financial Markets Online	Hyper-linked logo, bi-annual updates	17 000
Handbook	3 consecutive pages	

*Additional follow-on handbook pages for package C are charged at R1 300 per page*

**Deadlines**

Booking deadline 28 April 2013

## Financial Markets Online Virtual Press Office (VPO)

- **Communicate** directly with the South African financial industry.
- **Involve** the industry players in your daily business.
- **Enhance** your company reputation through a focused and effective public relations platform.
- **Link** your press releases to your profile and news archive.
- **Branding** options with active links driving traffic to your site.
- **Upgradeable** packages.

### Participation Rates

	Annual Rate
Package 1: 12 press releases per year	6 350
Package 2: 36 press releases per year	7 450
Package 3: 50 press releases per year	8 525

**Ask us about a discounted rate when you take Financial Markets Online and VPO together.**

*All above rates effective as per January 2013. Rates exclude Agency Commission and Vat.*



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