

MEDIA KIT 2017

The *Financial Planner* magazine is the *official journal* of the Financial Planning Institute of Southern Africa (FPI) and is read by South Africa's most discerning and influential financial professionals. This *quarterly* publication serves a direct portal to the entire financial services industry.

Frequency	<p>March (Issue 43 – 1 of 2017) June (Issue 44 – 2 of 2017) Sept/Oct (Issue 45 of 2017) <i>FPI Professional's Convention Issue</i> December (Issue 46 of 2017)</p>	 <p>View our December 2016 copy HERE</p>
Distribution	8 500 copies are distributed quarterly (7 500 electronically and 1 000 printed copies)	
Target Audience	<ul style="list-style-type: none"> • FPI members • Financial advisors and planners • Broker consultants • Investment & Insurance advisors and managers • Tax specialists • Healthcare brokers • Employee benefit consultants • Private bankers • Academics • Compliance officers • Legal advisors 	
Target Market	<p>Our readers cover a wide range of sectors within the financial services industry, including:</p> <ul style="list-style-type: none"> • Life Insurance • Banking • Asset Management • Investment • Financial Planning • Financial Specialists 	
Content	<p>The features are extensively researched and written by senior industry professionals who have attained the highest possible qualifications and serve on various FPI committees.</p> <p>Our regular features and articles cover / include:</p> <ul style="list-style-type: none"> - Client engagement - FPI news - Member profiles - Healthcare - Investment - Practice management - Regulation and much more 	
Editorial	<p>media@fpi.co.za or technical@fpi.co.za <i>Articles must go towards member competency; meaning that it should add to a member's knowledge base in the field of financial planning. (No advertorials)</i></p>	

Deadline Dates 2017

Edition	Booking	Artwork	Editorial	Street Date
March 2017 (Issue 43 – 1 of 2017)	2 February	13 February	27 January	End March
June 2017 (Issue 44 – 2 of 2017)	8 May	17 May	21 April	End June
** Sept/Oct 2017 (Issue 45 – 3 of 2017)	7 August	14 August	28 July	Soft copy – end September Hard copy - October
December 2017 (Issue 46 – 4 of 2017)	23 October	3 November	27 October	End December

** The Sept/Oct edition includes distribution of **1,000 plus copies** at the **2017 FPI Professional's Convention**, to be held 19-20 October 2017 in Cape Town. (Copies will also be included in all delegate bags),

ADVERTISING RATES 2017

Rates *exclude* advertising agency commission (if applicable) and VAT and are quoted per issue

Size / Position	1 issue	2-3 issues	4 issues
Full page (prime position - Inside Front Cover)	34 454	31 322	28 474
Full page (prime position - Inside Back Cover)	34 454	31 322	28 474
Full page (prime position - Outside Back Cover)	34 454	31 322	28 474
Double page spread	29 960	27 236	24 760
Guaranteed page 7 (full page)	23 861	21 692	19 720
Full page	20 705	18 822	17 111
Half page horizontal	14 338	13 035	11 850
Half page vertical	14 338	13 035	11 850
Third page horizontal (strip advert)	8 935	8 122	7 384
Third page vertical (strip advert)	8 935	8 122	7 384

Advert Specifications

Covers / Full Page	210 mm (w) x 297 mm (l) – Bleed: 216 mm (w) x 303 mm (l)
Double Page Spread	420 mm (w) x 297 mm (l) – Bleed: 426 mm (w) x 303 mm (l)
Half Page (horizontal)	175 mm (w) x 130 mm (l) – No bleed required
Half Page (vertical)	85 mm (w) x 265 mm (l) – No bleed required
Third Page (horizontal)	175 mm (w) x 85 mm (l) – No bleed required
Third Page (vertical)	60 mm (w) x 265 mm (l)

We accept print ready artwork in PDF format. Ensure all fronts are converted to paths/curves. Minimum resolution is 300 dpi for graphics. Tick/Crop marks compulsory

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