



FINANCIAL AND ADVISORY NEWS

Align your brand with superb content

High quality, powerful content distinguishes FAnews as South Africa's premier financial and advisory-specific news and information publication.



We have the highest ABC audited circulation figures in the industry and our print order of 10 000 far exceeds that of any other publication in the industry.



The largest readership of brokers in South Africa

If you are looking for a high quality yet cost effective medium to reach intermediaries in South Africa, FAnews is your premier choice.

Our aim is to promote increasing synergy and understanding between intermediaries and product providers and to provide a complete news, information and resources offering to the financial and advisory industry.

In each edition of the magazine, published every second month, pertinent and important issues are addressed, covering:

- Life
- Short-term
- Retirement
- Employee Benefits
- Investments
- Disability
- Healthcare
- Trusts
- Practice Management
- Current Issues

Each edition also carries a special in-depth focus on a topical industry issue.

Extensive market reach

FAnews readers include independent financial advisors, brokers, tied agents, members of broker networks, bank and corporate advisers and management of all product and service providers in the short-term, risk, life, healthcare, investment and retirement industries, and allowing you to reach brokers in every segment of the industry.

Maximise your adspend

Keep your brand name top-of-mind with our selection of advertising options. Besides our standard options, we also do inserts of pamphlets or CD's, bellybands and wraparounds. You think of it, we do it.



Ad rates FAnews magazine

Rates include agency commission, but exclude VAT.

FAnews Magazine	Price per edition (excl VAT)	
	1-3 Editions	4+ Editions
Advertising (6 editions per year)		
Double Page Spread	R21 000,00	R18 200,00
Full Page (Ad, adv or sponsored article)	R13 500,00	R12 400,00
Half Page - Vertical	R 9 800,00	R 8 600,00
Half Page - Horizontal	R 7 500,00	R 6 500,00
90mm Horizontal Strip	R 5 500,00	R 5 000,00
70mm Horizontal Strip	R 4 900,00	R 4 500,00
50mm Horizontal Strip	R 4 000,00	R 3 800,00
Back Page	R14 400,00	R13 500,00
Inside Back Page / Inside Front Page	R14 000,00	R13 200,00
Inserts	R 7 200,00	R 6 200,00
Advertising on magazine packaging	To be quoted	
Advertising on subscription insert	To be quoted	

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The FAnews magazine offers many opportunities for branding and awareness, including: advertising, advertorials, editorial contributions, company profiles and event coverage.



Ad rates FAnuus magazine

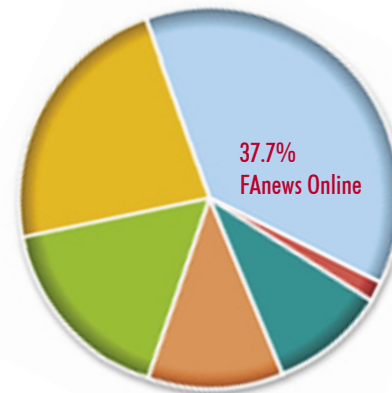
Rates include agency commission, but exclude VAT.

FAnuus Magazine	Price per edition (excl VAT)	
	1-3 Editions	4+ Editions
Ad size / placing		
Double Page Spread	R 16 800,00	R 15 400,00
Full Page	R 9 600,00	R 8 600,00
Half Page (Horizontal only)	R6 500,00	R5 500,00
Inserts	R 4 800,00	R 3 500,00
Advertising on subscription insert	To be quoted	



FAnuus is printed every second month and is distributed to nearly 10 000 advisors and industry professionals. FAnuus is the only Afrikaans magazine in the insurance / financial services industry.

Content is original and not translated from the FAnews. It's all about value add!



In a recent survey 37.7% of the respondents preferred FAnews to source their industry information from.

FAnews

FAnews deadline and publication dates

Edition	Features	Article & Advertorial Deadline	Advertisement Material Deadline	Expected Publication Date
February 2010	Making Life Easier & What lies ahead for 2010 Life / Retirement, Short-term, Employee Benefits, Investments, Dread Disease & Disability, Healthcare, Tax, Practice Management, Compliance & Training	23 Jan 2010	03 Feb 2010	26 Feb 2010
April 2010	Employee Benefits Life / Retirement, Short-term, Investments, Dread Disease & Disability, Healthcare, Tax, Practice Management, Compliance & Training	05 March 2010	18 March 2010	09 Apr 2010
June 2010	Investment Life / Retirement, Short-term, Employee Benefits, Dread Disease & Disability, Healthcare, Tax, Practice Management, Compliance & Training	04 May 2010	14 May 2010	04 June 2010
August 2010	Dread Disease / Disability & Insert: Focus on Women Life / Retirement, Short-term, Employee Benefits, Investments, Healthcare, Tax, Practice Management, Compliance & Training	07 July 2010	20 July 2010	07 Aug 2010
October 2010	Healthcare Life / Retirement, Short-term, Employee Benefits, Investments, Dread Disease & Disability, Tax, Practice Management, Compliance & Training	08 Sept 2010	21 Sept 2010	09 Oct 2010
November 2010	Short-term Life / Retirement, Employee Benefits, Investments, Dread Disease & Disability, Healthcare, Tax, Practice Management, Compliance & Training	12 Oct 2010	20 Oct 2010	09 Nov 2010

Material Specification

Files Format: CMYK, PDF compatible with Acrobat 4.0, 300dpi at 100%, Screen at 150 CMYK, JPEG 300dpi at 100%, Screen at 150 - **NO spot colours**
Full page and DPS - Bleed 5mm all round

Production Specification

Logos: CMYK Illustrator/CorelDraw 13, or 300dpi CMYK JPEG/TIFF
Images: 300dpi JPEG/TIFF
Copy: Word document, or paste copy into body of email

FAnews magazine and supplement specifications

Ad Size	Trim (hwx) mm	Type (hwx) mm	Bleed (hwx) mm	Screen
DPS	297 x 420	287 x 410	307 x 430	133
Full Page	297 x 210	287 x 200	307 x 220	133
1/2 horizontal	148 x 210	138 x 200	158 x 220	133
1/2 vertical (NB: not A5 vertical - see size)	297 x 105	287 x 95	307 x 115	133
Strips horizontal 90 mm	90 x 210	85 x 200	95 x 220	133
Strips horizontal 70 mm	70 x 210	65 x 200	75 x 220	133
Strips horizontal 50 mm	50 x 210	45 x 200	55 x 220	133

NB: Please take note of the page size: 297mm x 210mm = A4



Conditions of Acceptance — important notice

Advertisements are accepted subject to the following conditions:

- 1 The right to withhold any advertisement from publication is reserved. Although every effort will certainly be made to publish on the dates agreed to, no liability are accepted for publication on dates other than those stipulated by the advertiser, or for any errors in publication or otherwise, or for any loss or damages to any person in consequence of any of the above.
- 2 Advertisers in the FAnews magazine have a choice of two tariff levels, depending on the number of bookings intended for the year. Insurance Publications cc will accept the tariff chosen initially. However, should there be changes in the agreed publication schedule, accounts will be revisited.
- 3 We accept no responsibility for ads that are printed incorrectly due to FAnews receiving material that does not comply with our requirements as stated above.