

financialmail

# WOMEN

JOURNEY TO THE BOADROOM

## ARE WE MAKING MEASURABLE PROGRESS?



### PUBLICATION: MAY 2021

In association with:



Published by:



## EDITORIAL FOCUS

*financialmail Women* is focused on engaging key decision makers around the conversations that should be taking place in order to develop and maintain dynamic, robust and diverse boardrooms. Insights into lessons learned, innovation and progressive strategies/policies to drive transformation goals, are just some of the conversation starters that we tackle.

## DISTRIBUTION

The magazine gets inserted with the full run of the *financialmail*.

## ONLINE PRESENCE

A digital replica is available at

[www.businessmediamags.co.za](http://www.businessmediamags.co.za)

It will also be previewed for 7-days after publishing date at [www.financialmail.co.za](http://www.financialmail.co.za)

**Advertising rates** exclude VAT and agency commission

FP	R22 500
DPS	R38 500
1/2Page	R13 500
1/4Page	R7 425

## Prime positions

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OPP CONTENTS	R26 650
OPP ED'S/ CREDITS	R26 650

Cover branding, special executions, profiles and sponsorship rates on request.



## Material specifications

DPS	440mm x 285mm	420mm x 275mm	400mm x 255mm
Full page	220mm x 285mm	210mm x 275mm	190mm x 255mm
Half horizontal	No bleed	200mm x 128mm	190mm x 118mm
half vertical	No bleed	95mm x 265mm	85mm x 255mm
QUARTER	No bleed	95mm x 128mm	85mm x 118mm

Format: CMYK PDF (Compliant PDF/x - 1a standard for magazine web printing).  
Resolution: 300dpi  
Max Total ink: 270%

## Reader Statistics

**financialmail** readers are discerning and high-spending consumers in powerful positions.

- Average personal income is R49 093, average household income is R59 283
- LSM 9-10 (57%), LSM 7-8 (33%)
- Working status 89%
- Average age 25 - 34 (28%), 35-49 (37%)

Source: (AMPS 2015BA)

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