

# Office

financialmail

OFFICE, A BIENNIAL  
MAGAZINE, IS  
DISTRIBUTED WITH THE  
*financialmail*

## financialmail Office

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

**DISTRIBUTION DATES: 7 MARCH & 5 SEPTEMBER 2019**

# Office Rates

*financialmail 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

*financialmail* 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 CONTACT

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## 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 front cover (IFC)	R31 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:** 15 000 copies distributed with *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%