

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 DATE: 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
- 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

PSYCHOGRAPHICS:

The *financialmail* is read by SA's decision makers in the private as well as the public sectors. These are top earners who are educated and discerning readers and consumers. They are in powerful positions and able to influence agendas and events. They are the sort of consumers that most advertisers would love to reach.

READER STATISTICS

LSM:

7-8 33% 9-10 42%

AGE

25% 26% 38% 11%
15-24 25-34 35-49 50+

RACE

67% 11% 5% 17%
BLACK COLOURED INDIAN WHITE

PROVINCE

GAUTENG: 59%
WESTERN CAPE: 16%
KWAZULU NATAL: 9%

Sources: AMPS 2016, ABC Oct-Dec2017, Effective Measure Stats January 2018, Google Analytics



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 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: Distributed with the full run *financialmail*

Online: <http://businessmediamags.co.za/business/financial-mail-office/#magazine>

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

Resolution: 300dpi

Max Total Ink: 270%

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