

# Office

financialmail

financialmail Office  
An essential publication for corporate decision  
makers to use for their business solutions and  
procurement needs

**OFFICE, A BIANNUAL MAGAZINE, IS  
DISTRIBUTED WITH THE *FINANCIAL MAIL***

**DISTRIBUTION DATES: 2 AUGUST 2018 AND 21 FEB 2019**

# OFFICE RATES

*Financial Mail Office* is an insightful publication for business decision makers to meet their procurement, boardroom, office and technology needs.

## FOCUS AREAS

- Audio-visual equipment, software, virtual boardrooms and video conferencing
- Office and boardroom technology and corporate IT and ICT solutions
- Procurement
- Office furniture and corporate interior design
- Office automation
- Lighting and energy solutions
- Corporate training and motivational speakers
- Meeting spaces and conference venues

## 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
<b>PRIME POSITIONS</b>	
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/](http://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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