



PRINT AND DIGITAL/ONLINE RATE CARD 2018

CFO Magazine | CFO.co.za | eNewsletter/e-marketing | Social Media Marketing

Get interest, desire and action among CFOs and finance leaders.

CFO South Africa is the largest and most established community of senior finance executives. The core audience of CFOs consists of senior level financial executives including CFOs, Finance Directors, VPs, Group Finance Managers, Controllers and Senior Finance Managers.

CFOs want to know your story.

Showcase your work and that of your company in CFO Magazine or on CFO.co.za and demonstrate your added value to CFOs, finance leaders and their direct reports. Get the undivided attention of the top financial decision makers. You should not miss out. Put your company in the spotlight, get your message across. Advertise or get interviewed.

Covered topics:

- ✓ Accounting & Tax
- ✓ Human Capital
- ✓ Careers
- ✓ Risk and Compliance
- ✓ Technology
- ✓ Growth Companies
- ✓ Banking & Capital Markets
- ✓ Strategy
- ✓ Moving into Africa



Interested? Please call or email us at +27 11 083 7515
Ashik Ramkelawan | ashik@cfo.co.za | +27 82 570 9482

CFO MAGAZINE

The first ever CFO South Africa Magazine was very well received by our advertisers and the CFO community.

5000 CFO Magazine subscribers

- ✓ 400 CFOs of JSE-listed companies
- ✓ 1,100 division CFOs / FDs of JSE listed companies
- ✓ 1,000 CFOs and FDs of non-listed companies
- ✓ 500 CFOs and FDs of parastatal and government organisations
- ✓ 500 CFOs of international companies
- ✓ 1,000 Group FM's of listed and non-listed companies
- ✓ 500 CFOs and FDs requesting copies + distribution at CFO events



Your print campaign	Size	Price
Prime space	Inside front cover Outside back cover	R 50,000 R 50,000
Show who you are and how you add value to the CFO	1/2 page	R 15,000
Show who you are and how you add value to the CFO	1 page	R 30,000
Give CFOs in-depth insight with an advertorial or editorial. Our chief editor and a photographer will interview you or you can provide us with the advertorial.	2 pages	R 40,000 (You supply the content) R 50,000 (Our editor will write the content for you)
Let your client speak for you (recommended). Together with you our chief editor and a photographer will visit one of your clients who explains why and how your services add value.	3 pages	R 60,000

Magazine deadlines	Deadline advertisements	Magazine publication date
Edition 1 2018	05/01/2018	09/02/2018
Edition 2 2018	30/03/2018	04/05/2018
Edition 3 2018	08/06/2018	13/07/2018
Edition 4 2018	24/08/2018	28/09/2018

Specifications	Size
High-resolution, full-colour PDF CMYK colour	
1/2 page	210mm x 138mm, with 3mm bleed (216mm x 144mm)
1 page	210mm x 275mm, with 3mm bleed (216mm x 281mm)
2 pages	420mm x 275mm, with 3mm bleed (426mm x 281mm)

Reach 1000s of CFOs and finance leaders



NEW CFO.CO.ZA
More knowledge & network

✓ Faster Website ✓ 100% Mobile Friendly ✓ Improved User Experience



CFO.CO.ZA

CFO.co.za is a powerful portal for brand building and connecting with the senior finance community. Our page views and visitor numbers have grown consistently over the last few years, with innovative social media campaigns having added an extra boost in recent times. Our approach is threefold:

- Delivering daily, unique, high-quality content relevant to CFOs and the broader finance community in South Africa and beyond
- Highly effective, hands-on and agile use of social media
- Unparalleled SEO ensuring indefinite 'shelf life' of articles

18,000 CFO.co.za visitors each month

- ✓ Average page views per month: 30,000
- ✓ 75% of users are in South Africa, 7% in Kenya, 18% rest of the world
- ✓ Average unique page visitors per month: 16,000

Your online campaign	Size	Price
Leaderboard (728x90 pixels)	728x90	R 450 CPM*
Medium Rectangle	300x250	R 550 CPM*
Half Page	300x600	R 700 CPM*
Home Page Takeover	-	R 40 000
Section Takeover	-	R 25 000
Content marketing (You supply a business case/branded content)	500 – 1,500 words (content will stay online indefinitely)	R 20,000 (Reposted on Facebook, 11,000 followers & Twitter 10,000 followers)

eNEWSLETTER

Readers stay on top of the latest and greatest in finance through CFO South Africa's bi-weekly eNewsletter.

18,000 CFO South Africa eNewsletter Subscribers

Your online campaign	Size	Price
eNewsletter Advertorial	Max. 250 characters, logo max. 120x120px (jpeg/gif/png)	Price: R 15,000 (per eNewsletter)
LinkedIn eNewsletter	Max. 250 characters, no logo	Price: R 15,000 (per eNewsletter)
eNewsletter Banner	728x90 pixels (PNG or GIF)	Price: R 1,250 (per eNewsletter)

SOCIAL MEDIA

Double your reach through social media exposure

30,000+ Social Media followers

- ✓ Facebook: 100,000 weekly post reach - 22,000 fans
- ✓ Twitter: 14,000 followers
- ✓ LinkedIn: 4,000 members

CFO South Africa will double your reach and drive traffic to your content through the use of Twitter and LinkedIn.



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Developing South Africa's Future Black Businesses Together



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