

RATE CARD

2019



PROFESSIONAL

ACCOUNTANT

60mins Unstructured CPD

Official Journal of the South African Institute of Professional Accountants ©

MAGAZINE PROFILE

□□□

Professional Accountant reflects the views and aspirations of the South African Institute of Professional Accountants (SAIPA). There are three issues per year which keep readers up to date with a rapidly changing professional environment, reporting on all issues pertaining to the accounting profession.

WHAT DOES THE MAGAZINE CONTAIN?

□□□

- Each issue features the latest news and developments impacting the South African and international accounting industry.

- Technical accounting, business articles, SAIPA news and practice management articles.
- The magazine is a CPD resource for members, containing prescribed unstructured reading material for members.

WHAT DIFFERENTIATES THE MAGAZINE IN THE MARKET?

□□□

Reaches a focused and targeted database of financial professionals, who by being a member of SAIPA, want to and look forward to receiving their regular magazine. (They also happen to be leaders, decision-makers and high-net-worth individuals).

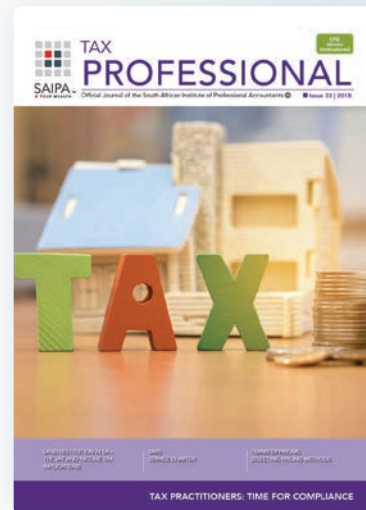
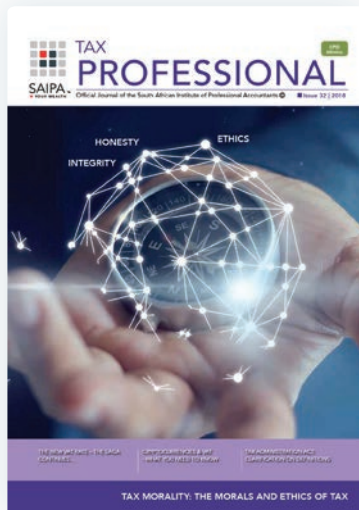
WHO DOES THE MAGAZINE REACH?

□□□

Professional Accountant is delivered directly to the desks of more than 12 000 professional SAIPA members; business leaders who are at the serious end of the corporate ladder. SAIPA members are Professional Accountants (SA), financial professionals, tax practitioners and trainee accountants.

SAIPA members work across the full spectrum of South African business, from large corporate entities to small accounting practices. Both publications reach a highly targeted database of industry professionals.

RATE CARD 2019





TAX PROFESSIONAL

Official Journal of the South African Institute of Professional Accountants ©

CPD
60mins
Unstructured

■ Issue 33 | 2018

MAGAZINE PROFILE

□□□

Tax Professional is a tax-focused electronic publication providing tax technicians, practitioners and specialists with updates and reviews, specific to the taxation sector. Tax Professional provides a well-balanced mix of practical and theoretical content.

WHAT DOES THE MAGAZINE CONTAIN?

□□□

- Each issue features the latest news and developments impacting the South African and international tax industry.

- Technical tax articles, the latest in tax legislation, SAIPA-CoTE news and tax practice management articles.

- The magazine is a CPD resource for members, containing prescribed unstructured reading material for members.

WHAT DIFFERENTIATES THE MAGAZINE IN THE MARKET?

□□□

Reaches a focused and targeted database of financial professionals, who by being a member of SAIPA, want to and look forward to receiving their regular magazine. (They also happen to be leaders, decisionmakers and high-net-worth individuals).

WHO DOES THE MAGAZINE REACH?

□□□

Tax Professional is distributed electronically to members of the SAIPA Centre for Tax Excellence (CoTE). These professionals are SAIPA-accredited professional Tax Technicians (SA), Tax Practitioners (SA) and Tax Specialists (SA).

SAIPA members work across the full spectrum of South African business, from large corporate entities to small accounting practices. Both publications reach a highly targeted database of industry professionals.

2019 Rates, Dimensions & Production data

PROFESSIONAL ACCOUNTANT & TAX PROFESSIONAL MAGAZINES				
ADVERT RATES PER INSERTION	DIMENSIONS	1 INSERTION	2 INSERTIONS	3 INSERTIONS
Quarter page – vertical	146mm x 104mm	R4,310	R3,980	R3,700
Quarter page – horizontal	74mm x 210mm	R4,310	R3,980	R3,700
Third page – vertical	297mm x 70mm	R5,660	R5,110	R4,770
Third page – horizontal	95mm x 210mm	R5,660	R5,110	R4,770
Half page – vertical	297mm x 104mm	R8,130	R7,680	R7,000
Half page – horizontal	146mm x 210mm	R8,130	R7,680	R7,000
Full page	297mm x 210mm	R14,090	R13,420	R12,400
Double page spread	297mm x 420mm	R22,620	R21,240	R19,140
SPECIAL POSITIONS:				
Inside front page	270mm x 210mm	R17,120	R15,160	R14,300
Inside back page	270mm x 210mm	R17,120	R15,160	R14,300
Outside back page	270mm x 210mm	R18,290	R17,150	R15,110
ADVERTORIAL				
Page size	Rate			
½ page (250 words)	R6,475			
1 page (500 words)	R11,270			
2 pages (1000 words)	R18,060			



Special positions are available on request

FREQUENCY Three issues per year: April, July, October	CIRCULATION Electronically distributed to SAIPA members.
--	---

MATERIAL SPECIFICATIONS: <ul style="list-style-type: none"> Printed optimised high-resolution (300dpi) pdf and colour proof All fonts are to be embedded in the PDF Include 5mm bleed on all sides Make-up of material upon request (please add a 10% design fee) 	MAGAZINE SPECS Size: 297mm x 210mm Up to 32 pages	DEADLINES: Booking deadline – Four weeks prior to publication Material deadline – Three weeks prior to publication
---	--	---

TERMS AND CONDITIONS:

- Unless other credit terms have been agreed, 50% deposit is required on signed order form
- The remaining 50% is due upon publication
 - Rates are valid from 1 January – 31 December 2019
 - Rates include agency commission and exclude VAT
 - No waiver, variation or cancellation between the parties is accepted unless signed by both parties 30 days prior to print.



SAIPA
YOUR WEALTH

CONTACT DETAILS: Advertising Sales – Lebo Kholoane (lkholoane@saipa.co.za)