



MOONSTONE

Media Kit

eNewsletter

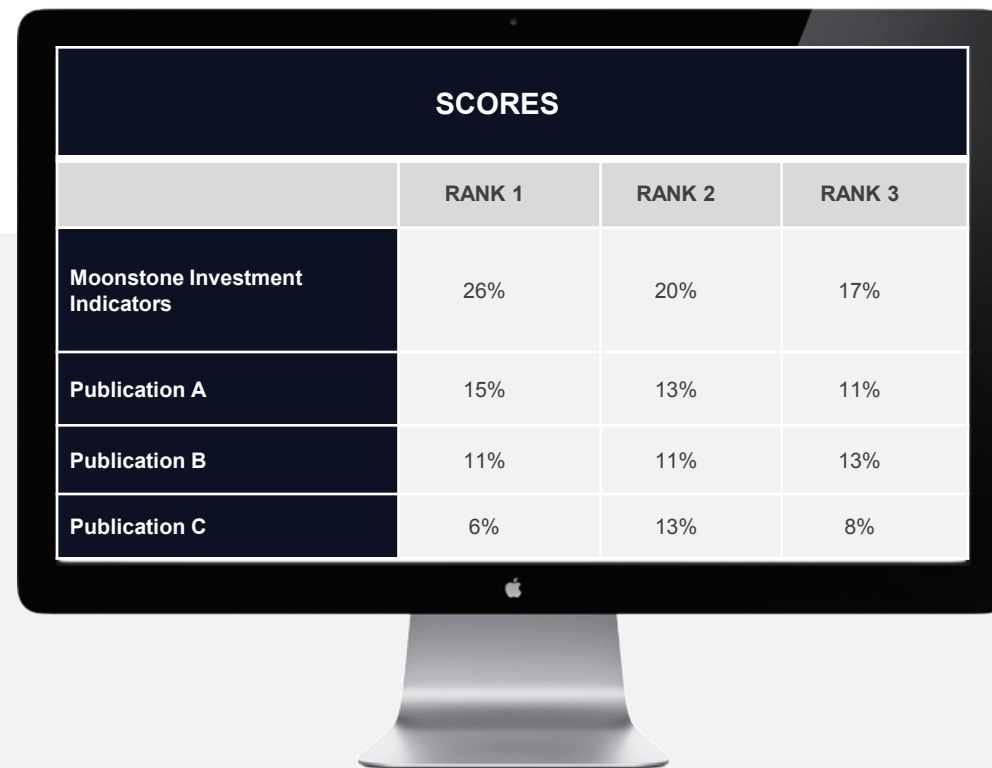
2019

SOUTH AFRICA'S 2 LEADING FSP NEWSLETTERS

Moonstone Investment Indicators and Moonstone Monitor reach over **50 000 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:

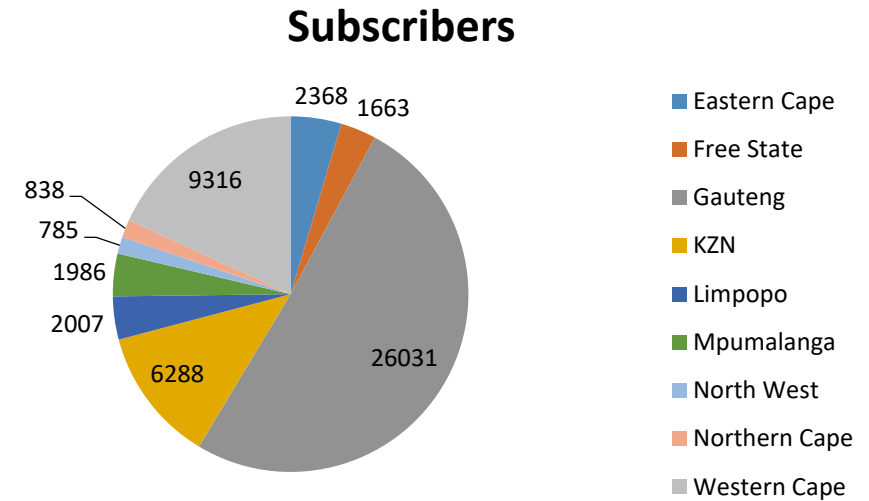
- Investment
- Risk
- Financial
- Healthcare
- Banking
- Retirement
- Short-Term

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	2368	4.6
Free State	1663	3.2
Gauteng	26031	50.8
KZN	6288	12.3
Limpopo	2007	3.9
Mpumalanga	1986	3.9
North West	785	1.5
Northern Cape	838	1.6
Western Cape	9316	18.2
Total	51282	100.0



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

*Advisers are not restricted to one licence category, and the projected subscriber numbers below include all licence categories per subscriber.

CATEGORY DESCRIPTION	SUBSCRIBERS*	%
Long-term Insurance subcategory B1	32769	63.9
Short-term Insurance Personal Lines	32410	63.2
Long-term Insurance subcategory B2	31026	60.5
Long-term Insurance sub category C	29487	57.5
Long-term Insurance sub category A	29333	57.2
Short-term Insurance Commercial Lines	29026	56.6
Retail Pension Benefits	28154	54.9
Collective Investment Schemes	27641	53.9
Pension Fund Benefits (excluding retail pension benefits)	25128	49.0
Health Service Benefits	14872	29.0
Short-term Deposits	12103	23.6
Long-term Deposits	10718	20.9
Securities and Instruments	6923	13.5
Friendly Society Benefits	2769	5.4
Forex Investment Business	1026	2.0

MOONSTONE ADVERTISING RATES 2019

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

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

ADVERTISING OPTIONS	2 WEEKS	1 MONTH
Banner Advert (600 x 150 pixels)	R7 200	R11 500
Banner Advert PLUS 100 word editorial (600 x 150 pixels)	R10 500	R16 500
Exclusive Skyscraper Index Page Banner (110 X 370 pixels)	R11 000	R15 500
Exclusive Large Banner (600 x 400 pixels) (Limited to 1 client per month)		R18 750
Exclusive: Feature Article and Banner (Limited to 1 client per month & not consecutively) Includes a banner (600 x 150 pixels) and - a 600 word article with link for one weeks' flighting and then - a 100 word editorial and banner for the remainder of that months' flighting		R22 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

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MOONSTONE

**THANK
YOU**

