



Do you want to position your company's products, services and solutions as a leader in your industry?

Maximise your company's brand by promoting your products and services in established print and online media platforms.

In association with:

LexisNexis

Moonstone

The SA Institute of Chartered Accountants (SAICA)

The Financial Intermediaries Association (FIA)



MediaMarx Advertising Brokers opened their doors in 2008, as a **specialist sales marketing agency** that focusses on servicing the professional corporate market by offering online advertising opportunities as well as legal products (catering for a broad spectrum of industries) in the form of **print, branded, online** and **e-books**.

MEDIA PLANNING SCHEDULE 2024

ACCOUNTING & TAX MARKET (The South African Institute of Chartered Accountants (SAICA))

Product Title	Frequency	Distribution	Target Audience
SAICA Website		Averages 250 000 page views 75 000 users per month	SEM C4-5 consumers. SAICA Members, Associates & Affiliates including: Chartered Accountants CAs(SA), Associate General Accountants AGAs(SA), Accounting Technicians ATs(SA), CEOs and Chief Financial Officers, Board Directors, Managing Directors, Auditors, Business Owners
ASA Digi-Mag	Monthly	58 208 ABC audited	
SAICA Connect Newsletter	Fortnightly	59 369 fortnightly	
AccountancySA Website		Averages 20 000 page views 15 000 users per month.	

FINANCIAL & INSURANCE MARKET (Financial Intermediaries Association (FIA))

Product Title	Frequency	Distribution	Target Audience
FIA Insights Magazine	Quarterly May, Aug, Nov, Feb	Circulation 5600 Readership 16 800	The FIA represents more than 12 000 licensed financial services advisers throughout South Africa, including multinational, large, medium and small businesses.
FIA Website		Averages 16 599 page views 10 000 users per month	
FIA Webinars		850 attendees	The FIA represents members nationally and internationally with key stakeholders such as government and regulators. Our members operate in the: Healthcare Life insurance Non-life insurance Employee benefits Financial planning Discretionary investments
FIA Social Media		Facebook: 4 800 followers 6 000 reach Twitter: 4121 followers 50 000 monthly impressions 595 Engagements LinkedIn: 7 302 followers 5 000 average reach	

FINANCIAL & INSURANCE MARKET (Moonstone Information Refinery)

Product Title	Frequency	Distribution	Target Audience
Moonstone Investment Indicators	Weekly (every Monday)	Averages 39,000 FSPs per week	Financial Planners, Financial Advisors, Asset Managers, Corporate Financial Advisors, Independent Brokers, Portfolio Managers, Actuaries, Life Office Intermediaries, Pension Fund Managers Market Sector: Investment Risk Financial Healthcare Banking Retirement Short-Term
Moonstone Monitor Newsletter	Weekly (every Thursday)	Averages 39,000 FSPs per week	
Moonstone Website		97 000 page views 40 000 users	

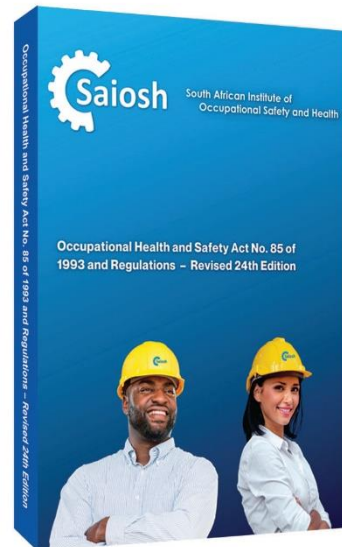
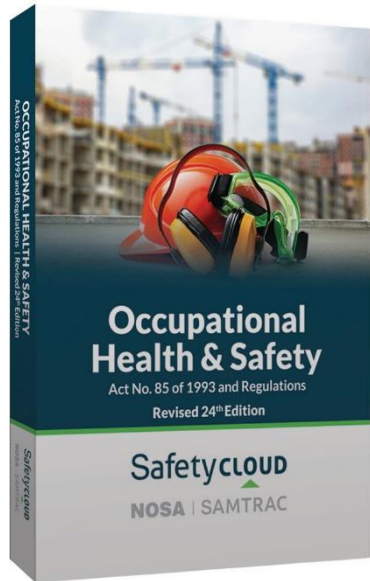
Looking for current legislation related to your industry?

Let us assist you with providing you with [LexisNexis](#) current products and pricing.

Obtain long term exposure

With a minimum print order and realistic costs your firm can customise your selected legal titles relevant to your industry and supply your key clients and customers with current legislation that has a long shelf life.

View our current **LEGAL PRODUCT TITLES** [HERE](#)



REASONS TO BRAND YOUR OWN COPIES

- **Encourage goodwill:** Our products help your clients stay compliant with the latest legislation and industry regulations, making these gifts they can appreciate and use daily.
- **Boost your brand:** Gifts that include your company name and logo can help attract new customers while keeping your brand top of mind with current clients.
- **Promote your services:** Our products' long shelf life mean repeat exposure to your services.
- **Nurture sales:** Corporate gifts can increase interest in your brand, prompting repeat sales and referrals.
- **Treat your people:** Branded gifts can help your employees feel valued.

CONTACT US

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