

Profile's Stock Exchange Handbook

Profile's Stock Exchange Handbook is probably the most widely used financial reference book in South Africa and is used daily by a wide range of people.

Quick Facts	Distribution	User Profile
<ul style="list-style-type: none"> • Readership: Over 70 000 • Shelf Life: Four to six months • Referred to weekly by 92% of users • Used by 90% of stockbroking firms • Readers: 35-50 age group • Accurate and well researched • Easy-to-use • Quicker than internet when broker is talking to a client • Handy size 	<ul style="list-style-type: none"> • CEO's / Listed Company Directors • Leading Bookstores • Banks • Stockbrokers • Asset Managers • Analysts • Private Banks • Vendors • Advertisers • Investors 	<ul style="list-style-type: none"> • High Net worth Individuals • Listed Company Directors • Analysts • Buyers • Asset Managers • Fund Managers • Stockbrokers • Investment Professionals • Sponsors • Retail Investors • IR Professionals • Institutional Investment Market

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!

Cover price R155.00 (Incl. Vat)

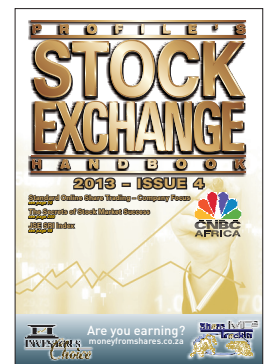
Average Print Run	10 000	Frequency	Four times per annum		
Deadlines	1st issue	2nd issue	3rd issue	4th issue	
Booking	3 Dec	28 Mar	27 Jun	26 Sep	
Material	13 Dec	8 Apr	8 Jul	7 Oct	

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)	32 900	31 250
Half page vertical (Colour)	18 950	18 025
Cover Strap & Full page (Colour)	116 850	111 025
Bookmark (Colour)	83 050	78 850
Divider - Hard board (Limited positions)	83 050	78 850
Spine & Full page (Colour)	105 750	100 450
Inside Front Cover	49 250	46 750
Inside Back Cover	32 900	31 250
Outside Back Cover	61 050	57 950
Two Facing Pages (DPS)	61 050	57 950
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16 Full colour thumb nails (1 design)	17 250	16 350
32 Full colour thumb nails (up to 2 designs)	32 900	31 250
64 Full colour thumb nails (up to 4 designs)	65 050	61 750

All rates are in South African Rands and effective from January 2014. Rates include Agency Commission and exclude Vat.



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