



The World's Most
Trusted CA Designation



SAICA WEBSITE | ASA DIGI-MAG
ACCOUNTANCY SA WEBSITE
SAICA CONNECT NEWSLETTER
VACANCY ADVERTISING

SAICA INTRODUCTION



REACH OVER 66,000 HIGHEST PAID BUSINESS PROFESSIONALS IN THE LSM 10 MARKET INCLUDING 57,911 SAICA MEMBERS, ASSOCIATES AND TRAINEES

The South African Institute of Chartered Accountants (SAICA), South Africa's pre-eminent accountancy body, is widely recognised as one of the world's leading accounting institutes.

SAICA is a member of Chartered Accountants Worldwide (CAW), a global family that connects over 1,8 million fellow Chartered Accountants and students in more than 190 countries.

Together, we support, develop, and promote the role of Chartered Accountants as trusted business leaders, difference-makers, and advisers.

Our reach includes leaders in every sphere of commerce and industry, all who play a significant role in the nation's highly dynamic business sector and economic development.

TARGET AUDIENCE:

- Chartered Accountants (CAs[SA])
- Associate General Accountants AGAs[SA])
- Accounting Technicians (ATs[SA])
- CEOs / CFOs
- Board Directors
- Managing Directors
- Auditors
- Business Owners

REASONS TO ADVERTISE WITH SAICA:

1. Our audience forms one of the most lucrative market segments in South Africa. They often have remuneration packages in excess of R1.5 million per annum.
2. That's not only where their wealth lies: 72% also own unit trusts, 38% own them offshore and 21% have more than one home.
3. This captive market has the highest professional and personal buying power in the country.
4. CAs(SA) approximate spending per annum on business-related purchases and leasing is over R150 billion.
5. The CA(SA) is the highest paid designation in the country as per the Robert Walters recruitment salary survey.
6. More than 75% of our members go on regular business (and personal) trips locally and overseas.
7. 75% of Chief Financial Officers of the JSE top 200 are CAs(SA).
8. 32% % of Directors of the JSE top 200 are CAs(SA).
9. 32% of Chief Executive Officers of JSE top 40 are CAs(SA).
10. JSE top 40 companies where the CEOs are CAs(SA) financially outperform those that are not headed by CAs(SA).

ADVERTISING TERMS AND CONDITIONS:

View our T&Cs [here](#).

SAICA WEBSITE ADVERTISING

www.saica.org.za

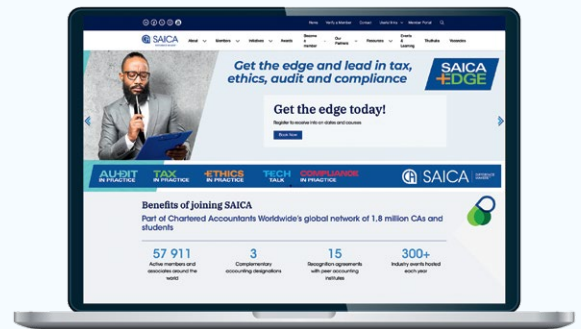


AUDIENCE PROFILE:

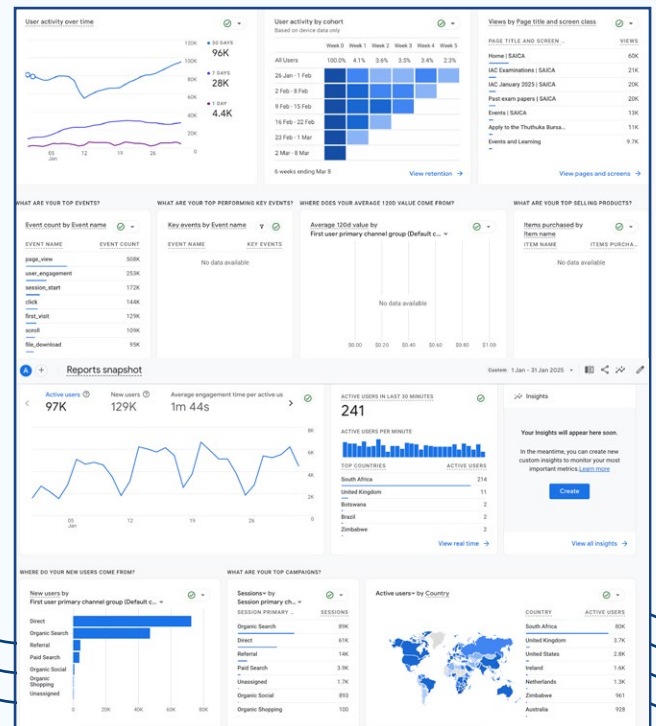
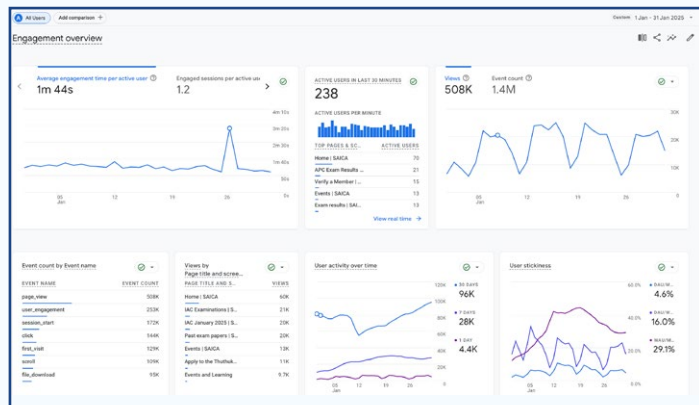
AGE PROFILE	CAs(SA), AGAs(SA) AND ATs(SA)	GENDER PROFILE
Under 30	11%	Female: 43% Male: 57%
30 - 39	38%	
40 - 49	26%	
50 - 59	14%	
60+	11%	

STATISTICS:

STATISTICS	
Professional Category	Gender Profile
Commerce and industry: 48%	Female: 25%
Public practice: 30%	Male: 75%
Other (For example; Educational, government, other,other, retired,unemployed):	22%



SAICA WEBSITE STATS



SAICA WEBSITE ADVERTISING

www.saica.org.za



500 000 PAGE VIEWS AND 250 000 USER ENGAGEMENTS ON AVERAGE PER MONTH

SAICA website is a comprehensive electronic guide to SAICA and its activities and initiatives, offering information on accounting and other related topics. It covers news, events, interesting stories, SAICA press releases, exclusive member services, as well as access to specific constituencies such as Commerce and Industry, Public Practice and the SAICA Information Centre. There are also sections on related organisations, useful links and SAICAs business partnerships with other organisations.

SAICA WEBSITE ADVERTISING RATES

Rates are quoted per month and exclude VAT.

Adverts will appear from the the 1st day of the month to the last day of the month.

BANNER	BANNER SIZE	RATES (1-3 MONTHS)	RATES (4-6 MONTHS)	RATES (7-9 MONTHS)	RATES (10-12 MONTHS)
MAIN BANNER	250px (W) X 250px (H)	R40,000.00	R38,000.00	R36,000.00	R34,000.00
SECOND BANNER	160px (W) X 600px (H)	R35,000.00	R33,000.00	R31,000.00	R29,000.00
THIRD BANNER	200px (W) X 200px (H)	R28,000.00	R26,000.00	R25,000.00	R23,000.00
BOTTOM BANNER	728px (W) X 90px (H)	R23,000.00	R21,000.00	R20,000.00	R19,000.00

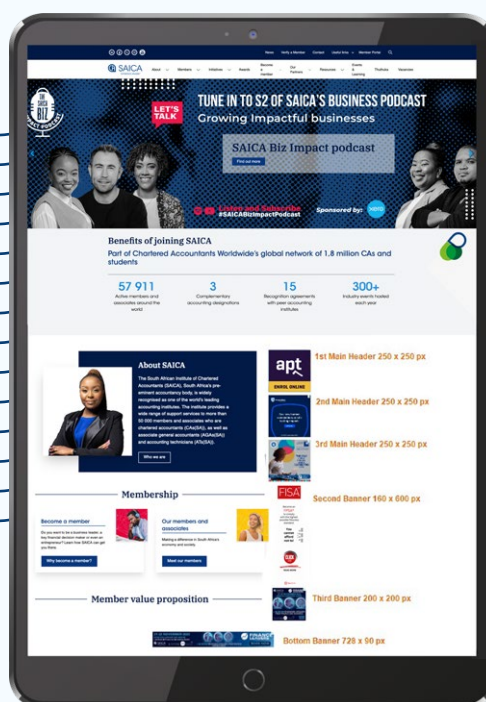
An average of 150 000 impressions for adverts placed over a 30 day period is achievable.

PLEASE NOTE:

Your advert will be displayed on multiple web pages to allow for maximum exposure. A maximum of three main header positions will be placed on the site. These will become "shared spaces" when all three main header positions are reserved. All other banners are sold as a "shared space". Each banner position is limited to three advertisers only.

All banners must be supplied in either .jpg or animated .gif formats. (One day lead time required).

BANNER ADVERTISING POSITIONS



ASA DIGI-MAG

View our Past Issues. [Click Here](#)



ASA DIGI-MAG IS DISTRIBUTED THE **FIRST WEEK OF EACH MONTH** IN BOTH DOWNLOADABLE AND ONLINE VIEWING FORMATS AND IS MADE AVAILABLE VIA VARIOUS DISTRIBUTION CHANNELS, INCLUDING:

ASA DIGI-MAG EMAILER

Distributed on average to 66 000 recipients (SAICA members, associates and affiliates).

ACCOUNTANCYSA WEBSITE

The site averages 110 000 page views and 90 000 visitors, per month. The publication is also downloadable via the AccountancySA Website. [CLICK HERE TO VIEW ASA's WEBSITE.](#)

SAICA WEBSITE

The site averages 500 000 plus page views and 250 000 user engagements, per month. The publication is also downloadable via the SAICA Website (under the "Useful Links" section). [CLICK HERE TO VIEW SAICA's WEBSITE.](#)

SAICA CONNECT NEWSLETTER

Distributed fortnightly to over 66 000 SAICA members, associates and affiliates.

SOCIAL MEDIA PLATFORMS

ASA Digi-Mag is also shared on social media platforms including: LinkedIn, Facebook, Instagram and X (Twitter).

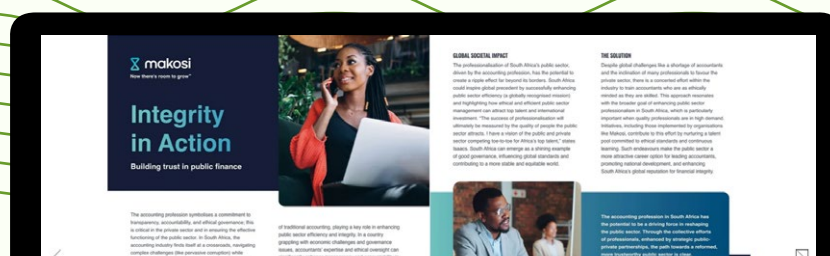


Booking Deadline Dates:

20th day of preceding Issue month (or closest date thereof)

Artwork Due Dates:

25th day of preceding Issue month (or closest date thereof).



ADVERT SIZES AND SPECIFICATIONS

COVER A / B	A: Outside back B: Inside front / back 297h x 210w mm (bleed 304h x 214w mm)	C	C: Full page 280h x 210w mm (bleed 290h x 220w mm)	D1	D1: 1/2 up 259,6h x 85,5w mm	D2	D2: 1/2 across 123,3h x 184w mm
E	E: 1/3 across 77,8h x 184w mm	F	F: 1/4 up 123,3h x 85,5w mm	G	G: 1/4 across 55,1h x 184w mm	H	H: 1/8 across 55,1h x 85,5w mm

ASA DIGI-MAG

View our Past Issues. [Click Here](#)



ASA DIGI-MAG RATES

Rates are quoted per month and exclude VAT.

ADVERT SIZE	COST (PER MONTH) 1 - 2 ISSUES	COST (PER MONTH) 3 - 4 ISSUES	COST (PER MONTH) 5 - 6 ISSUES	COST (PER MONTH) 7 - 8 ISSUES	COST (PER MONTH) 9 ISSUES OR MORE
DPS	R34,000.00	R32,000.00	R30,000.00	R28,200.00	R26,500.00
FPFC (C)	R20,500.00	R19,200.00	R18,000.00	R16,800.00	R15,800.00
HALF PAGE (D1 / D2)	R13,500.00	R12,800.00	R12,000.00	R11,200.00	R10,500.00
THIRD PAGE (E)	R11,000.00	R10,200.00	R 9,500.00	R 9,000.00	R 8,500.00
QUARTER PAGE (F)	R 6,800.00	R 6,200.00	R 5,800.00	R 5,400.00	R 5,000.00
STRIP (G)	R 5,500.00	R 5,200.00	R 4,800.00	R 4,500.00	R 4,200.00
CORNER (H)	R 4,000.00	R 3,800.00	R 3,500.00	R 3,300.00	R 3,000.00
VIDEO	R13,500.00	N/A	N/A	N/A	N/A

Loading Fee: Special / Prime Positions Covers 15%. Any specific page requested 10% (ie an advert next to an article or on page 3 etc).

ADVERTORIAL SPACE IS AVAILABLE

The same advertising rates will apply.

ASA DIGI-MAG 2025 THEMES AND EDITORIAL DEADLINES

Editorial can be supplied subject to approval by SAICA editorial team. Articles cannot be promotional or company/product biased (if so, advertorial rates would apply). Editorial to be submitted to lynng@saica.co.za.

ISSUE	SPECIAL REPORT	EDITORIAL DEADLINE
FEBRUARY	A focus on Africa	29 NOVEMBER 2024
MARCH	Budget	20 JANUARY 2025
APRIL	Entrepreneurship	17 FEBRUARY 2025
MAY	Education	18 MARCH 2025
JUNE	Youth	19 APRIL 2025
JULY	Leadership and The Public Sector	17 MAY 2025
AUGUST	Women Month	19 JUNE 2025
SEPTEMBER	Strategy	19 JULY 2025
OCTOBER	Ethics	19 AUGUST 2025
NOVEMBER	Investment	19 SEPTEMBER 2025
DECEMBER	Awards and Festive Theme	18 OCTOBER 2025

OTHER THEMES PER ISSUE

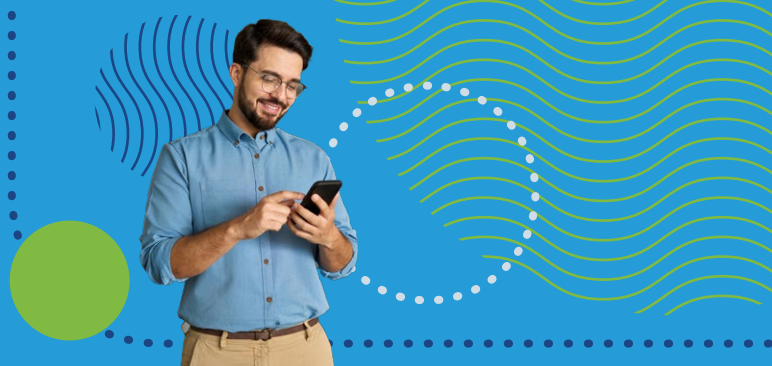
Tax, Budget, CA(SA) Profiles, CPD articles, Education, Finance Management, Financial Services, IFRS, MARF, Public Sector, Soft Solis, Emotional Intelligence, Lifestyle, Travel, Car Reviews / Motoring

REGULAR CONTENT FEATURES

Editor's Letter, Updates, Viewpoints, Cover Story, Member Profiles, Features, Focus, Manage Your Practice and Integritax Journal.

ACCOUNTANCY SA WEBSITE

www.accountancysa.org.za



ACCOUNTANCY SA WEBSITE AVERAGES 110 000 PAGE VIEWS AND 80 000 VISITORS PER MONTH.

The South African Institute of Chartered Accountants (SAICA) is the leading accountancy body in South Africa and one of the prominent institutes globally.

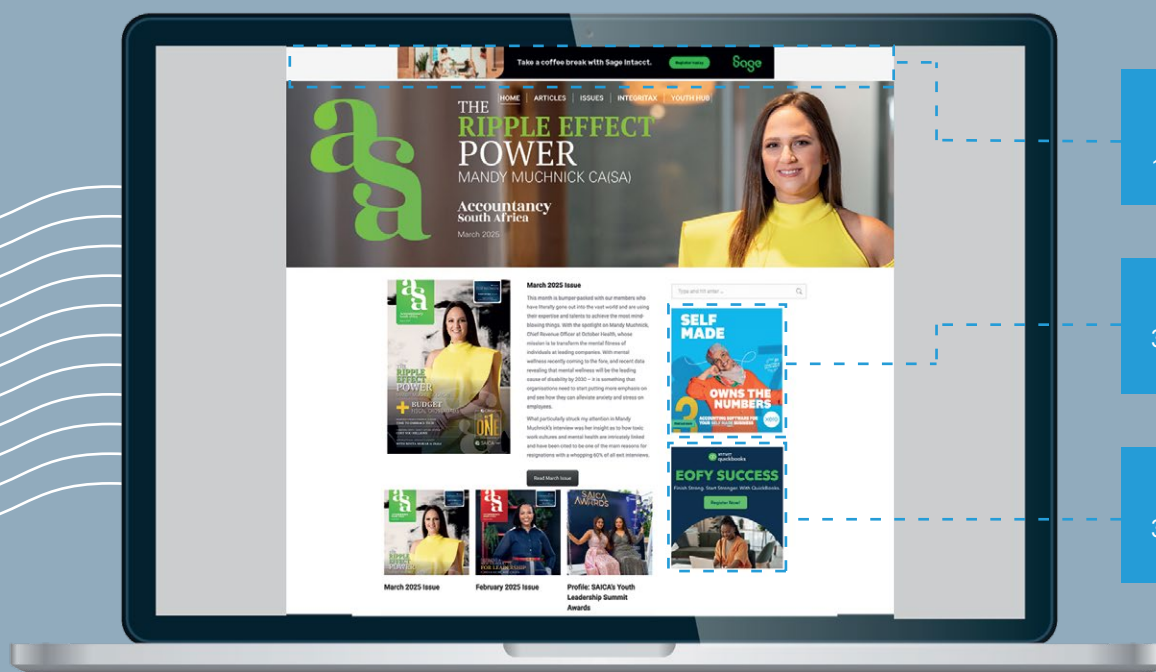
By advertising with Accountancy SA website your firm gains exposure to South Africa's highest paid professionals in the LSM10 market as well as our future members, including students, learners, trainees, universities, colleges and professionals (Those whom are working toward becoming a Chartered Accountant CA(SA), Associate General Accountant's (SA), Accounting Technician AT(SA)).

The ASA Website includes current and back issues of the ASA DIGI-MAG, our EDITOR'S CHOICE ON FEATURE ARTICLES and INTEGRITAX JOURNAL ARTICLES which informs and assists visitors and members on technical tax issues and specialist tax topics.

A dedicated YOUTH HUB section is included on the site.

SPECIFICATIONS:

All banners must be supplied in either .jpg or animated .gif format including client's own clicking tags.



MAIN HEAD BANNER

1020px (w) X 85px (h)

SIDE BANNER 1

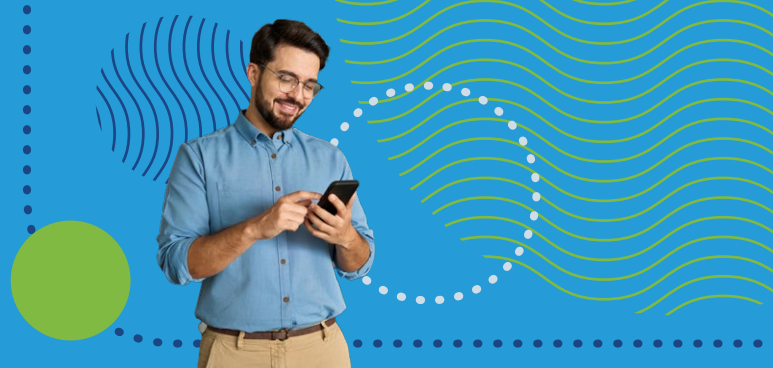
300px (w) X 330px (h)

SIDE BANNER 2

300px (w) X 330px (h)

ACCOUNTANCY SA WEBSITE

www.accountancysa.org.za



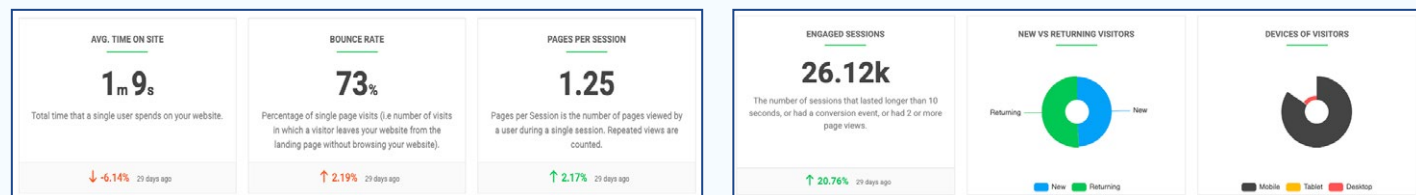
ASA WEBSITE ADVERTISING RATES

Rates are quoted per month and exclude VAT.

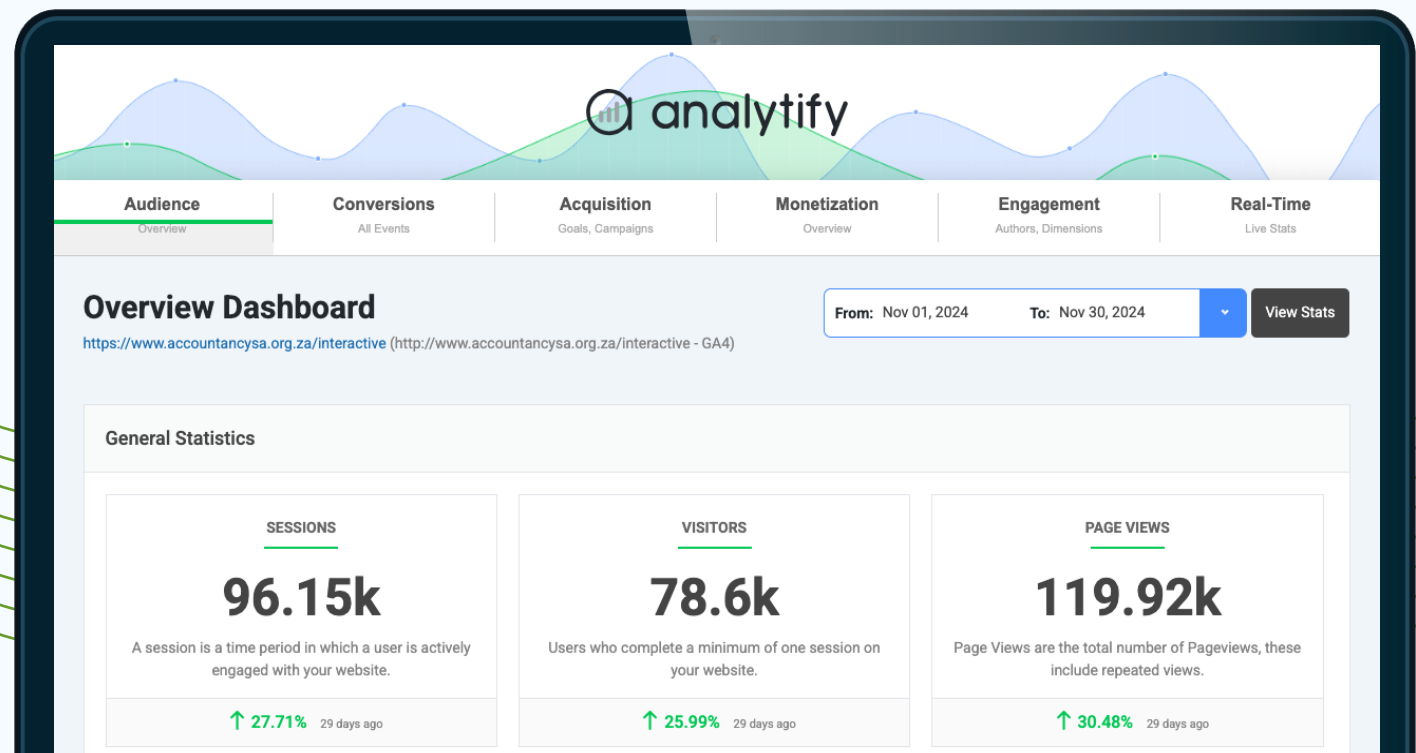
BANNER	BANNER SIZE	1 - 3 MONTHS	4 - 6 MONTHS	7 - 8 MONTHS	9 - 12 MONTHS
MAIN HEADER	1020px (w) X 85px (h)	R15,000.00	R14,000.00	R13,200.00	R12,500.00
SIDE 1	300px (w) X 330px (h)	R 9,000.00	R 8,500.00	R 8,000.00	R 7,500.00
SIDE 2	300px (w) X 330px (h)	R 7,500.00	R 7,000.00	R 6,500.00	R 6,000.00

Please Note: A maximum of 3 banner adverts are allowed for each position listed above.

ASA WEBSITE STATS - NOVEMBER 2024



ASA WEBSITE AUDIENCE OVERVIEW - NOVEMBER 2024



SAICA CONNECT NEWSLETTER



DISTRIBUTION

SAICA Connect is distributed fortnightly to 66 000 recipients including SAICA members, Associates and Trainees.

ONE BANNER ADVERT BANNER POSITION IS AVAILABLE (LAST POSITION)

Banner Advertising Rate R15,540 per newsletter (excluding VAT)

CONTENT INCLUDED IN THE NEWSLETTER

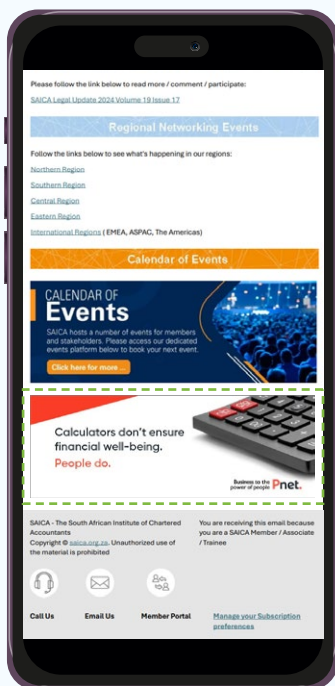
- Important Notices
- General News
- Upcoming Events
- Difference Makers
- ASA Digi-Mag
- Making a Difference with Thuthuka
- Standards & Legislation
- AGA(SA) & AT(SA)
- Regional Networking Events
- International Networking Events

SPECIFICATIONS:

All banners [static only] must be supplied either *.gif or *.jpg format.

SAICA CONNECT NEWSLETTER SCHEDULE

QUARTERLY	DATE OF FLIGHTING
1ST QUARTER	18 JANUARY
	1 FEBRUARY
	15 FEBRUARY
	29 FEBRUARY
	14 MARCH
2ND QUARTER	28 MARCH
	4 APRIL
	18 APRIL
	2 MAY
	16 MAY
	30 MAY
	13 JUNE
	27 JUNE



ADVERT BANNER
600px (w) X 214px (h)

Booking Deadline Dates:

20th day of preceding Issue month (or closest date thereof)

Artwork Due Dates:

25th day of preceding Issue month (or closest date thereof).

VACANCY ADVERTISING

Please Note: SAICA does not allow any recruitment advertisement or listing to stipulate that applicants need to have “big 4” experience in their advert, or listing. We have a number of areas where your firm can promote your vacancies:

SAICA WEBSITE

(Banner Advertising)

Your banner advert will appear on ALL SAICA web pages

Refer to our SAICA Website page to view our various banner options and rates.

SAICA WEBSITE - VACANCY PAGE

(Text Listing with Link)

Recruitment Text Listing Rate is listing rate is R1,500 per listing for 2 weeks. (excl. VAT)

BOOK YOUR TEXT LISTING VACANCY [HERE](#)

ACCOUNTANCY SA WEBSITE

(Banner Advertising)

Advertise on our AccountancySA website with either a main header or side banner option. Refer to our Accountancy SA Website page to view our various banner options and rates.

ASA DIGI-MAG ADVERT

Advert space is available as per our ASA Digi-Mag advert sizes and the same rates apply. The advert will appear on the rear pages of the magazine. Refer to our ASA Digi-Mag page to view our options and rates.

INTERESTED? GET IN TOUCH:

PERTUNIA METHULA

Business Development Manager – SAICA Brand

Cell: (067) 735 0860 | Email: pertuniam@saica.co.za

Web: www.saica.org.za

