



FINANCIAL
INTERMEDIARIES
ASSOCIATION OF
SOUTHERN AFRICA

National Partnership Packages



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.

Our Tiered Partnership Packages – Level 1

LEVEL
01

R 400 000
(excl VAT)

6

Only 6 partner spots available



1st choice speaker slot at FIA Summit



1st choice of branding at FIA Summit

MULTIMEDIA CHANNELS

MAGAZINE | DIGITAL MAGAZINE | CONTENT BLOG | NEWSLETTER | BANNER ADVERTS | CPD PLATFORM | ADVERTS | WEBSITE

- **FIA Insight Magazine CPD accredited:** 4 x full-page colour adverts
- **FIA Insight Magazine CPD accredited:** 4 x full-page native editorials
- **FIA Newsletter:** 4 x native articles in our newsletter to members
- **Native Content:** 8 x native articles on the FIA website, published as a blog
- **Social Media Post:** 8 x social media posts to amplify your articles featured on the FIA website
- **Website Banners:** Banner adverts x 12 months
- **Scrolling banner and static logo** on home page of the FIA website
- Option to provide **regulatory CPD** on our online member CPD platform under the partner section
- **White Papers:** sponsors white papers will feature on the FIA CPD portal and amplified across all broker multimedia – digital magazine, blog, social media and newsletter

EVENTS

FIA ADVICE SUMMIT 2026

- **Prime speaker slot** – first choice
- **Marketing campaign** leading up to during and post event including partner brand association
- **First choice for position of branding and activation** at the Summit*
- **10 x tickets** to the FIA Advice Summit
- **Scrolling banner and static logo** on the FIA Summit website

FIA INTERMEDIARY EXPERIENCE AWARDS 2026: REIMAGINED

The industry's most trusted benchmark is evolving – and you're getting front-row access.

We're reimagining the industry's premier recognition programme to elevate what matters most: innovation, impact, and the evolving needs of intermediaries. As a partner, you'll have exclusive positioning when we unveil the new format in Q1 2026.

This isn't just an awards refresh. It's a reset of how excellence gets recognized in financial services.

WEBINARS

MEMBER DISCIPLINE SPECIFIC NATIONAL WEBINARS

The FIA hosts a series of webinars and educational events throughout the year, reaching an engaged audience of over 5,000 members.

Partners receive brand exposure:

- **Branding on invitations** to the FIA database (9 945 members)
- **Prominent branding** during live webinars
- Acknowledgment as an **Annual Sponsor** on event pages
- Branding on the **on-demand recording** available to members post the event
- **Branded post-event communications** to attendees



Our Tiered Partnership Packages – Level 2

LEVEL
02

R 220 000
(excl VAT)

10

10 partner spots available



Speaker slot at FIA Summit



Branding at FIA Summit

MULTIMEDIA CHANNELS

MAGAZINE | DIGITAL MAGAZINE | CONTENT BLOG | NEWSLETTER | BANNER ADVERTS | CPD PLATFORM | ADVERTS | WEBSITE

- **FIA Insight Magazine CPD accredited:** 4 x full-page colour adverts
- **FIA Insight Magazine CPD accredited:** 4 x full-page native editorials
- **FIA Newsletter:** 4 x native articles in our newsletter to members
- **Native Content:** 4 x native articles on the FIA website, published as a blog
- **Social Media Post:** 4 x social media posts to amplify your articles featured on the FIA website
- **Website Banners:** Banner adverts x 6 months

EVENTS

FIA ADVICE SUMMIT 2026

- **Speaker slot**
- **Marketing campaign** leading up to during and post event including partner brand association
- **Branding and activation** at the Summit
- **5 x tickets** to the FIA Advice Summit
- **Scrolling banner and static logo** on the FIA Summit website

FIA INTERMEDIARY EXPERIENCE AWARDS 2026: REIMAGINED

The industry's most trusted benchmark is evolving – and you're getting front-row access.

We're reimagining the industry's premier recognition programme to elevate what matters most: innovation, impact, and the evolving needs of intermediaries. As a partner, you'll have exclusive positioning when we unveil the new format in Q1 2026.

This isn't just an awards refresh. It's a reset of how excellence gets recognized in financial services.

WEBINARS

MEMBER DISCIPLINE SPECIFIC NATIONAL WEBINARS

The FIA hosts a series of webinars and educational events throughout the year, reaching an engaged audience of over 5,000 members.

Partners receive brand exposure:

- **Branding on invitations** to the FIA database (9 945 members)
- **Prominent branding** during live webinars
- Acknowledgment as an **Annual Sponsor** on event pages
- Branding on the **on-demand recording** available to members post the event
- **Branded post-event communications** to attendees

fia



Our Tiered Partnership Packages – Level 3

LEVEL
03

R 75 000
(excl VAT)

15

15 partner
spots available

MULTIMEDIA CHANNELS

**MAGAZINE | DIGITAL MAGAZINE | CONTENT | BLOG | NEWSLETTER
BANNER ADVERTS | ADVERTS | CPD PLATFORM | WEBSITE**

- **FIA Insight Magazine CPD accredited:** 3 x full-page colour adverts
- **FIA Insight Magazine CPD accredited:** 3 x full-page native editorials
- **FIA Newsletter:** 3 x native articles in our newsletter to members
- **Native Content:** 3 x native articles on the FIA website, published as a blog
- **Social Media Post:** 3 x social media posts to amplify your articles featured on the FIA website
- **Website Banners:** Banner adverts x 6 months





Audience Reach

MAGAZINE

Circulation: 5 600

Readership: 16 800

Frequency: Quarterly

WEBSITE

URL: 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/financialintermediariesassociation)
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.



Our Partners

LEVEL 1



LEVEL 2



LEVEL 3





THANK YOU

Michelle Baker
Managing Director

T: 031 764 6725 **V:** 087 702 0706 **C:** 073 137 1231 **E:** michelle.baker@mediamarx.co.za

www.mediamarx.co.za



The voice of the intermediary

