



financialmail

BOARDROOM

financialmail Boardroom

An essential publication for
business decision makers
to use for their boardroom,
meeting space and
conferencing needs.

**BOARDROOM, A BIENNIAL MAGAZINE, IS
DISTRIBUTED WITH THE *FINANCIAL MAIL***

DISTRIBUTION DATES: 3 AUGUST 2017 + 8 FEBRUARY 2018

BOARDROOM RATES

Financial Mail Boardroom can be used by business decision makers to meet their conferencing venue, meeting space, boardroom equipment and technology needs.

FOCUS AREAS

- Conference venues and meeting spaces
- Audio-visual equipment, software, virtual boardrooms and video conferencing
- Motivational speakers and corporate training
- Conference technology and corporate IT solutions
- Office furniture and interior design
- Lighting and energy solutions
- Office automation
- Corporate and event catering

READER STATISTICS

Financial Mail readers are discerning and high-spending consumers in powerful positions.

1 in 2 are in top and senior management.

1 in 4 are business owners. (SABRE)

64% are key decision makers in the company. (SABRE)

79% have tertiary education. (SABRE)

1 in 5 personally earn R80k+; the average monthly personal income is R49k. (SABRE)

6 in 10 – LSM 9-10. (AMPS 2014AB)

2 in 3 are aged 25-49. (AMPS 2014AB)

9 in 10 believe advertising is a useful source of information. (AMPS 2014AB)

Advertising Rates (Excluding VAT, including agency commission)

Full Page	R22 500
Double page spread	R38 500
Half Page	R13 500
Quarter Page	R7 425
PRIME POSITIONS	
Inside front cover DPS	R46 500
Inside back cover	R28 575
Outside back cover	R31 500
Opposite contents	R25 650
Opposite editor's note/credits	R25 650
* Cover branding, special executions and sponsorship rates on request.	

Material Requirements

SIZE	BLEED	TRIM	TYPE	GUTTER
DPS	440 X 285mm	420 X 275mm	400 X 255mm	20mm
FP	220 X 285mm	210 X 275mm	190 X 255mm	
HALF H		200 X 128mm	180 X 108mm	
HALF V		95 X 265mm	75 X 245mm	
QUARTER		95 X 128mm	75 X 50mm	

Distribution: 18 000 copies distributed with the full print run of *Financial Mail*

Readership: 119 000 (AMPS 2014AB: Jan-Dec 2014)

Online: www.businessmediamags.co.za/financial-mail-boardroom/

Format: CMYK PDF (Compliant PDF/x – 1a standard for magazine web printing)

Resolution: 300dpi

Max Total Ink: 270%

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