



MOONSTONE

# Media Kit

eNewsletter

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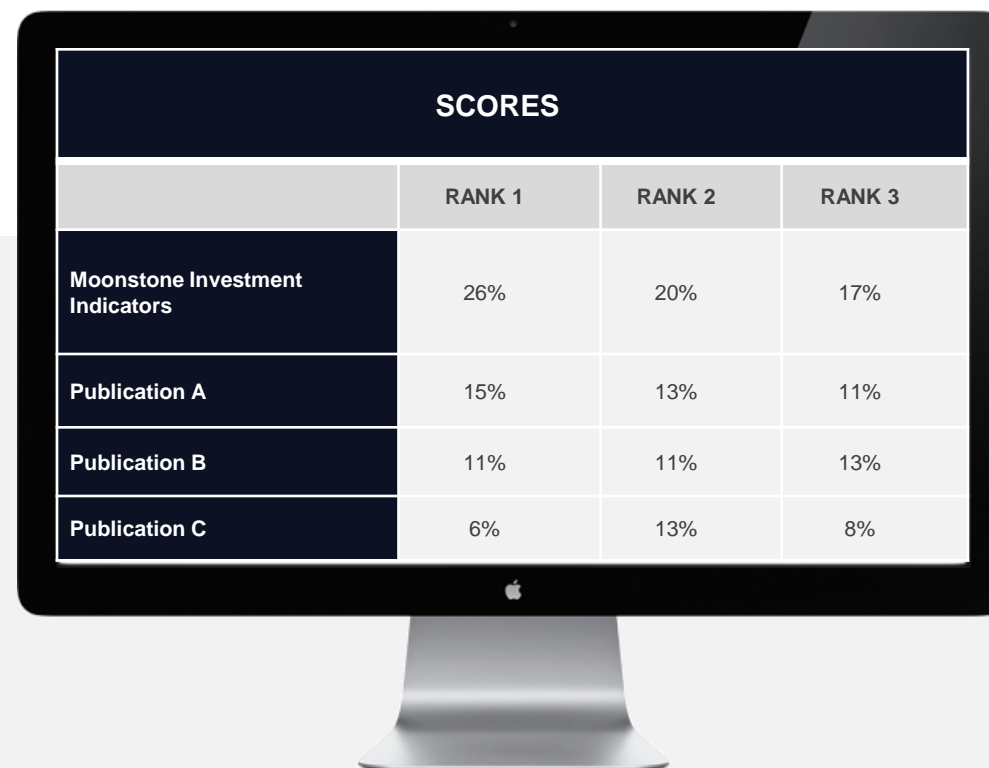
2017

# SOUTH AFRICA'S 2 LEADING FSP NEWSLETTERS

Moonstone Investment Indicators and Moonstone Monitor reach over **46 000 SUBSCRIBERS** per eNewsletter per week.

## Ranked No.1 as Financial Advisers preferred publication\*

\*In a survey, conducted by an international company in May 2016, independent financial advisers were asked to indicate their three preferred sources of reliable industry information.



SCORES			
	RANK 1	RANK 2	RANK 3
Moonstone Investment Indicators	26%	20%	17%
Publication A	15%	13%	11%
Publication B	11%	11%	13%
Publication C	6%	13%	8%

# About Moonstone

Established in April 2000, Moonstone Information Refinery (Pty) Ltd is a highly regarded, uncompromised and independent support network for Financial Services Providers and the first choice in advertising for many of the prominent industry players across all sectors.

- 1) Investment Indicators is flighted every Monday. View a past issue: [Moonstone Investment Indicators](#)
- 2) Moonstone Monitor is flighted every Thursday. View a past issue: [Moonstone Monitor](#)

## Our Audience:

Individual and Corporate Advisors and

Brokers in the following sectors:

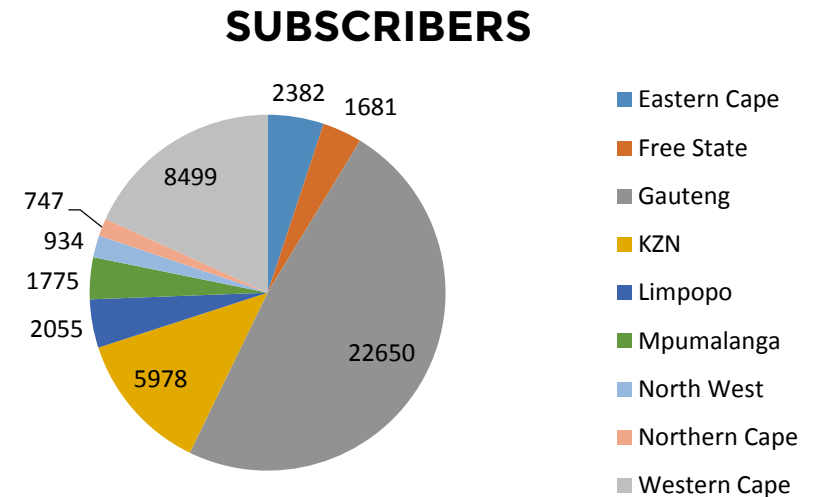
- Investment
- Risk
- Financial
- Healthcare
- Banking
- Retirement
- Short-Term

This includes:

- Financial Planners and Advisors
- Asset Managers
- Pension Fund Managers
- Portfolio Managers
- Actuaries
- Independent Brokers
- Life Office Intermediaries
- Corporate Financial Advisers

# Geographical spread of Subscribers

PROVINCE	SUBSCRIBERS	%
Eastern Cape	2382	5.1
Free State	1681	3.6
Gauteng	22650	48.5
KZN	5978	12.8
Limpopo	2055	4.4
Mpumalanga	1775	3.8
North West	934	2.00
Northern Cape	747	1.6
Western Cape	8499	18.2
<b>Total</b>	<b>46701</b>	<b>100.0</b>



# Subscription base analysed by FSP Licence Category for permission to give advice on:

\*Advisers are not restricted to one licence category, and the subscriber number below includes all licence categories per subscriber.

CATEGORY DESCRIPTION	SUBSCRIBERS*	%
Long-term Insurance subcategory B1	27060	66.0
Long-term Insurance subcategory B2	26076	63.6
Short-term Insurance Personal Lines	25379	61.9
Long-term Insurance sub category C	24477	59.7
Long-term Insurance sub category A	23739	57.9
Retail Pension Benefits	23370	57.0
Short-term Insurance Commercial Lines	22960	56.0
Collective Investment Schemes	22099	53.9
Pension Fund Benefits (excluding retail pension benefits)	20500	50.0
Health Service Benefits	12751	31.1
Short-term Deposits	8528	20.8
Long-term Deposits	7462	18.2
Securities and Instruments	4654	11.4
Friendly Society Benefits	1722	4.2
Forex Investment Business	943	2.3

## MOONSTONE ADVERTISING RATES 2017

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

Booking Closing Date: 20<sup>th</sup> day (or closest date thereof) of advert placement month  
 Artwork Due Date: 25<sup>th</sup> day (or closest date thereof) of advert placement month

ADVERTISING OPTIONS	2 WEEKS	1 MONTH
<b>Banner Advert</b> (600 x 150 pixels)	R6 500	R10 000
<b>Banner Advert PLUS 100 word editorial</b> (600 x 150 pixels)	R9 500	R15 000
<b>Exclusive Skyscraper Index Page Banner</b> (110 X 370 pixels)	R10 000	R14 000
<b>Exclusive Large Banner</b> (600 x 400 pixels) (Limited to 1 client per month)		R17 000
<b>Exclusive: Feature Article and Banner</b> (Limited to 1 client per month & not consecutively) Includes a banner (600 x 150 pixels) and - a <b>600 word article</b> with link for one weeks' lighting and then - a <b>100 word editorial</b> and banner for the remainder of that months' lighting		R20 000

### DISCOUNTS ON BLOCK BOOKINGS

A 10% discount is awarded on 3-5 month block bookings and a 15% discount on 6-12 month block bookings

# Contact Us

## Michelle Baker

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MOONSTONE

**THANK  
YOU**

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