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The South African Chartered Accountant

ACCOUNTANCY SA
SOUTH AFRICA'S LEADING ACCOUNTANCY JOURNAL

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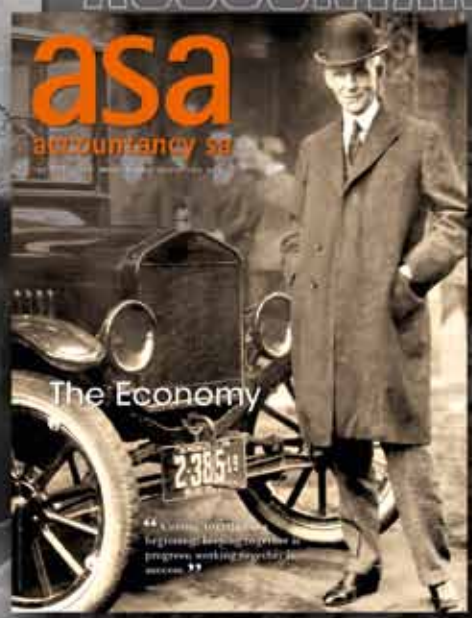
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ACCOUNTANCY SA
SOUTH AFRICA'S LEADING ACCOUNTANCY JOURNAL SEPTEMBER 2000



The South African
**CHARTERED
ACCOUNTANT**
Band 19 Nr. 2 Februarie 1983 R1.50



PRINT RATE CARD 2012

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New labour relations bill puts down roots
• Surfing the internet
• How to measure marketing success
• Why's Collyer executive targeted the market

redefining investment property

bear markets

GEUKTROUWDE REKENMEESTER



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Masterplanners

SAVE WE HAVEN'T SAVED TO MUCH THIS YEAR, BUT OVER THE TO YEAR TERM OF LEASE WE WILL HAVE SAVED R120 000,00

Geotrodieerde Rekenmeester

INHOUD...
• Die Nieuwe Grondwet...
• Die Nieuwe Grondwet...
• Die Nieuwe Grondwet...

Project finance - Money for jam

By Don Sergeant
YOU'VE GOT BIG INTERESTS in fruit farming — right? And you want to take a water digger, jam factory and your preserves on the road? Don't let the export market on jam spread its wings, concentrate, and all the other products of nature's bounty...
Project finance in South Africa is relatively new, and could be said to be in its embryonic stages...
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Share incentive scheme

Share incentive schemes are a popular way for companies to reward their employees...
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Share incentive schemes are a popular way for companies to reward their employees...

Masterplan

You'll come across few boxes more useful than this one.

- It has a working notebook...
- It has a working notebook...
- It has a working notebook...

Share incentive scheme

A low risk investment with high returns...

flexible, cost effective fleet management solutions.

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- Maintenance and warranties
- Accident management
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- FINANCIAL MANAGER - AA Prof
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DEATH AND TAXES CONTINUED

The DE and the DED are targeting tax avoidance as well as tax evasion and it can be expected that the practice of tax avoidance between taxpayers and tax authorities will get even more complex...

Brand positioning/Business model

Accountancy SA (ASA) is the only publication solely targeted at a captive CAs(SA) audience. As such, ASA represents both editorially and from a design perspective, the professional standing of the CA(SA) designation as well as the continued professional development needs of our audience.

Target reader (psychographical data)

Our target audience comprises of CAs(SA) who work in commerce, public practice, Government and academia.

TARGET AUDIENCE (SEGMENTATION)

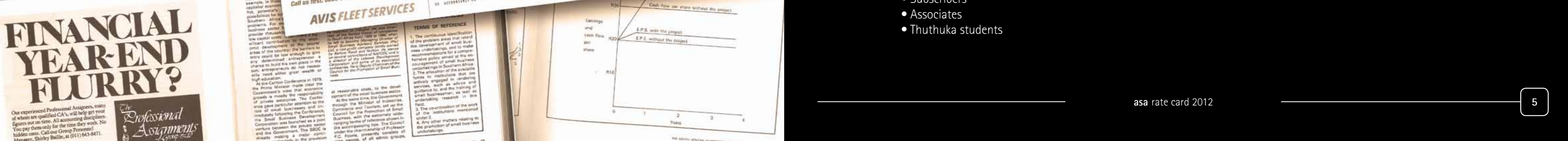
ABC Circulation

- Total free circulation - 40525
- Total circulation - 40819

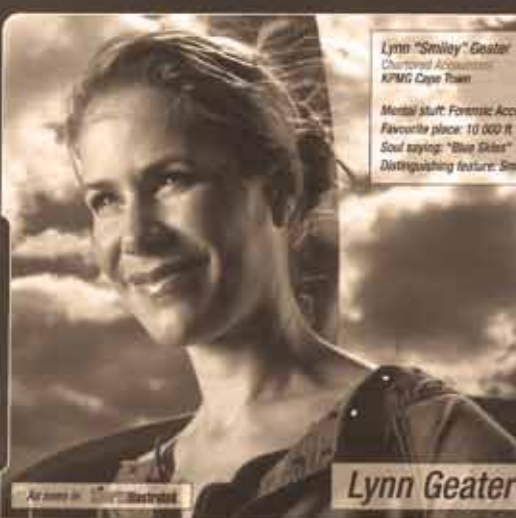
DEMOGRAPHICS:

With a captive audience in excess of 42 000, asa caters for readers with the highest professional and personal buying power appeal in the country. The target audiences of asa are our key stakeholder constituencies (local and internationally based) which comprises of:

- CAs(SA)
- Trainees
- Subscribers
- Associates
- Thuthuka students



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Lynn "Smiley" Geater
Chartered Accountant
KPMG Cape Town
Mottal Jeff Forensic Accounting
Favorite place: 10 000 ft
Cool saying: "She's a Boss"
Distinguishing feature: Smile

Lynn Geater

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The ethical account "TEN" commandments

Integrity is the foundation of trust. It is the bedrock upon which all business relationships are built. Without it, the business world would be a chaotic and unworkable place. As accountants, we have a special responsibility to uphold the highest standards of ethical conduct. The following ten commandments provide a guide to this essential aspect of our profession.

1. **Be honest and transparent.** Always disclose any conflicts of interest and provide clear, accurate information to your clients.
2. **Be objective and unbiased.** Do not let personal feelings or biases influence your professional judgment.
3. **Be confidential.** Protect your clients' information and do not disclose it to anyone without their explicit permission.
4. **Be competent.** Only undertake work that you are qualified to do, and ensure you have the necessary skills and knowledge.
5. **Be fair and equitable.** Treat all clients and stakeholders with fairness and respect.
6. **Be diligent.** Perform your duties with care, attention, and thoroughness.
7. **Be professional.** Conduct yourself with dignity and uphold the reputation of your profession.
8. **Be respectful.** Treat others with respect and courtesy, regardless of their position or status.
9. **Be accountable.** Take responsibility for your actions and the consequences of your decisions.
10. **Be ethical.** Always act in a way that is consistent with the highest principles of morality and integrity.

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- **Real Estate:** Investing in property can provide a steady stream of rental income and potential capital appreciation.
- **Private Equity:** Investing in private companies can offer high returns and the opportunity to influence the company's direction.
- **Art Collection:** Investing in art can be a profitable long-term strategy, especially if you have a good eye for value.
- **Commodities:** Investing in commodities like gold, silver, and oil can provide a hedge against inflation.
- **Private Pensions:** These can offer tax advantages and a steady stream of income in retirement.

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Make the future count

Cash in on skills development.

Invest in your future with a skills development plan. This can provide a tax-advantaged way to invest in your own education and training, as well as that of your employees. It can also provide a steady stream of income and potential capital appreciation.

REGION	LISTED	UNLISTED	ON	NON-ON	TRANS	SOLE	PARA-	GOVERN-
Eastern Cape	0	0	11	0	0	0	0	0
Free State	0	0	0	0	0	0	0	0
Gauteng	0	0	0	0	0	0	0	0
KwaZulu-Natal	0	0	0	0	0	0	0	0
North West	0	0	0	0	0	0	0	0
Western Cape	0	0	0	0	0	0	0	0
Total	0	0	11	0	0	0	0	0

REGIONS

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Eastern Cape	0	0	11	0	0	0	0	0
Free State	0	0	0	0	0	0	0	0
Gauteng	0	0	0	0	0	0	0	0
KwaZulu-Natal	0	0	0	0	0	0	0	0
North West	0	0	0	0	0	0	0	0
Western Cape	0	0	0	0	0	0	0	0
Total	0	0	11	0	0	0	0	0

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8 - 11 INSERTIONS	16 038

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THE CRISIS

from the pen

the crisis is only more about the picture of the lessons learned than the reality lessons suffered.

thousands of people have lost their jobs, sales have decreased, and profits have dropped.

The question to ask though is whether or not the techniques created for protection from this economic crisis, will suffice for what must be other social, political and ecological crisis we surely are to face in the future.

Will we sink or swim when faced with the issue of Sustainability as it pertains to the environment? Will we be able to survive this crisis if it doesn't seem so as many still do not understand the role our profession, for instance, must play within this space.

On Page 22, Graham Terry talks about Global Reporting that must multiply as at the top of our list of priorities gives the realities that have led to the current economic climate. He urges us to embrace sustainability as it offers many business opportunities. The big danger he says is that if we do not embrace it we will rapidly lose relevance as a profession. It's much the same scenario as when Wall Street crashed and investment banks and bankers were quite happy that turning their partnerships into corporations were quite happy that turning their partnerships into corporations and transfer the associated social, political and ecological risks to someone else.

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WIDTH X HEIGHT	TRIM	BLEED	TYPE
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HALF PAGE VERTICAL	102.5 x 273mm	108 x 283mm	85 x 250mm
HALFPAGE HORIZONTAL	210 x 136mm	142.5 x 142.5mm	190 x 115mm
THIRD PAGE	72 X 273mm	77 x 283mm	60 x 250mm
QUARTER PAGE	103 x 136.5mm	108 x 142.5mm	85 x 118mm

CREATIVE EXECUTIONS

TYPE	RATE	PLEASE NOTE
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eFormat Magazine

<http://www.accountancysa.org.za/interactive/>

Published by

Publisher: Willi Coates - The South African Institute of Chartered Accountants
Integritas, 7 Zulberg Close, Bruma Lake, 2198
Local calls: 08610 SAICA (72422)
International calls: +27 11 621 6600
www.accountancysa.org.za
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