



The South African Institute of Chartered Accountants (SAICA), South Africa’s pre-eminent accountancy body, is widely recognised as one of the world’s leading accounting institutes.

The institute provides a wide range of support services to **more than 50 000 members and associates** who are chartered accountants (CAs(SA)), as well as associate general accountants (AGAs(SA)) and accounting technicians (ATs(SA)).

REASONS TO ADVERTISE IN ASA

- Our audience forms one of the most lucrative market segments in South Africa. They often have remuneration packages in excess of R1.5 million per annum, which gives them an **LSM10**.
- That’s not only where their wealth lies: 72% also own unit trusts, 38% own them offshore and 21% have more than one home.
- This captive market has the highest professional and personal buying power in the country.
- CAs(SA) approximate spending per annum on business-related purchases and leasing is over R150 billion.
- The CA(SA) is the highest paid designation in the country as per the Robert Walters recruitment salary survey.
- More than 75% of our members go on regular business (and personal) trips locally and overseas.

Booking Deadline Date:

20th day of preceding Issue month (or closest date thereof)

Artwork Due Date:

25th day of preceding Issue month (or closest date thereof).

DISTRIBUTION

ASA Digi-Mag is distributed the **first week of each month** via various distribution channels, including:

- **ASA Digi-Mag emailer**
Distributed on average to 66 000 recipients.
- AccountancySA website
The site averages 110 000 page views and 90 000 visitors, per month.
- SAICA Connect newsletter
Distributed *fortnightly* to over 67 000 SAICA members, associates and affiliates.
- SAICA website
The site averages 500 000 plus pages views per month.

OUR READERS

- 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



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ASA DIGI-MAG RATES

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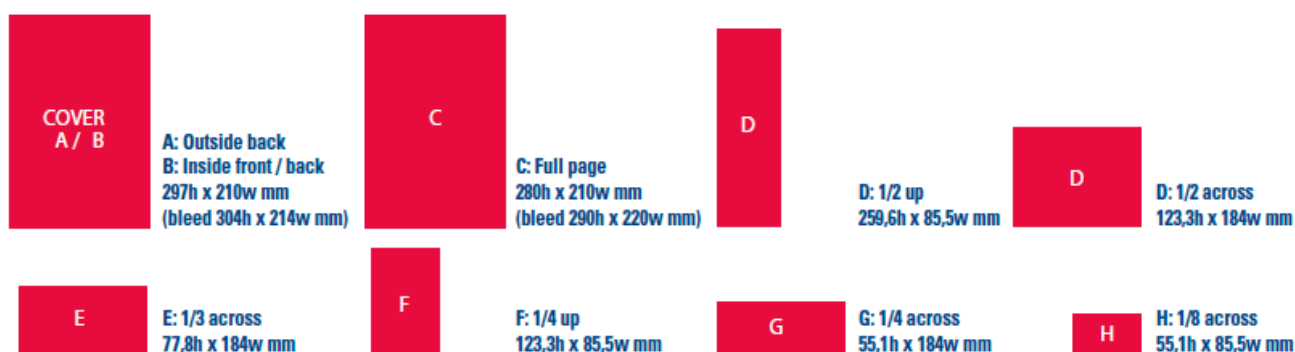
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ASA DIGI-MAG 2025 FOCUS THEMES | SPECIAL REPORT AND EDITORIAL DEADLINES

Editorial can be supplied (subject to approval by SAICA editorial team) and cannot be promotional or company product biased. Editorial to be submitted to lynng@saica.co.za

ISSUE	FOCUS THEME SPECIAL REPORT	EDITORIAL DEADLINE DATES
February	A focus on Africa	29 November 2024
March	Budget	20 January 2025
April	Entrepreneurship	17 February 2025
May	Sustainability and ESG The Audit Reform	18 March 2025
June	Youth	19 April 2025
July	Leadership The Public Sector	17 May 2025
August	Women's Month	19 June 2025
September	Strategy	19 July 2025
October	Ethics	19 August 2025
November	Investment	19 September 2025
December	SAICA Awards and Festive Theme	18 October 2025

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Tax, Budget, CA(SA) Profiles, CPD articles, Finance, Education, Management, Financial Services, IFRS, MARF, Public Sector, Soft Skills, Emotional Intelligence, Lifestyle, Travel, Car Reviews / Motoring

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MICHELLE BAKER

MEDIAMARX ADVERTISING BROKERS

General Manager: Advertising & Custom Branding Sales

Tel: (031) 764 6725 | Cell: (073) 137 1231

Email: michelle.baker@mediamarx.co.za | Web: www.mediamarx.co.za