

Media Kit

eNewsletter

2020

South Africa's 2 leading FSP newsletters

Moonstone Investment Indicators and Moonstone Monitor reach over **33 000 ENGAGED* SUBSCRIBERS** per eNewsletter per week.

*A subscribed contact who is **positively engaged** is someone who opens and clicks your email campaigns, or interacts with your brand online.

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.

Why Financial Advisers subscribe to the newsletters?

(Comments from our 2019 Readership Survey)

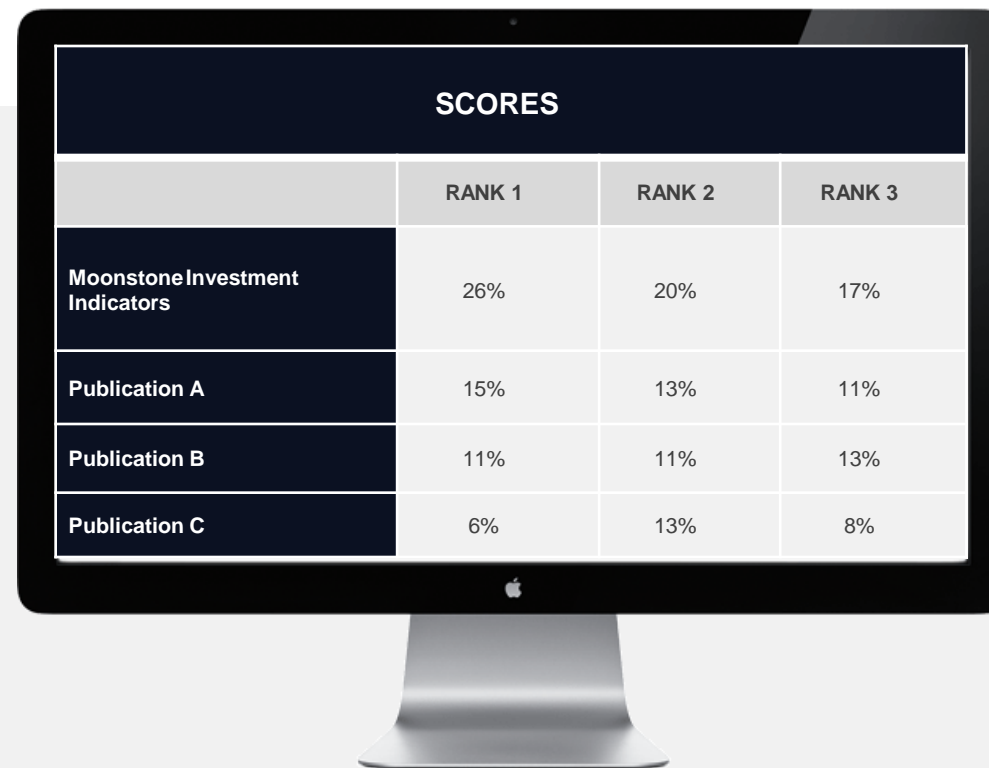
"To get industry news from an independent source"

"The newsletters are factual and a reliable source of information"

"Excellent newsletter"

"I see Moonstone news as first hand important information"

"Moonstone is one of the two primary go-to publications for daily industry authority reading"



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 in Stellenbosch, Moonstone Information Refinery (Pty) Ltd is an uncompromised independent support network for Financial Service Providers (FSPs).

All our operations are built around one core principle: the provision of refined information that benefits our clients to quickly and easily get to the heart of what is required.

Our specialties include: Compliance Services, Licensing, Regulatory Examinations, Information Refining & Training

Our Newsletters

The **Moonstone Monitor** is our weekly newsletter, distributed on Thursdays, containing industry information relevant to independent financial advisors, tempered with a dash of humour. It is focused on effective practice management and adds value to all those looking for objective advice. View a past issue: [Moonstone Monitor](#)

The **Moonstone Investment Indicators** distributed on Mondays contains, in addition to the above, comparative investment rates independently researched and regarded as essential tools by the broker community.

View a past issue: [Moonstone Investment Indicators](#)

Topics covered on a weekly basis in these newsletters include

- FAIS compliance
- Regulatory Examination updates and advice
- Regulatory updates
- Practice Management advice

Our Audience:

Individual and Corporate Advisors and Brokers in the following sectors:

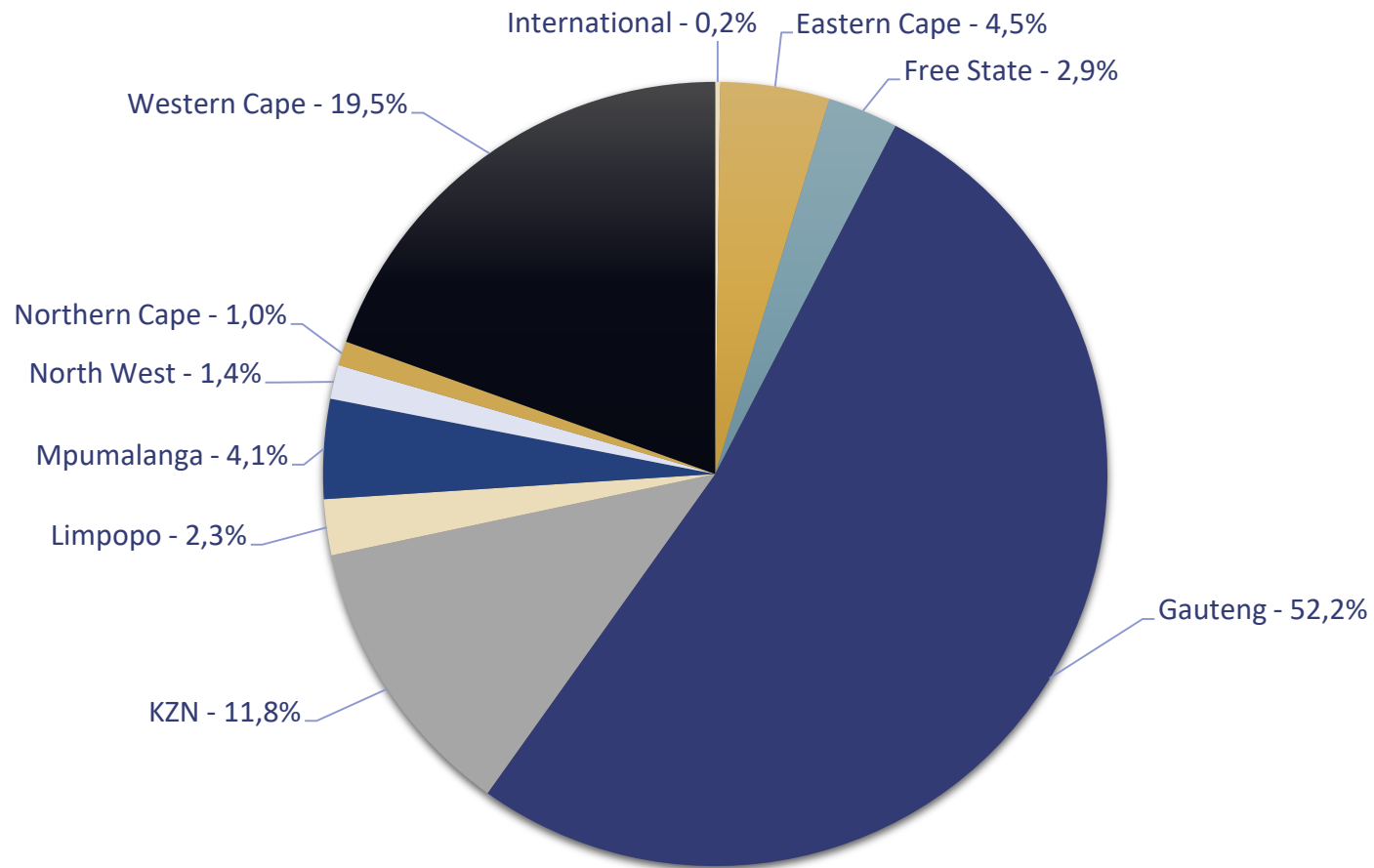
- Investment
- Risk
- Financial
- Healthcare
- Banking
- Retirement
- Short-Term

This includes:

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



Geographical spread of subscribers



MOONSTONE ADVERTISING RATES 2020

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 560	R12 075
Banner Advert PLUS 100 word editorial (600 x 150 pixels)	R11 025	R17 325
Exclusive Skyscraper Index Page Banner (110 X 370 pixels)	R11 550	R16 275
Exclusive Large Banner (600 x 400 pixels) (Limited to 1 client per month)		R19 690
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		R23 100
Promo Mailer: Client mailer to opt-in subscribers who have requested to receive promotional offers (Limited to 1 client per month)	COMING SOON	

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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Thank you

MOONSTONE

