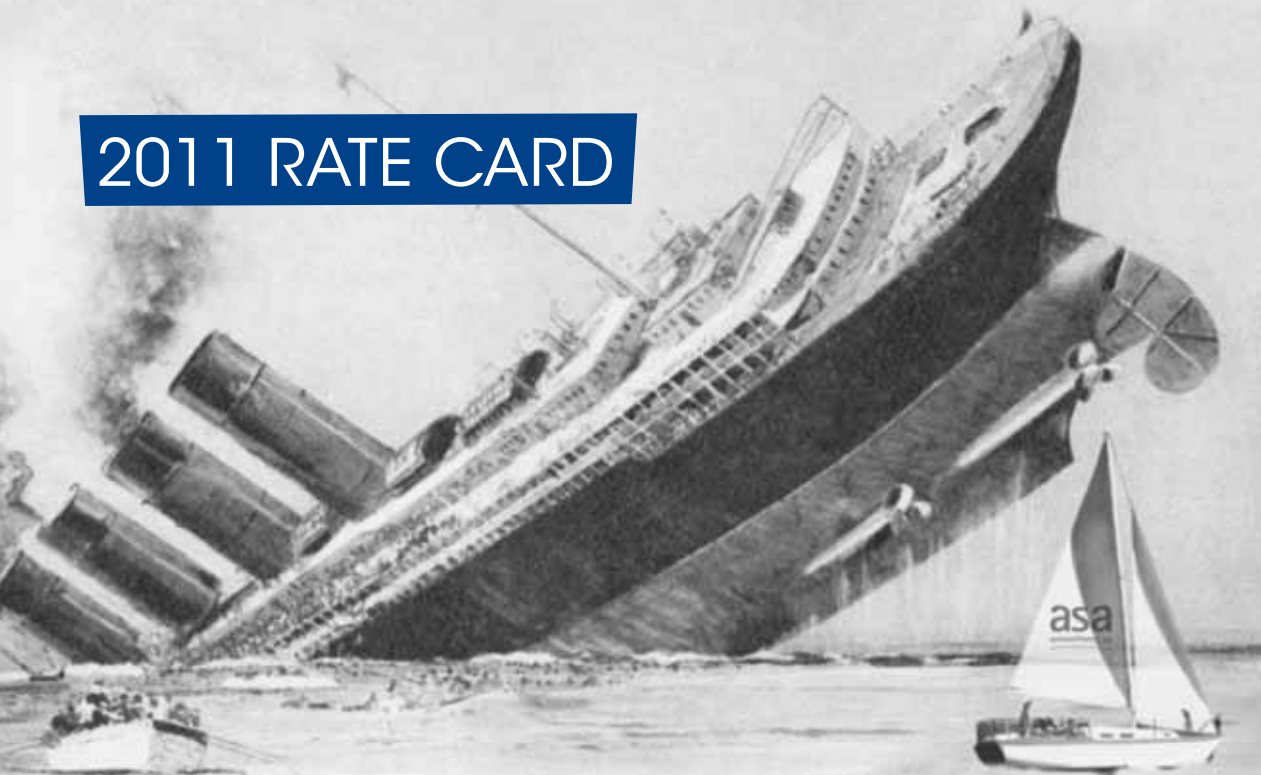


asa

accountancy sa

south africa's leading accountancy journal

2011 RATE CARD



Sink or Sail?

SMALL is the new **BIG...**

ACCOUNTANCY SA (asa), albeit with a different name, has been in existence since 1912. It's the premier stakeholder communication vehicle of The South African Institute of Chartered Accountants (SAICA) to our members, namely; Chartered Accountants [CAs(SA)], Associate Accounting Technicians [AATs(SA)], Associate General Accountants [AGAs(SA)], as well as trainees registered with a training contract.

ORIGINAL BRIEF: OBJECTIVES, READER NEED

The journal's strategic objective is to influence and impact our readers [the CAs(SA)] Continued Professional Development requirements. We do this by aligning our content imperatives with our organisation's objective which is to serve the interests of the chartered accountancy profession and society, by upholding professional standards and integrity, and the pre-eminence of CAs(SA) nationally and internationally, by:

- Delivering competent entry-level members
- Providing services to the members to maintain and enhance their professional competence, enabling them to create value for their clients and employers
- Enhancing the quality and information used in the private and public sectors for measuring and enhancing organisational performance
- Running and facilitating programmes to transform the profession and to facilitate community upliftment
- Fulfilling a leadership role regarding relevant business-related issues and providing reliable and respected public commentary.

In summary, the value proposition **asa** aspires to deliver to its readers is: develop...influence...lead

asa is able to do this by conducting annual surveys with our members, and by working in consultation with representatives of the various SAICA constituencies and other stakeholders to identify topics of interest and/or concern to its readers. Recognised specialists in these fields are then commissioned to write articles, which are then subject to a double blind review by another specialist to ensure that it is relevant and factually correct.

As the CA(SA) profession is a niche target audience of accountants, the **asa** penetration of the CA(SA) profession is total. Our only restriction being the limitation of readership by SAICA stakeholders as a result of the "Share of Mind" that **asa** has to compete with in terms of the attention of our over communicated, attractive business audience.

Another key distinguishing factor amongst our readers and members of SAICA, is that in excess of 80% of all CFOs, 18% of all chairpersons, and 22% of all CEOs of the top 50 JSE listed companies, are CAs(SA).

Accountancy SA can therefore boast that it talks directly to the real decision makers of companies in industries varying from the retail and leisure, to mining, petroleum, banking, and the academic and government sectors.

Published by



EDITORIAL/DESIGN POLICY AND BRAND POSITIONING

Accountancy SA (**asa**) is the only publication solely targeted at a captive CA(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. Part of our brand strategy is the measurement of the CA(SA) footprint in the market place, and the perceptions of the relevance and value of **asa** to the CAs(SA) professional standing. And at the core of what sets **asa** apart from any possible 'share of mind' competitor, is the fact that our content imperatives are directly guided, shaped and produced by our audience. Peer-to-peer discussions around strategic content matters and mentor-to-peer discussions around thought leadership. From a design perspective we understand that the face of our profession, quite literally, is changing, and so the design elements reflect this and provides a broader context for our content.

READER PROFILE

Our target audience comprises of CAs(SA) who work in commerce, public practice, Government and academia. Our audience forms one of the most lucrative market segments in SA.

PERSONAL BUYING POWER

A recent salary survey done by antonapps International Recruitment (2009) shows us that:

- A newly qualified trainee earns between R320 000 – R470 000 per annum
- A mid-level CA(SA) with at least 6+ years of experience earns between R470 000 – R900 000 per annum
- A CA(SA) in a senior executive role easily commands a salary in excess of R1m per annum.

The collective buying power amongst this top tier professional is in excess of R108 Billion annually.

TARGET AUDIENCE (SEGMENTATION)

ABC Circulation

- Total free circulation – 29 871
- Total circulation – 33 673

DEMOGRAPHICS:

With a captive audience in excess of 35 000, **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

MEMBER SATISFACTION

Member satisfaction is of paramount importance to SAICA and all initiatives, including the **asa**, are measured through surveys to ensure that our members' needs and requirements are met. **asa's** success is measured by feedback obtained from an annual reader satisfaction survey conducted by an independent research company and internal readers survey's.

Our research shows that the CA(SA) designation remains the premier business designation amongst top professionals, and our members satisfaction rating of the **asa** is high:

- There is a 60% unprompted awareness, and a 80% awareness of the CA(SA) being the 1st Choice Business Designation (ASK AFRICA MARKET SURVEY)
- It is also the No 1 career choice of 38% of students studying at University (AUSTRALIS STUDENT SURVEY)
- **asa** Member Satisfaction Rating – 93%, Delight Rating – 40% (ASK AFRICA)

SOME FEEDBACK FROM OUR 2010 READERS SURVEY:

How satisfied are you with the relevancy of topics in **asa**?

- Yes, very satisfied as it covers current issues applicable to the profession.
- Very, the topics are relevant to the whole spectrum of CAs(SA).



- Very satisfied. This is a great journal especially for trainee accountants.
- Fairly relevant - not all articles can be relevant to all.
- I am quite satisfied because I've experienced most of the topics that were discussed.
- I think that in general the topics are timely and in-line with current developments.
- I'm satisfied. The spread is reasonably wide with something for everyone I think and about all aspects necessary to be a well rounded CA(SA) functioning in the world we live in today.
- Satisfied - it is technical as well as general and professional.
- The journal is well prepared, but maybe you could also include more general interest topics or sports/events; maybe once in a while a feature on a certain profession and whom you can contact if you would like to obtain practical experience.
- Does **asa** hold any value for you as a professional?
 - 100% value
 - Definitely as it is an avenue for learning and applicable to all fields of interest if you just invest the time to read.
- I am satisfied to the extent to how the articles in the **asa** are relevant and apply to my profession. It also helps me prepare for tests and examinations.
- It does. Some articles are thought provoking and requires one to think broadly.
- Ja, dit bevat relevante berigte.
- Of course! It provides a quick update on the latest issues and complying with laws and rulings and the recruitment section is great. There are jobs listed where any CA(SA) can find a job no matter what special field or position he/she is looking for! Great magazine! Only one for us accountants basically and let me tell you, on a table in a waiting room for clients of a firm providing accounting/audit/taxation services it brings an air of "elite"/"luxury"/"knowledge"! It has good paper/binding and the cover page is decoration enough for any room!
- Yes - it contains useful information which helps me keep up to date, particularly as I am not currently based in South Africa.
- Yes - I left an audit firm so I will be reading **asa** for CPD going forward.
- Yes, important that a profession has a journal.
- Yes. With me being "out of practice" and in commerce, the magazine is relevant and valuable. Keeps me up-to-date with what is going on and compliments other reading.

RATES**Double Page Spread**

1-4 insertions	R 45 000
5-10 insertions	R 43 000
10+ insertions	R 41 000

Third Page Full Colour

1-4 insertions	R 17 380
5-10 insertions	R 16 500
10+ insertions	R 15 400

Quarter Page Full Colour

1-4 insertions	R 14 850
5-10 insertions	R 13 750
10+ insertions	R 12 650

Full Page Full Colour

1-4 insertions	R 26 000
5-10 insertions	R 24 300
10+ insertions	R 23 100

Half Page Full Colour

1-4 insertions	R 18 000
5-10 insertions	R 16 500
10+ insertions	R 16 000

SIZES**Double Page**

Trim:	273 x 420mm
Bleed:	283 x 430mm
Type:	250 x 190mm

Third Page

Trim:	273 x 72mm
Bleed:	283 x 77mm
Type:	250 x 60mm

Half Page Horizontal

Trim:	136 x 210mm
Bleed:	142.5 x 215mm
Type:	115 x 190mm

Full Page

Trim:	273 x 210mm
Bleed:	283 x 220mm
Type:	250 x 190mm

Half Page Vertical

Trim:	273 x 102.5mm
Bleed:	283 x 108mm
Type:	250 x 85mm

Quarter Page

Trim:	136.5 x 103mm
Bleed:	142.5 x 108mm
Type:	118 x 85mm

CREATIVE EXECUTIONS**Belly Bands / Wraps**

- R 1 700/000
- NO vertical bellybands will be accepted
- Height 40mm – 50mm
- Length 455mm (including gluing space)
- 30mm on one end without text to allow for an overlap for sealing purposes
- Must be delivered flat, with double-sided tape attached

- Weight 101 – 250 grams – R 76 000
- Single leaf bound inserts +15%
- Two to three folds bound inserts +25%

Advertorials

- Full page Full Colour R 25 216
- DPS Full Colour R 47 628
- All text and visuals to be supplied by client.

Sealed Section

- Perforated seal R 54 000 (incl. 1 FPFC ad, logo on cover of seal)
- Sticker seal R 62 640 (incl. 1 FPFC ad, logo on cover of seal)

Recruitment Advertisements

- All recruitment advertisements appear in the back-end of the magazine.
- No such advertisements, classifieds or general career advertisements will appear in the front end of the magazine.

Bookmarks

- R 1 360/000
- Solus position +25 %
- Special position +15%
- Glue in +10%

Tab

- R 1 650/000
- On editorial page +25%
- On client ad + cost of ad

Inserts

- Max weight 50 grams – R 49 000
- Weigh 51 – 100 grams – R 61 800

PRIME POSITIONS Only On Request

- All solus ads (no other ad's on page) +25%
- Special position (not solus) +15%
- IFC, OBC +25%
- IBC +20%

TECHNICAL INFORMATION

- Advertising material must be supplied as CMYK PDFs (300 dpi) and preferably in a digital format either sent via ISDN, e-mail, websend, or CD-ROM.
- Material must be originated on Macintosh platform, in a compliant publishing application that includes Freehand, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, or QuarkXpress.

Applications not suitable for publishing include MS-Word, WordPerfect and PowerPoint.

- Please supply all fonts used and ensure accurate colour make-up.
- Material supplied on CD-ROM must be accompanied by a colour proof. Where material is sent via e-mail please ensure that this is originated at a resolution of 300dpi and a fax proof of the advert must be supplied.
- Any additional make up, typesetting or editing will be charged for.

PLEASE NOTE

1. **asa** takes no responsibility for irregularities in ads if a colour proof has not been supplied.
2. Placement of ads is at the discretion of the Editor unless a special position has been paid for.
3. The advertising rates as shown in this rate card are valid for issues published in 2011, and supersede all previous rates.
4. Any additional make up, typesetting, editing or correction of advertisements will be charged for.
5. All advertisements booked must be accompanied by a signed Booking Form (CI).

PRODUCTION DATES

DETAILS	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC/ JAN
AD BOOKING DEADLINE	10-Dec	10-Jan	01-Feb	01-Mar	29-Mar	29-Apr	01-Jun	30-Jun	02-Aug	31-Aug	30-Sep
MAIN AD MATERIAL DEADLINE	15-Dec	19-Jan	21-Feb	18-Mar	20-Apr	16-May	20-Jun	19-Jul	19-Aug	19-Sep	20-Oct
INSERT BOOKING DEADLINE	15-Dec	19-Jan	01-Mar	28-Mar	28-Apr	23-May	27-Jun	26-Jul	22-Aug	27-Sep	26-Oct
MATERIAL DELIVERY DEADLINE	07-Jan	04-Feb	04-Mar	06-Apr	04-May	06-Jun	06-Jul	05-Aug	05-Sep	05-Oct	04-Nov
MAIL MAGAZINE	25-Jan	23-Feb	25-Mar	21-Apr	24-May	24-Jun	22-Jul	24-Aug	22-Sep	21-Oct	22-Nov



The **asa** website, www.accountancysa.org.za serves as an additional platform to generate and access content, browse current and archived issues of the Accountancy SA journal, read and then log into the SAICA CPD system to record CPD answers, answer weekly poll questions, comment on articles published and keep abreast of the latest SA news available online.

It also offers our readers access to advertise their services and products via two positions: the site wide top banner, and the right hand side banner positions.

Site-wide

This area of the site is visible from every page that the user visits. It is site wide and independent of what issue or article the user is viewing.

As the top banner space is the most highly sort after there is a randomisation element that has been built in to give everyone advertising in this space and throughout the site equal opportunity and advertising web space.

Banner validity is date specific. All banners must have a start date and are valid until a certain date. Banners can be purchased for certain dates or they can be purchase for an indefinite time.

Banners would need to be supplied in digital format at the correct dimensions at least 1 week before advert is due to go live.

With the different banner options, banner advertising space can coincide with specific events or product launches and can be used successfully in conjunction with a printed advert in the magazine and is recommended for most effectiveness

Banner Links:

- **Accountancy SA** provides free linkage to client websites for all banners that are placed on the website.
- It doesn't mean that a banner has to contain a link because if there is no link and it is just for used to inform the user then no link / click through option will appear.

Banner Clicks:

- All Banner clicks are recorded and the stats can be provided either once a month or as needed.
- The banner clicks can also be determined between specific dates if need be.

Banner Spaces:

- The site wide advertising space appears alongside the **asa** logo.
- The dimensions of banners for this area are 699 pixels wide x 87 pixels high.
- As these banners are issue specific the pricing is placed below:

Online Advertising Pricing Options:

Flash ads to be no longer than 10 seconds as we rotate ads every 12 seconds.

1 month	R5 500 per month
3- 6 months	R4 750 per month
6-12 months	R4 000 per month

Right Hand side banners

- This is the area of the site is visible on every page no matter what issue, issue article or info page is being displayed.
- It appears on the right hand side of screen.

The order of the banners are controlled and are as follows:

- 1) Should there be a specific order then the banners with a lower order number take preference and appear first.
- 2) All banners that have no order will be randomised and displayed in a random order.
- 3) Banners that have the same position will be randomised and displayed in a random order.
- 4) The randomisation is done on every visit to a page and therefore gives all advertisers equal opportunity to appear in different changing positions.

Every time a page on the website is loaded the site collects all the valid banners that are loaded and valid for that current period. The site then orders them based on their position and then randomizes the order of the banners and for each position. The site will then automatically load the next banner in the random sequence until all the banners have been placed on the site.

The dimensions of these banners can vary and are only constrained by the width which must be 160 pixels wide. The height of this banner starts at 50 pixels and increments in 56 pixels.

Online Advertising Pricing Options:

1 month	R4 500 per month
3- 6 months	R4 000 per month
6-12 months	R3 500 per month

Banner Ad Design

The costs exclude banner ad design fees. We offer banner ad design at R350 (excluding VAT) per hour (Banner ads will be designed subject to being hosted on our website ONLY). We require 7 working days notification to design a banner advert, subject to receiving all images and copy for the design.

Material Deadline For Website

A final copy of the content must be submitted 3 - 5 working days prior to appearing on the website.

NB: Please note that we cannot provide stats on banners supplied to us in .swf- Macromedia Flash Format. Please read and accept the terms and conditions for website advertising on your booking form.

Technical Information

- All banners must be either *.gif or *.jpg format

TERMS AND CONDITIONS

1. The client acknowledges that he/she has read and agreed to the terms and conditions set out in this rate card, and in particular acknowledges that he/she has read and agreed to these general conditions.
2. For an advertisement to be placed and confirmed for publishing, the client undertakes to sign a Client Instructions (CI) document which serves as a legal and binding contract between an agency and SAICA, or between, a direct client and SAICA. The CI must always be provided in writing before the booking deadline.
3. While every care is exercised, Accountancy SA and XI shall not be liable for errors in or the non-appearance of or the mis-positioning of any advertisement, or for the non-insertion or late insertion of any insertions howsoever caused and whether as a result of any negligent or grossly negligent conduct or omission on the part of Accountancy SA. Any such error, non insertion, or the like, shall not invalidate a contract, nor shall Accountancy SA and XI become liable for any loss or damage including any consequential damage occasioned by such conduct or omission.
4. The positioning of advertisements and insertions shall be entirely at the discretion of the editor, unless otherwise arranged by the client in writing or via a CI.
5. Accountancy SA and XI shall retain the sole discretion to elect, cancel or suspend any order in the event of having to reduce or restrict the size of its publication for any reason, or in the event of the customer failing to make payment or making late payment for previous advertisements and/or insertions.
6. Accountancy SA and XI reserves the right to alter, abbreviate or omit advertisements received in the usual course of business if they appear to be illegal, objectionable or defamatory for any reason whatsoever, and in this regard Accountancy SA's and XI's decision shall be final and binding. Any such error, non-insertion, or the like, shall not invalidate a contract, nor shall Accountancy SA and XI become liable for any loss or damage including any consequential damage occasioned by such conduct or omission.
7. The printer shall not be held responsible for errors or omissions due to any oversight or misinterpretation of a clients' instructions and notwithstanding that such error and/or oversight was as a result of any negligent or grossly negligent conduct or omission on the part of the printer and the client hereby indemnifies the printer against any and all damages, whether direct or consequential, which it may suffer as a result of any such error or omission. These conditions shall apply mutatis mutandis whether such instructions are in writing or oral.
8. All copy and other articles submitted to the printer are at the client's sole risk. Neither Accountancy SA and XI nor the printer shall be liable for any loss thereof or damage thereto, unless such loss or damage is as a result of the grossly negligent conduct or omission of the printer. This indemnity shall apply to all work left on the printer's premises after completion of an order, irrespective of whether or where specific arrangements for the storage of such work have been made.
9. Where an advertisement and/or insertion has not been inserted or inserted incorrectly as a result of any error or omission by Accountancy SA and XI, Accountancy SA and XI shall at its sole discretion, and without in any way admitting or incurring any liability whatsoever, be entitled to place such advertisement and/or insertion in a later edition, or alternatively place a corrected version of any such advertisement and/or insertion in a later edition.
10. PLEASE NOTE: The advertising rates as shown on this rate card are valid from the February 2011 issue. These rates supersede all previous rates.

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www.saica.co.za



EXCEL AT LIFE



THE RATE CARD ISSUE

Finish

Strong



There is a generation of young people all around South Africa taking on challenges and excelling at them daily, and The South African Institute of Chartered Accountants (SAICA) speaks directly to 20 000 of these young people through our youth magazine, XI (excel).

With the tag line **Excel at Life**, XI magazine is a trendy bag-sized publication that showcases the stories of young people in grade 11, 12 and 1st year university students. And XI is their core guide to the best career choice, the chartered accountancy [CA(SA)] profession.

As the premier communication vehicle of SAICA's *Thuthuka Development and Transformation Project into high schools and universities across the country, XI is well placed to inspire, develop and nurture our country's future business leaders.

We do this through exposing our readers to the world of business, with

specific reference to the CA(SA) as the pre-eminent business designation.

The face of business in South Africa is fast changing, and so is the face of the CA(SA) profession, and XI is not only reflective of this change, but a key component in why that change is a success.

Our readers are introduced early on in their academic life to the information they'll need to make informed career choices so that they can fully understand and participate in the business of business. We introduce them to successful CAs(SA) making a difference in the business world, we share relevant information about business education and training, bursary and scholarship info, study programmes, and much more.

What XI does is help high-achieving and aspirational black youth **excel at life!**

Published by



PRINT INFORMATION

- Print run: 20 000
- Target audience: High-achieving, aspirational, Black youth in Grade 11, 12 & 1st Year BCom University Students.
- Distribution: Specifically targeted High Schools and Universities across all 9 provinces.
- Distribution mechanism: 70% via courier service direct to schools, 30% direct delivery by SAICA's Accountancy Development Officers to students.

ADVERTISING RATES (EXCLUDING VAT)

Special Position: Loading R1100 (incl. IFC, IBC, OBC and RHP)

DPS - R26 000
FP - R15 000
1/2 PAGE - R9 000

SIZES

DOUBLE PAGE SPREAD

Trim 225mm x 336mm
 Bleed 235mm x 346mm
 Type 205mm x 148mm

FULL PAGE

Trim 225mm x 168mm
 Bleed 235mm x 178mm
 Type 205mm x 148mm

HALF PAGE HORIZONTAL

Trim 112.5mm x 168mm
 Bleed 122.5mm x 178mm
 Type 98mm x 150mm

HALF PAGE VERTICAL

Trim 225mm x 84mm
 Bleed 235mm x 94mm
 Type 210mm x 70mm



TECHNICAL INFORMATION

1. Advertising material must preferably be supplied in digital format, either sent via e-mail or CD-ROM.
2. Material supplied on CD-ROM or disk must be accompanied by a colour proof. Where material is sent via e-mail please ensure that this is originated at a resolution of 300dpi and a fax proof of the advert is required. Only pdfs are accepted.
3. Material must be originated on Macintosh platform, in a compliant publishing application that includes Freehand, Adobe Photoshop, Adobe Illustrator or InDesign.
4. Applications not suitable for publishing include MS-Word, WordPerfect and PowerPoint. No material developed in Windows and processed to pdf format is accepted as the resolution is too low.
5. Please supply all fonts used and ensure accurate colour make-up. If material is sent through on disk, please convert text to paths and graphics to CMYK.
6. No spot colours (Pantone variants etc.) are accepted as XI is printed in process colours (CMYK) only.
7. If there is a boarder or a colour/image on the edge that bleeds off the page, the 5mm bleed size is essential. Please place crop marks on the document to ensure correct placement of layout.

PLEASE NOTE:

1. XI takes no responsibility for irregularities in ads if a colour proof has not been supplied.
2. Placement of ads is at the discretion of the Editor unless a special loading has been requested.
3. The advertising rates as shown in this rate card are valid for issues published in 2011, and supercede all previous rates.
4. Any additional make up, typesetting, editing or correction will be charged for.

MATERIAL TO BE SUPPLIED TO:

SAICA, 7 Zuleburg Close, Bruma Lake, Johannesburg.
 Tel (011) 621 6651 | e-mail xl.advertising@saica.co.za or ashleyvdm@saica.co.za.
 Please indicate that it is an advertisement for XI in the subject field.

***Thuthuka**

SAICA established the Thuthuka Education Upliftment Fund and Thuthuka Bursary Fund in 2002 with the objective of changing the overall numbers and demographic representation of the profession. A number of programmes and initiatives have been launched under the banner 'Thuthuka' (an isiZulu verb meaning 'to develop').

The Thuthuka Bursary Fund strives to support the vision of the Chartered Accountancy Charter by advancing the education of our youth, empowering them to become prospective Chartered Accountants and sustaining the future of the chartered accountancy profession. **advance • empower • sustain**

Thuthuka's mission is to discover a wealth of talent and skill in communities to sustain profound growth in business leadership, and assure a prospering and diverse chartered accountancy profession equipped for the future of South Africa's economy. For more information please contact SAICA's Transformation Division, on 011 621 6600 or visit www.saica.co.za.

PRODUCTION SCHEDULE

DETAILS	1ST QUARTER	2ND QUARTER	3RD QUARTER	4TH QUARTER
MAIN AD BOOKING	14-Jan	28-Apr	25-Jul	10-Oct
MAIN AD DELIVERY	20-Jan	02-May	01-Aug	21-Oct
INSERT BOOKING	20-Jan	02-May	01-Aug	21-Oct
INSERT DELIVERY	24-Jan	05-May	04-Aug	27-Oct
MAIL MAGAZINE	10-Feb	20-May	18-Aug	10-Nov