

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 FOR 2018: 22 FEBRUARY AND 2 AUGUST

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 (Colour) Page (FCP)	R22 500
Double page spread (DPS)	R38 500
Half Page (HP)	R13 500
Quarter Page (QP)	R7 425

PRIME POSITIONS

Inside front cover (IFC) DPS	R46 500
Inside back cover (IBC)	R28 575
Outside back cover (OBC)	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	24mm
FP	220 X 285mm	210 X 275mm	190 X 255mm	
HALF		200 X 128mm	190 X 118mm	
HALF		95 X 265mm	85 X 255mm	
QUARTER		95 X 128mm	85 X 118mm	

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%

ADVERTISING CONTACT

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