



**fia**

FINANCIAL  
INTERMEDIARIES  
ASSOCIATION OF  
SOUTHERN AFRICA

# Media Kit



# Why our partnership makes sense?

Through a national partnership, your business gains direct access to key intermediaries across the industry.

This enables you to reach a highly targeted audience through our member engagement platforms, including the FIA Advice Summit (our flagship national event), FIA Insight Magazine, website, blog, and weekly newsletter.

These channels provide partners with year-round visibility to deliver thought leadership to our members while promoting your brand, products, and services.



The voice of the intermediary



fia



# Introduction to the FIA

A NON-PROFIT ORGANISATION FOUNDED AND FUNDED BY MEMBERS



Protecting and promoting independent financial advice. We represent more than 12 000 licensed financial services advisers throughout South Africa, including multinational, large, medium and small businesses.



Our members operate in healthcare, financial planning, non-life insurance, employee benefits and investments. The FIA represents members nationally and internationally with key stakeholders such as government and regulators.



# The FIA's Core Strategic Objectives



## **Professional and Organizational Development**

Focus on skills and business development, consumer education and transformation.



## **Advocacy and Representation**

Focus on building capacity in our regulatory department to influence and guide policy and regulatory developments in a constructive manner that leads to positive outcomes for stakeholders.



## **Financial Sector and Market Intelligence**

Assist in obtaining relevant information and interpret data to engage stakeholders in a meaningful manner.

# Magazine

## fia Insight

SA'S PREMIER INTERMEDIARY MAGAZINE



Connecting the insurance and financial services industry through exclusive news stories, analysis, interviews, regulatory, compliance updates and features.

FIA Insight delivers the market intelligence intermediaries need to stay up to date to remain relevant and viable, giving them the tools to do better business.

**16 800**  
Readership



ADVERT TYPE	PAGE SIZE (W X H)	RATE (EACH)
Full page	210 x 275mm	R23 000.00
Double Page Spread	420 x 275mm	R32 000.00
Outside Back Cover (prime position)	210 x 275mm	R31 500.00
Inside Front   Back Cover (prime positions)	210 x 275mm	R31 500.00
Bellyband	440 x 70mm	R25 000.00
Sponsored   Full Page Native advertising is sponsored content seamlessly integrated with the publishing and editorial style and focus of the publication, positioning your brand as the thought leader within an industry or on a specific topic. The key to a successful native advertising campaign is to provide content of genuine interest and relevance to our FIA intermediaries, crafted to feel like an organic piece of the magazine. You provide the expert insight and shape it into an interesting and informative article.	600 – 800 words	R23 000.00

**Costs exclude VAT, excludes agency commission.**

Edition	Content Due Date	Street Date
February 2026 (Q1)	20 January 2026	End of February
May 2026 (Q2)	01 April 2026	Beginning of July
August 2026 (Q3)	01 July 2026	Beginning of October
November 2026 (Q4)	01 October 2026	First week of December
February 2027 (Q1)	20 January 2027	End of February

# Website & Social Media

The FIA website blog is the central point for our members, intermediaries and the industry to access news, happenings and information. Our blog is updated daily with news.

The FIA social media channels target readers across the financial services landscape – as ever, we strive for quality over quantity, and pride ourselves on engaged and relevant social media followers, organically grown from an electric range of relevant content.

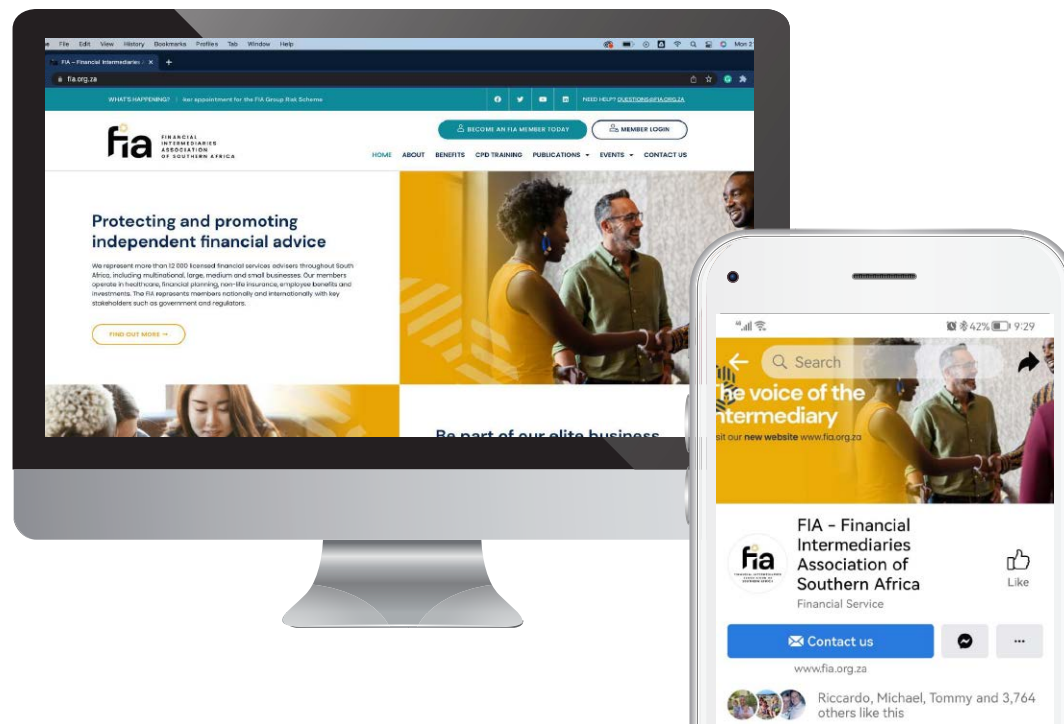
Our social media channels are active where we constantly share news, insights and industry events for our members into the finance, insurance and intermediary world.

ADVERT TYPE	SPEC: PIXELS (W x H)	RATE (PER MONTH)
Sidewall Vertical Banner	300 (w) x 400 (h)	R10 900.00
In Text Banner	700 (w) x 550 (h)	R8 500.00
Online Video	Promo video & static banner	R6 000.00
Social Media Posts	Native content	R2 950.00 (per post)
Blog Posts	Native content	R2 500 (per post)
Blog Post, Feature in Newsletter & Social Media	Native content	R8 500


**Website**  
**16 559**  
 Average views per month


**Facebook**  
**5 400**  
 Followers


**LinkedIn**  
**8 469**  
 Followers





## Intermediary Experience Awards

Johannesburg | 2024

The event is an opportunity to highlight the crucial role and contribution of intermediaries in financial services. "The awards show how product providers enable our members to add value to the lives of their clients," says FIA CEO Lizelle van der Merwe. Planning for the 2026 event is already underway, which includes some exciting changes for next year's awards.



## Advice Summit

Johannesburg | 2025

The FIA Advice Summit is a flagship event on the financial services calendar, attracting intermediaries, underwriting managers, product providers, service providers, and media partners.

Level 1 and 2 partners receive a speaking slot and brand activation which draws 500 attendees from across the country.





# Audience Reach

## MAGAZINE

**Circulation:** 5 600

**Readership:** 16 800

**Frequency:** Quarterly

## WEBSITE

**URL:** [www.fia.org.za](http://www.fia.org.za)

**Average web site visits p/m:** 10 000

**Average page views per month:** 16 559

**Average time spent on site:** 2 minutes

## NEWSLETTER

**Frequency:** Weekly

**Average database size:** 9 945

**Average open rate:** 21%

## SOCIAL

**Facebook:** [financial.intermediaries.association](https://www.facebook.com/financialintermediaries.association)  
5 400 followers

**Linkedin:** @Financial Intermediaries  
Associations of Southern Africa  
8 469 followers

## EVENTS

We offer direct intermediary engagement solutions and leverage this with powerful intermediary networking opportunities in the industry.





**THANK YOU**

**Michelle Baker**  
**Managing Director**

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