

The background features a complex collage of images related to business and technology. On the left, there's a vertical strip of smaller images showing people in professional settings. The right side is dominated by a large, semi-transparent globe with a grid overlay, set against a background of a larger grid of various business-related photos and icons. The overall color palette is muted, with greys, blues, and whites, accented by the gold in the logo and title.

MOONSTONE

# Media Kit 2025

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- **Moonstone Newsletters**  
(Investment Indicators and Moonstone Monitor)
- **Moonstone Website**
- **Media Packages**
- **Moonstone Update Channel on Youtube**  
(Sponsorship)
- **Moonstone Documents Projects**  
(Interviews and Video)

The logo for Moonstone, featuring the word "MOONSTONE" in a serif font with a white swoosh underneath.

## Unlock Your Brand's Potential on South Africa's Leading Financial Services Platform

Reach over **100 000 visitors** a month on our website and more than **40 000 subscribers** to our two weekly newsletters with Moonstone publications.

The Moonstone Update YouTube channel has over **10 000 subscribers**.

Moonstone publications offer unparalleled access to South Africa's financial decision-makers, including financial planners, asset managers, retirement fund experts, and independent brokers. With our high engagement rates and exclusive advertising options, your brand can stand out where it matters most.

Choose from a variety of banner placements, exclusive feature articles, and editorial sponsorships to position your brand as an industry leader. Leverage our established credibility to build meaningful connections and generate impactful leads.



**Why Financial Advisers subscribe to our newsletters?**

- "To get industry news from an **independent source**."
- "The newsletters are **factual** and a **reliable** source of information."
- "I regard Moonstone news as a **primary source** of vital information."
- "Moonstone is one of the two primary go-to publications for **daily industry authority reading**."
- "**Excellent** newsletter."

(Comments from our 2019 Readership Survey)



**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.



## Our Publications

Moonstone publications have two separate themed newsletters that are distributed to over 40 000 subscribers every week.

### Newsletter Analytics

- Open rate: 23%
- Click through rate: 7%

*(Source: Clikit Media bulk mail analytics. Based on stats for 2024 for publications – 144 publications )*

### Moonstone Investment Indicators

Distributed every Monday. Aimed at the investment/share market, this newsletter contains comparative Investment and Money Markets Rates in addition to current industry information relating to the financial services sector.

### Moonstone Monitor

Distributed every Thursday. Aimed at the short-term market, this newsletter contains industry information relating to this sector and is focused on effective practice management and adding value to all those looking for objective advice.

### Our Website

All articles distributed on the newsletters are hosted on [www.moonstone.co.za](http://www.moonstone.co.za). Once an article is selected on the newsletter, the reader is directed to the website.

### Website analytics

Active Users: ± 114 k per month  
Page views: ± 215 k per month

*(Source: Google Analytics GA4 – Nov 2024)*



## Our Audience

Investment | Risk | Financial |  
Healthcare | Banking | Retirement |  
Short-Term | Long-term markets

### This includes:

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

# MOONSTONE



## 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 specialities include:

- Compliance Services
- Licensing
- Regulatory Examinations
- Information Refining
- Training





# MOONSTONE ADVERTISING RATES 2025

Rates exclude advertising agency commission (if applicable) and VAT

# NEWSLETTER



Reach an average 40 000 FSPs every week

## NEWSLETTER ADVERTISING OPTIONS

2 WEEKS | 1 MONTH

1	Banner Advert (660 (w) x 150 (h) pixels) - (static banner)	R9 915	R15 920
2	Banner Advert PLUS 100 word editorial (660 (w) x 150 (h) pixels) - (static banner)	R14 580	R22 820
3	Exclusive Skyscraper Index Page Banner (175 X 370 pixels)	R15 250	R21 370
4	Exclusive Large Banner (660 x 400 pixels) (Limited to 1 client per month)		R25 940

Exclusive: Feature Article and Banner (static) (Limited to 1 client per month & not consecutively)

This package includes the following:

### Full Month of booking WEBSITE

Online article (600 words) uploaded on Moonstone website  
Image for the article (to be supplied by client) 660 (w) x 361(h) px

### 1st week ONLY NEWSLETTER

Static Banner (660 (w) x 150 (h) px with URL link PLUS +- 60 word short paragraph including a HEADER.  
Both the banner and paragraph can be linked to your web article

### 2nd, 3rd, 4th Week NEWSLETTER

Static Banner (660 (w) x 150 (h) px with URL Link PLUS 100 word article including a HEADER.  
Both the banner and paragraph can be linked to your web article

## Newsletter first half

## Newsletter second half



# MOONSTONE ADVERTISING RATES 2025 | WEBSITE

Rates exclude advertising agency commission (if applicable) and VAT

**+ - 215K Pages Views per month | + - 114K Active Users per month**



## WEBSITE ADVERTISING OPTIONS

Per month

- 1** Top Banner (300 x 300 pixels) R13 700
- 2** 2nd Banner (700 X 200 pixels) R11 250

\*Website banners positions are shared space

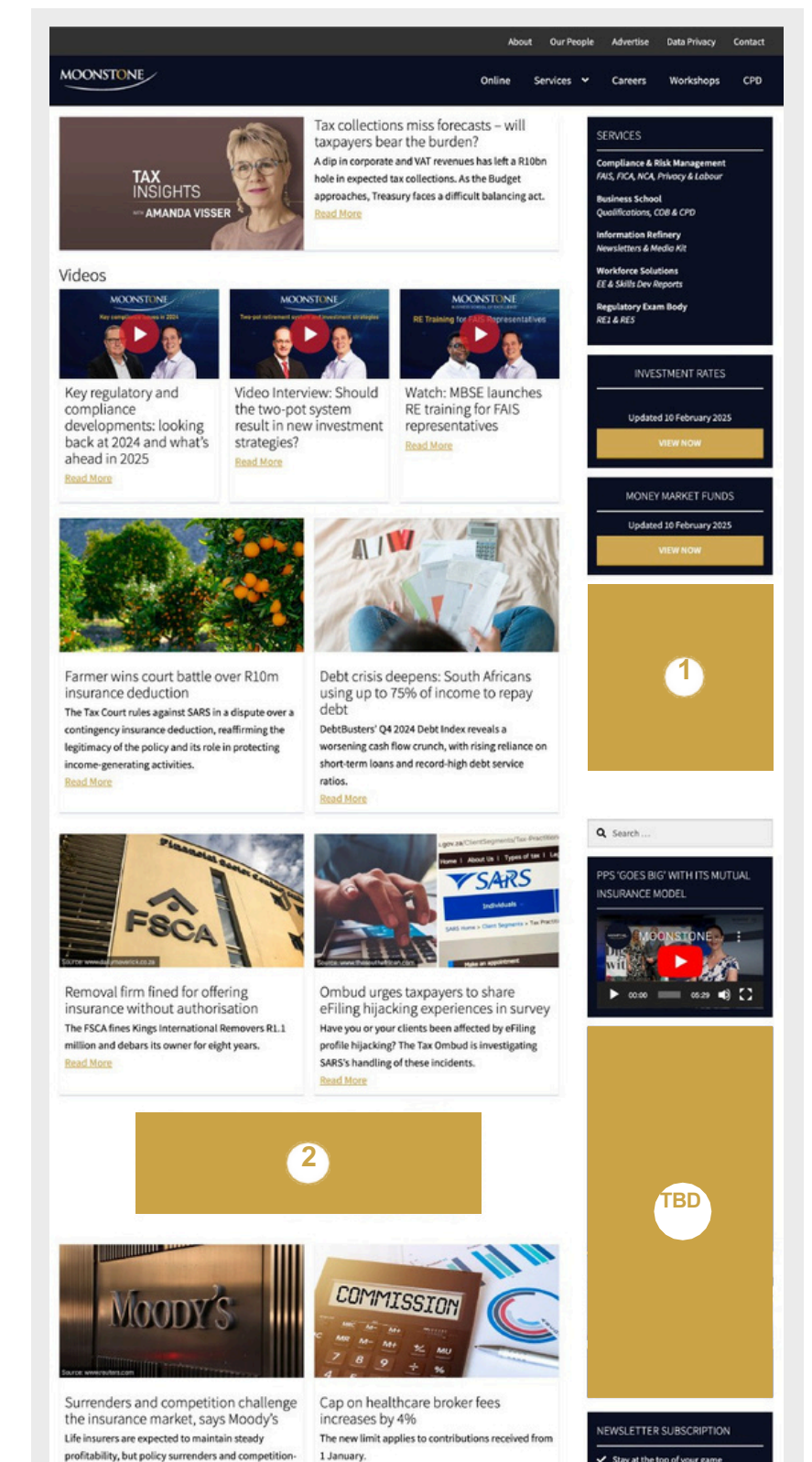


For details on discounts, kindly visit the media page.



**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

## Website





# MEDIA

Rates exclude advertising agency commission (if applicable) and VAT



PROPOSAL : 12 MONTHS	PROPOSAL : 6 MONTHS	PROPOSAL : 3 MONTHS
<p><b>Newsletter Banner advert (660 x 150 px) including 100 word editorial</b></p> <p><b>Investment Indicators or Moonstone Monitor</b></p> <p><b>Rate: R18,000 per month (x 12)</b></p>	<p><b>Newsletter Banner advert (660 x 150 px) including 100 word editorial</b></p> <p><b>Investment Indicators or Moonstone Monitor</b></p> <p><b>Rate: R20,000 per month (x 6)</b></p> <p><b>Moonstone Website Advertising</b></p> <p><b>Option 1: Banner Advert (Position 1) (300 x 300 px) Shared space</b></p> <p><b>Rate: R8,000 per month (x 6)</b></p> <p><b>Option 2: Banner Advert (Position 2) (700 x 200 px) Shared space</b></p> <p><b>Rate: R7,000 per month (x 6)</b></p>	<p><b>Newsletter Banner advert (660 x 150 px) including 100 word editorial</b></p> <p><b>Investment Indicators or Moonstone Monitor</b></p> <p><b>Rate: R22,000 per month (x 3)</b></p> <p><b>Moonstone Website Advertising</b></p> <p><b>Option 1: Banner Advert (Position 1) (300 x 300 px) Shared space</b></p> <p><b>Rate: R9,000 per month (x 3)</b></p> <p><b>Option 2: Banner Advert (Position 2) (700 x 200 px) Shared space</b></p> <p><b>Rate: R8,000 per month (x 3)</b></p>
<p><b>*Optional Add-ons: Additional exposure opportunities available upon request*</b></p>		



### **\*OPTIONAL ADD-ONS**

Combination of newsletter and website package with similar periods are further discounted by 10 %.

(e.g. Three-month Newsletter Banner Advertisement + Three-month website banner (Position 1): R22,000 + R9,000 = R31,000 less 10% = R27,900 (exclusive)

### **BOOKING CLOSING DATE:**

20th day (or closest day thereof) of advert placement month

### **ARTWORK DUE DATE:**

25th day (or closest day thereof) of advert placement month





# MOONSTONE UPDATE CHANNEL

Rates exclude advertising agency commission (if applicable) and VAT

## YOU TUBE



### YouTube: Moonstone Update Channel

The **Moonstone Update** is a weekly video series, typically 4 to 6 minutes long, showcasing key highlights from our weekly publications.

Our weekly videos are shared with our subscriber base through an exclusive email campaign, keeping them informed and engaged.



*(click on thumbnail to watch video)*

- YouTube Channel subscribers: 10 000 (as of February 2025)
- Average views: 2 000 to 2 500 views per video

- Update title: ConCourt ruling on cancelling medical scheme membership
- Views: 3.0K
- Watch time (hours): 58.0k

Access to our engaged audience of industry professionals who trust Moonstone as a source of expertise and insight. Be part of shaping industry conversations while boosting your brand's visibility!

**Sponsorship Opportunity:**  
Be part of the action! Sponsor the Moonstone Update and have your brand featured prominently.

**Logo Placement:**  
Prominent display of your logo during the introduction and throughout the interview.

**Brand Mention:**  
A special mention as the sponsor in the intro and outro of the video.  
Example: "This interview is brought to you by [Your Brand]."

**Rate:** R15 000  
**Duration:** per month



# MOONSTONE DOCUMENTARY PROJECTS

Rates exclude advertising agency commission (if applicable) and VAT



## Moonstone Documentary Projects

**Rate: Request for quote**

Moonstone Update Documentaries, go beyond the headlines. Moonstone documentaries offer a deep dive into critical topics, featuring interviews with industry players who provide inside information and exclusive insights. These stories not only illuminate the challenges and opportunities within the financial services sector but also position our channel as a trusted thought leader.

Each video is crafted to empower viewers with actionable insights, featuring industry players and thought leaders who offer unparalleled inside perspectives on:

- Regulatory updates and compliance
- Best practices in financial services
- Key trends shaping the industry

By being part of Moonstone Update Documentaries, your brand aligns with South Africa's trusted source for financial industry insights. Showcase your message to the professionals shaping the future of finance and build meaningful connections with a targeted, engaged audience.

Our past videos have highlighted key industry developments and sparked meaningful discussions within the financial community. For example:



### What's at stake for South Africa

Post date: 25 April 2023

Views: 16 606

Watch time (hours): 524.8

[\(click on thumbnail to watch video\)](#)



### Greylisting: one year on

Post date: 26 February 2024

Views: 126 017

Watch time (hours): 13.8k

[\(click on thumbnail to watch video\)](#)



### Two-Pot Retirement System

Post date: 12 August 2024

Views: 3905

Watch time (hours): 194.0k

[\(click on thumbnail to watch video\)](#)



### Two-pot retirement system and investment strategies

Post date: 26 November 2024

Views: 1172

Watch time (hours): 19.6k

[\(click on thumbnail to watch video\)](#)





# SOME OF THE INDIVIDUALS AND COMPANIES FEATURED:

Rates exclude advertising agency commission (if applicable) and VAT



## Some of the Individuals and companies featured:



**Andrew Davison**

Head of Institutional Business  
at Old Mutual Multi-Managers



**Sangeeth Sewnath**

Deputy MD.  
Ninety-One



**Ismail Momoniat**

Acting DG. National  
Treasury



**Hussein Solomon**

Professor & Terrorism  
expert



**FPI**



**Paul Pretorius Former**

Evidence Leader: State  
Capture Commission



**Busi Mavuso**

CEO: Business  
Leadership South Africa



**Darryl Grater**

Executive Head of  
Distribution at  
Discovery Insure



**GTC**



**Data gr8**

The logo for Moonstone, featuring the word "MOONSTONE" in a serif font with a white arc underneath. The letter "O" in "STONE" is highlighted in gold.


**For bookings and enquiries, please contact**

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**Thank you for your time in viewing our Media-kit**

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