

2025 MEDIA PLANNING SCHEDULE



**Showcase your brand as a leader in the
Tax and Financial Services industry**

Gain direct exposure to established subscribers and
clients' membership database!

- Event Partnerships**
- Online Digi-Mags**
- Newsletters / Website Advertising**
- Sponsorships (YouTube Videos)**
- Specialised Documentary Project Videos**

- ❖ Increase your brand awareness and visibility
- ❖ Improve customer acquisition and retention
- ❖ Differentiate your company from your competitors
- ❖ Enhance product or service value perception
- ❖ Boost your revenue growth and profitability

OUR CLIENTS

South African Institute of Chartered Accountants (SAICA)
Moonstone Information Refinery
Financial Intermediaries Association (FIA)
LexisNexis

www.mediamarx.co.za



2025 MEDIA PLANNING SCHEDULE

Please access individual Media Kits by clicking on the **Product | Title**

ACCOUNTING & TAX MARKET

PRODUCT TITLE	PLATFORM	DISTRIBUTION STATISTICS	TARGET MARKET TARGET AUDIENCE
<p>ASA DIGI-MAG</p> <p>View our monthly Features HERE</p> <p>November Special Theme will focus on INVESTMENT</p>	<p>MAGAZINE</p> <p>Media Owner: SAICA The South African Institute of Chartered Accountants</p>	<p>66 287 ABC Audited</p> <ul style="list-style-type: none"> ASA Digi-Mag is distributed the <i>1st week of each month</i> to an average of 66 000 SAICA members, associates and affiliates. ASADigi-Mag is downloadable from both the AccountancySA and SAICA websites. Combined stats have an average of 610 000 Page Views and 340 000 Users per month. The publication is available to download via the SAICA Connect newsletter which is distributed <i>fortnightly</i> to over 66 000 SAICA members, associates and affiliates. 	<p>LSM10 market comprising of SAICA members, associates and affiliates.</p> <p>Chartered Accountants CAs(SA) Associate General Accountants AGAs(SA) Accounting Technicians ATs(SA) CEOs Chief Financial Officers Board Directors Managing Directors Auditors Business Owners</p>
<p>SAICA CONNECT NEWSLETTER</p>	<p>NEWSLETTER</p> <p>Media Owner: SAICA The South African Institute of Chartered Accountants</p>	<p>Distributed <i>fortnightly</i> to an average of 66 000 SAICA members, associates and affiliates.</p>	<p>LSM10 market comprising of SAICA members, associates and affiliates.</p> <p>Chartered Accountants CAs(SA) Associate General Accountants AGAs(SA) Accounting Technicians ATs(SA) CEOs Chief Financial Officers Board Directors Managing Directors Auditors Business Owners</p>
<p>SAICA WEBSITE</p>	<p>WEBSITE</p> <p>Media Owner: SAICA The South African Institute of Chartered Accountants</p>	<p>Averages 500 000 Page Views and 250 000 Users per month</p>	<p>LSM10 market comprising of SAICA members, associates and affiliates.</p> <p>Chartered Accountants CAs(SA) Associate General Accountants AGAs(SA) Accounting Technicians ATs(SA) CEOs Chief Financial Officers Board Directors Managing Directors Auditors Business Owners</p>

ACCOUNTANCYSA
WEBSITE

WEBSITE

Media Owner:
SAICA The South
African Institute of
Chartered
Accountants

Averages **110 000 Page Views** and **80 000 Users** per month

LSM10 market comprising of SAICA members, associates and affiliates.

Chartered Accountants CAs(SA) | Associate General Accountants AGAs(SA) | Accounting Technicians ATs(SA) | CEOs | Chief Financial Officers | Board Directors | Managing Directors | Auditors | Business Owners

FINANCIAL & INSURANCE MARKET

PRODUCT TITLE	PLATFORM	DISTRIBUTION STATISTICS	TARGET MARKET TARGET AUDIENCE
<p><u>FIA NATIONAL PARTNERSHIP PACKAGES</u></p> <p>FIA Advice Summit 09 October 2025 Sandton Convention Centre</p>	<p>EVENT PARTNERSHIP</p> <p>Media Owner: <u>Financial Intermediaries Association (FIA)</u></p>	<p>The FIA Advice Summit is a flagship event on the financial services calendar, attracting intermediaries, underwriting managers, product providers, service providers and media partners. We offer direct intermediary engagement solutions and leverage this with powerful intermediary networking opportunities in the industry.</p> <p>LEVEL 1 and LEVEL 2 Partners receive a speaking slot and brand activation which draws 500 attendees from across the country.</p> <p>As a partner, a speaking slot at the investment and financial planning webinars (which reaches an engaged audience of over 5 000 members), is also included which allows for branding opportunities leading up to, during and post the event.</p> <p>Level 1, 2 (<i>in addition to the above</i>), and Level 3 Partnership Package include: ANNUAL EXPOSURE in the FIA PRINT MAGAZINE, DIGITAL MAGAZINE, CONTENT, BLOG, NEWSLETTER, BANNER ADVERTS, ADVERTS, CPD PLATFORM AND WEBSITE.</p>	<p>Our members operate in the following markets:</p> <p>Healthcare Life Insurance Non-life Insurance Employee Benefits Financial Planning Discretionary Investments</p>

<p><u>FIA INSIGHT</u></p>	<p>MAGAZINE Media Owner: Financial Intermediaries Association (FIA)</p>	<p>Circulation 5 600 Readership 16 800</p> <p>The FIA represents more than 12 000 licensed Financial Services Advisers.</p> <p>FIA Insight is South Africa’s premier intermediary magazine, connecting the insurance and financial services industry through exclusive news stories, analysis, interviews, regulatory, compliance updates and features.</p> <p>Published Quarterly: May, Aug, Nov, Feb</p>	<p>Our members operate in the following markets:</p> <p>Healthcare Life Insurance Non-life Insurance Employee Benefits Financial Planning Discretionary Investments</p>
<p><u>MOONSTONE NEWSLETTER/S</u></p>	<p>NEWSLETTER Media Owner: Moonstone Information Refinery</p>	<p>41 000 (plus) FSP subscribers every week per newsletter</p> <p>Moonstone publications have two separate themed newsletters:</p> <p>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.</p> <p>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.</p>	<p>Financial Services market: Investment Risk Financial Healthcare Banking Retirement Short-Term and Long-Term</p> <p>Target Audience include: Financial Planners Financial Advisers Independent Brokers Life Office Intermediaries Asset Managers Portfolio Managers Actuaries Corporate Financial Advisers Pension Fund Managers</p>
<p><u>MOONSTONE UPDATE CHANNEL</u></p>	<p>VIDEO (YouTube) Sponsorship Media Owner: Moonstone Information Refinery</p>	<p>Moonstone Update provides an overview of the week's trending news featured in the Investment Indicators and Moonstone Monitor.</p> <p>YouTube Channel subscribers: 12 500 (as of March 2025)</p> <p>Averages 2 000 to 2 500 views per video</p> <p>Moonstone Update is distributed to over 41000 FSP subscribers every Friday.</p> <p>View our YouTube Videos HERE</p>	<p>Financial Services market: Investment Risk Financial Healthcare Banking Retirement Short-Term and Long-Term</p> <p>Target Audience include: Financial Planners Financial Advisers Independent Brokers Life Office Intermediaries Asset Managers Portfolio Managers Actuaries Corporate Financial Advisers Pension Fund Managers</p>

MOONSTONE UPDATE DOCUMENTARIES

VIDEO (YouTube)

Media Owner:
[Moonstone](#)
[Information Refinery](#)

Moonstone Update Documentaries, go beyond the headlines. These documentary videos 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

View previous Documentaries and stats below:

[Greylisting: One Year on](#)

Post date: 26 February 2024

Views: 126 017

Watch time (hours): 13.8k

[Two-Pot Retirement System](#)

Post date: 12 August 2024

Views: 4 100

Watch time (hours): 194.0k

In addition Moonstone Update Documentaries are distributed to over **41 000 FSP subscribers**

Financial Services market:

Investment | Risk | Financial | Healthcare
| Banking | Retirement | Short-Term and Long-Term

Target Audience include:

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

MOONSTONE WEBSITE

WEBSITE

Media Owner:
[Moonstone](#)
[Information Refinery](#)

Averages **215 000 Pages Views and 114 000 Active Users** *per month*

Financial Services market:

Investment | Risk | Financial | Healthcare
| Banking | Retirement | Short-Term and Long-Term

Target Audience include:

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

<p>FIA WEBSITE</p>	<p>WEBSITE Media Owner: Financial Intermediaries Association (FIA)</p>	<p>Averages 16 559 Page Views and 10 000 Visitors per month</p>	<p>Our members operate in the following markets:</p> <p>Healthcare Life Insurance Non-life Insurance Employee Benefits Financial Planning Discretionary Investments</p>
<p>FIA SOCIAL MEDIA</p>	<p>SOCIAL MEDIA Media Owner: Financial Intermediaries Association (FIA)</p>	<p>Facebook 5 000 followers</p> <p>LINKEDIN 7 975 followers</p>	<p>Our members operate in the following markets:</p> <p>Healthcare Life Insurance Non-life Insurance Employee Benefits Financial Planning Discretionary Investments</p>

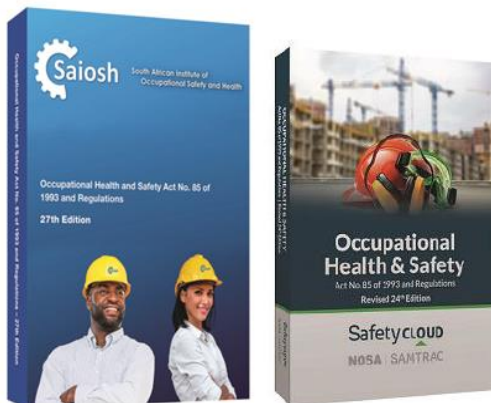
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Promote your services: Our products' long shelf-life mean repeat exposure to your services.

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.



INTERESTED?

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