

TWENTY21

SAICA MEDIA RATECARD

2021

SAICA DIGITAL NEWS SHOW
SAICA WEBSITE
ACCOUNTANCY SA WEBSITE
ASA DIGI-MAG
CA WORLD NEWSLETTER
VACANCY ADVERTISING



SAICA
THE SOUTH AFRICAN INSTITUTE
OF CHARTERED ACCOUNTANTS
develop.influence.lead.

SAICA DIGITAL NEWS SHOW

SAICA often receives feedback from members saying that they want to know more about the variety of things SAICA is doing. As a response to this request, we have created a SAICA News platform in a digital television show format.

SAICA News provides a hub of information for all SAICA stakeholders, including members and employees.

We plan on compiling a 30-minute show every month in which we will share valuable, relevant information and updates on SAICA's initiatives and successes.

The first SAICA News, can be viewed by clicking here.

The news show is broadcasted every last Friday of the month.

DISTRIBUTION:

- It lives on the site where it is broadcasted from: <https://www.accountancysa.org.za/saica-news/>
- Livestreamed on the SAICA Facebook page and also "lives" there
- It also has its own newsletter to remind members that it will be broadcasted the next day at 12:00
- We also do paid marketing on Facebook to encourage members to view it afterwards if they missed it

ADVERTISING:

- One advert per show.
- 15 seconds video advert at the start of the programme R30 000 (includes agency comm ex VAT)
- 15 seconds advert somewhere during the show R35 000 (includes agency comm ex VAT)

DEADLINES:

- Booking Deadline: 15th day of preceding Issue month (or closest date thereof).
- Artwork Deadline: 25th day of preceding Issue month (or closest date thereof).
- Video formats must be supplied in MP4 file or link to their advert on YouTube.



SAICA WEBSITE ADVERTISING

www.saica.co.za

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,

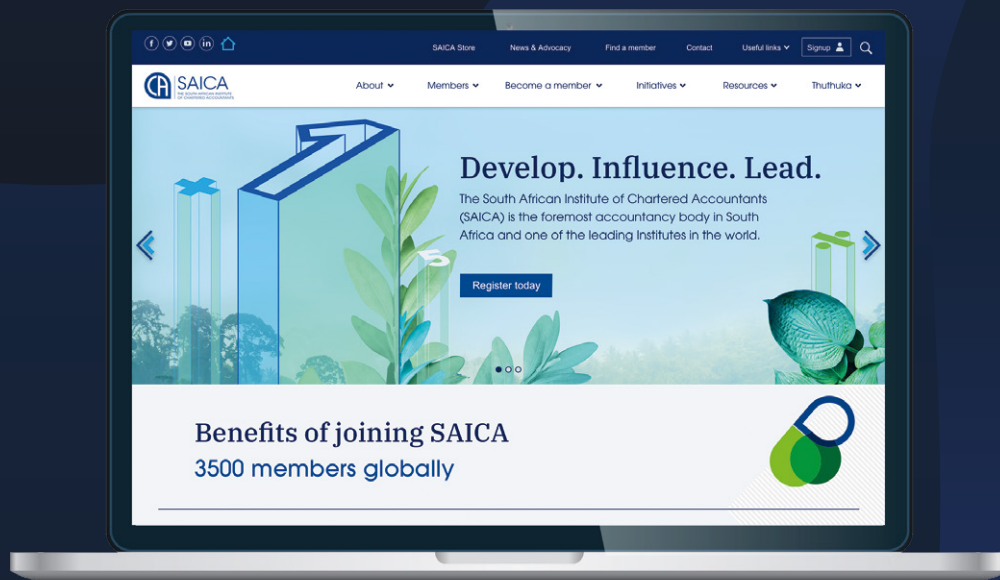
SAICA press releases, exclusive member services, as well as access to specific constituencies such as

Commerce and Industry, Public Practice and the SAICA Information Centre.

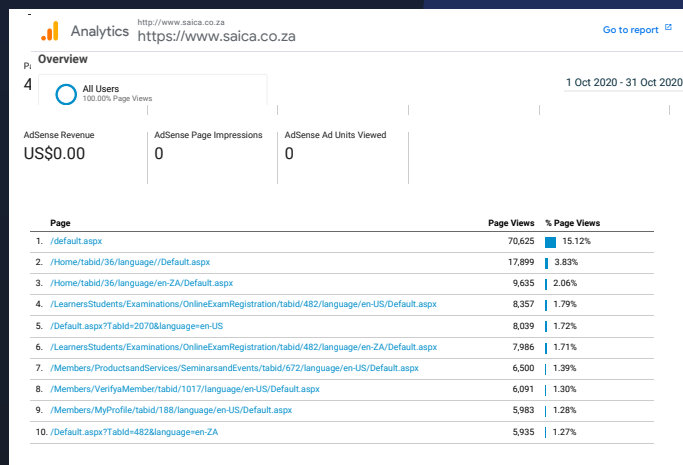
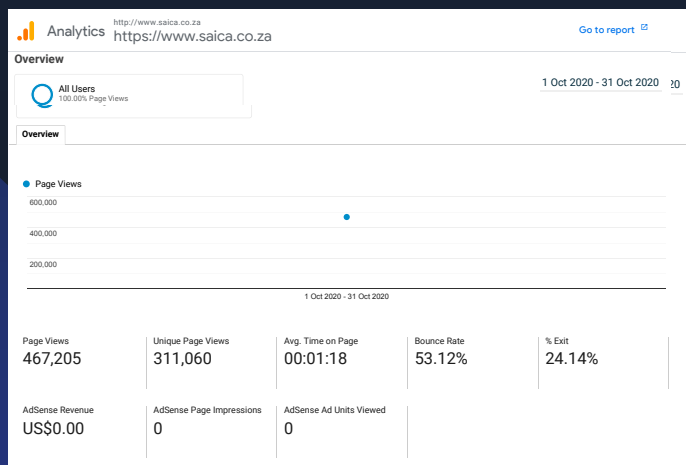
There are also sections on related organisations, useful links and SAICA's business partnerships with other organisations. This site receives on average more than 300 000 page views per month.

AGE PROFILE	CAs(SA), AGAs(SA) AND ATs(SA)
Under 30	10.4%
30 - 39	39.5%
40 - 49	25.5%
50 - 59	11.2%
60+	13.3%

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

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SPECIFICATIONS:

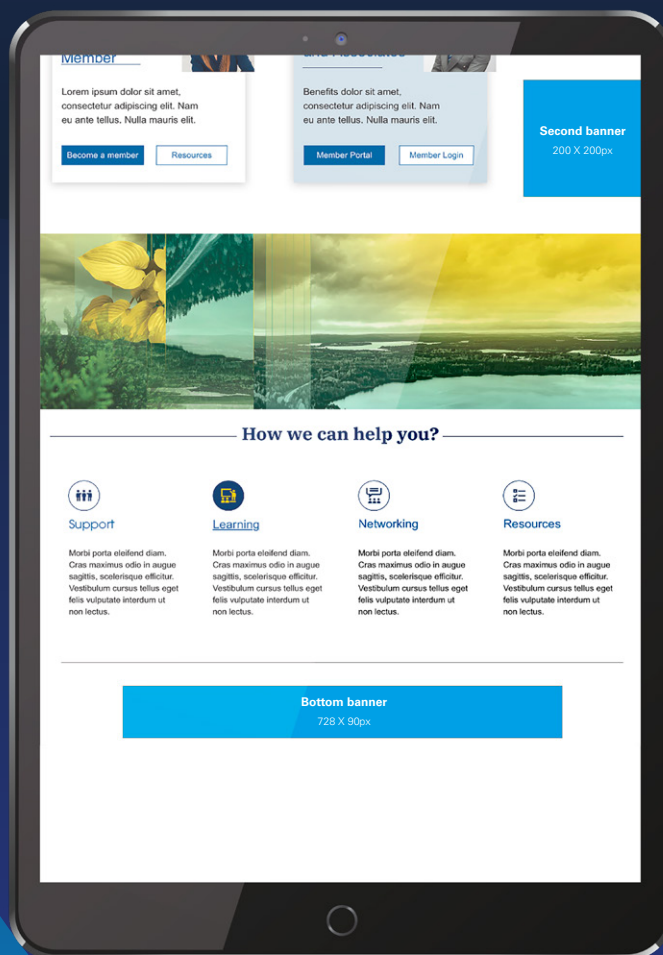
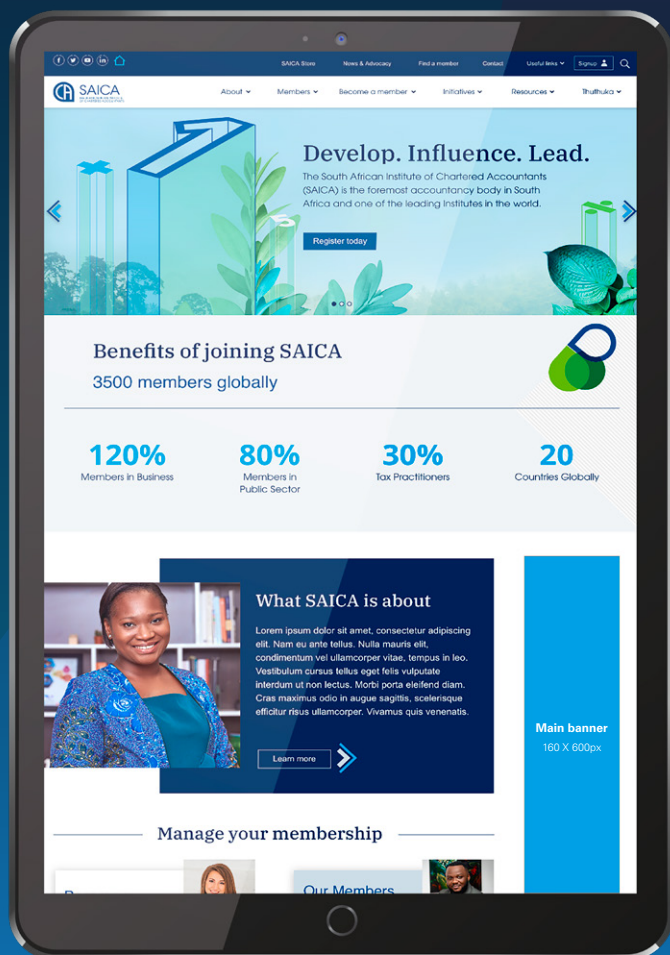
All banners must be supplied in either .jpg or animated .gif formats.

SAICA HOME PAGE

Rates are quoted per month and exclude VAT and include agency commission

BANNER	BANNER SIZE	1 – 3 MONTHS	4 – 6 MONTHS	7 – 8 MONTHS	9 - 12 MONTHS
MAIN BANNER	160px Wide X 600px High	R35 000	R31 500	R29 700	R28 000
SECOND BANNER	200px Wide X 200px High	R25 000	R22 500	R21 200	R20 000
BOTTOM BANNER	728px Wide X 90px High	R20 000	R18 000	R17 000	R16 000

Banner adverts positions: A maximum of 4 banners adverts are allowed for each position listed above.



SAICA WEBSITE ADVERTISING

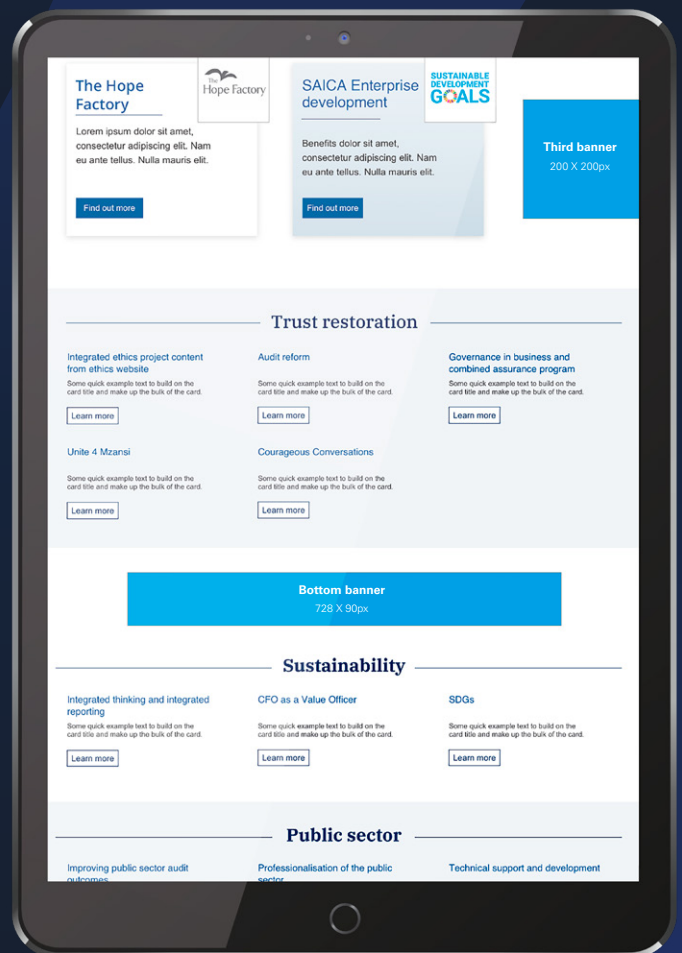
www.saica.co.za

SAICA CONTENT PAGE

Rates are quoted per month and exclude VAT and include agency commission

BANNER	BANNER SIZE	1 – 3 MONTHS	4 – 6 MONTHS	7 – 8 MONTHS	9 - 12 MONTHS
MAIN BANNER	250px Wide X 250px High	R22 000	R19 800	R18 700	R17 600
SECOND BANNER	160px Wide X 600px High	R15 000	R13 500	R12 700	R12 000
THIRD BANNER	200px Wide X 200px High	R12 000	R10 800	R10 200	R9 600
BOTTOM BANNER	728px Wide X 90px High	R10 000	R9 000	R8 500	R8 000

Banner adverts positions: A maximum of 4 banners adverts are allowed for each position listed above.



DEADLINE DATES:

- A final copy of the content must be submitted 3 - 5 days prior to appearing on the website.
- Booking Deadline: 15th day of preceding issue month (or closest date thereof).
- Artwork Deadline: 25th day of preceding Issue month (or closest date thereof).

Please Note: SAICA do not track individual adverts. Clients to supply us with their own tracking links.

ACCOUNTANCY SA WEBSITE

www.accountancysa.org.za

By advertising in ASA you expose yourself to South Africa's highest paid professionals.

CEOs, CFOs, Business Owners, MDs and Boards of Directors, make up this dynamic group of core business leaders who collectively spend in excess of R108 billion annually on lifestyle purchases. The CA(SA) designation enjoys an enviable standing in terms of recognition and reputation in the local and international arena. CAs(SA) form one of the most lucrative market segments in South Africa:

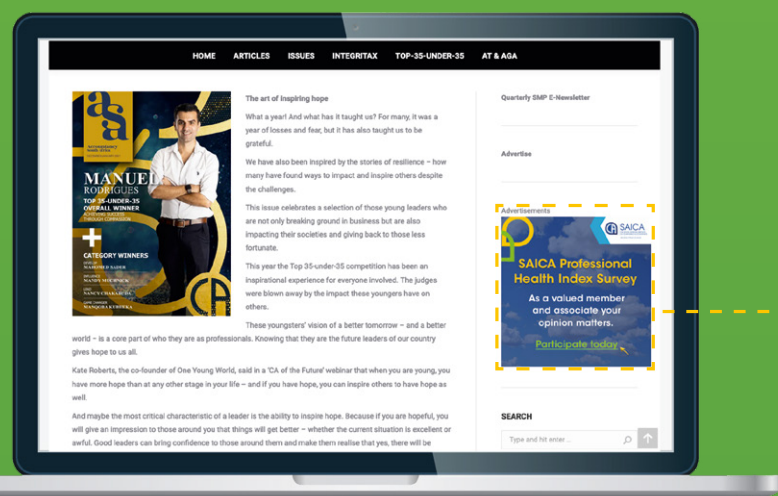
- 75% of Chief Financial Officers of the JSE top 200 are CAs(SA)
- 32% of Directors of the JSE top 200 are CAs(SA)
- 32% of Chief Executive Officers of JSE top 40 are CAs(SA)
- JSE top 40 companies where the CEOs are CAs(SA) financially outperform those that are not headed by CAs(SA)

This site averages **90 000** page views and **25 000** users per month.



MAIN BANNER

MAIN HEAD BANNER
1020px Wide X 85px High



SIDE 1 BANNER

SIDE 1 BANNER
300px Wide X
330px High

DEADLINE DATES:

Booking Deadline: 15th day of preceding Issue month (or closest date thereof).

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

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ACCOUNTANCY SA WEBSITE

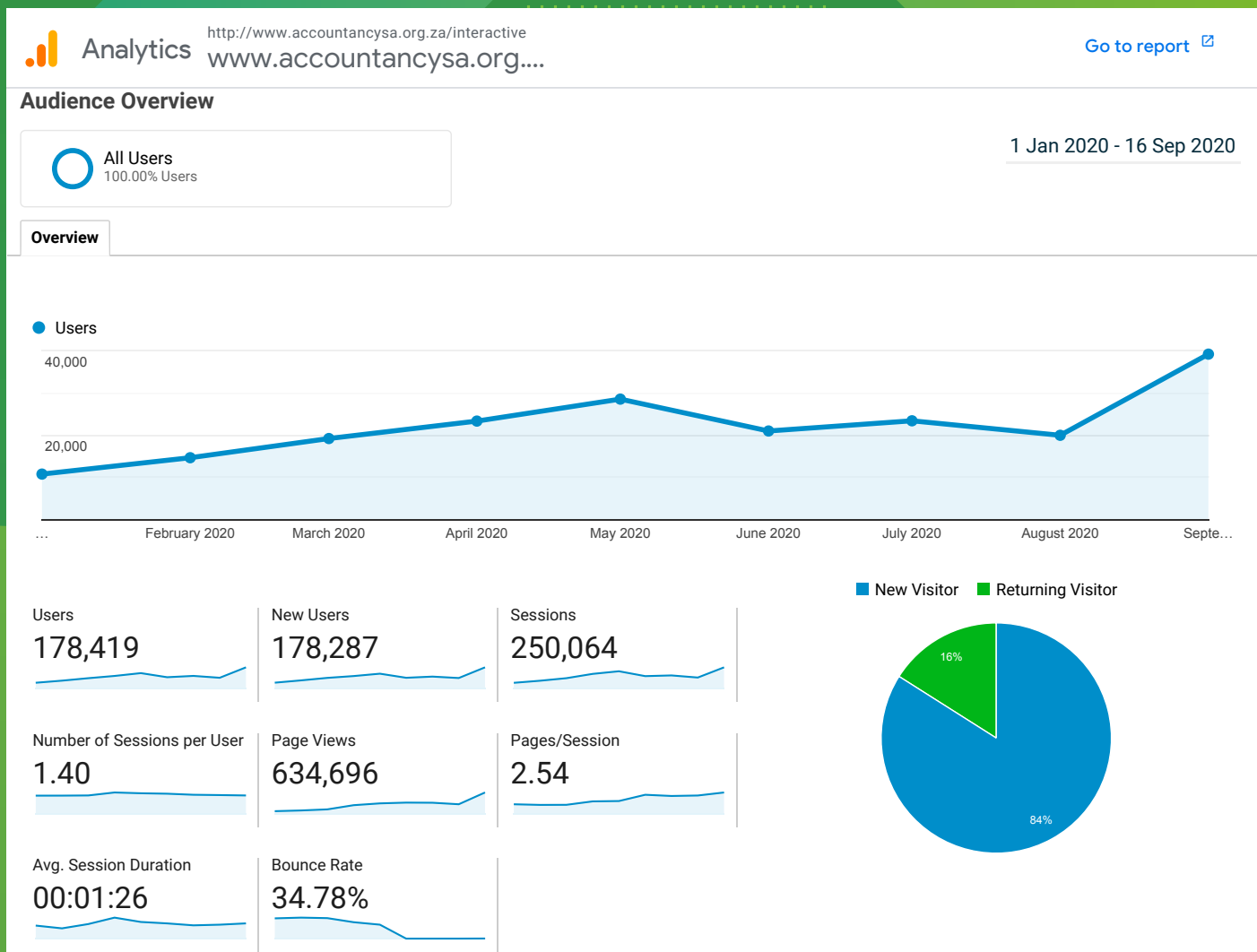
www.accountancysa.org.za

ASA HOMEPAGE

Rates are quoted per month and exclude VAT and include agency commission

BANNER	BANNER SIZE	1 – 3 MONTHS	4 – 6 MONTHS	7 – 8 MONTHS	9 - 12 MONTHS
MAIN HEADER	1020px Wide X 85px High	R12 000	R10 800	R9 600	R8 400
SIDE 1	300px Wide X 330px High	R 7 200	R 6 600	R6 000	R5 400
SIDE 2	300px Wide X 330px High	R 6 000	R 5 400	R4 800	R4 200

ASA WEBSITE STATS



ASA DIGI-MAG

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



REASONS TO ADVERTISE IN ASA:

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, which gives them an LSM10.
2. That's not only where their wealth lies: 72% also own unit trusts, 38% own them off shore 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.

- Booking Deadline Dates: 12th day of preceding Issue month (or closest date thereof)
- Artwork Due Dates: 19th day of preceding Issue month (or closest date thereof).

ASA Digi-Mag is available on the following platforms and is sent to 60 000 accounting professionals and our certified ABC readership figure is 55 637 per issue. By advertising you get exposure on all of them:

- Digi-mag: Emailed monthly on the first working day of every month
- PDF (printable): Emailed at the start of every month.



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

ASA DIGI-MAG

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

ASA DIGI-MAG 2021 THEMES AND EDITORIAL DEADLINES

Editorial can be supplied subject to approval by SAICA editorial team and cannot be promotional or company product biased. Editorial to be submitted to lynng@saica.co.za or gerindae@saica.co.za

ISSUE	SPECIAL REPORT	DEADLINE
FEBRUARY	Innovation and Trends	27 NOVEMBER
MARCH	Budget / Strategy from leading CFOs and CEOs	21 JANUARY
APRIL	IT/Ai/Technology/Tools CAs(SA) can use and their impact in businesses and operations	19 FEBRUARY
MAY	Academia/Education/Training	18 MARCH
JUNE	Public Sector - its success and challenges	22 APRIL
JULY	Sustainability / Investing	20 MAY
AUGUST	Women and Entrepreneurship	18 JUNE
SEPTEMBER	Leadership - Great Leaders - who are they, what are they doing, best practices, latest trends...	21 JULY
OCTOBER	Ethics	19 AUGUST
NOVEMBER	What impact our members are having out there in their communities, companies?	22 SEPTEMBER
DEC/ JAN 2022	Lifestyle - Health and Well-being, Retirement, Insurance, Medical Aid Schemes	21 OCTOBER

OTHER THEMES THAT FEATURE PER ISSUE

Tax, Budget, CPD articles CA(SA) Profiles, Education, Emotional Intelligence, Finance Management, Financial Services, IFRS, Leadership, MARF, Public Sector, Soft Skills, Travel and Car Reviews.

ASA DIGI-MAG RATES

Rates are quoted per month and exclude VAT and include agency commission

SIZE	COSTS (PER MONTH) 1 – 2 ISSUES	COSTS (PER MONTH) 3 – 4 ISSUES	COSTS (PER MONTH) 5 – 6 ISSUES	COSTS (PER MONTH) 7 - 8 ISSUES	COSTS (PER MONTH) 9 ISSUES OR MORE
DPS	R27 500	R25 000	R23 500	R22 000	R20 500
FPFC (C)	R16 500	R15 500	R13 500	R12 500	R11 000
HALF PAGE (D)	R11 000	R10 000	R 8 800	R 7 500	R 7 000
THIRD PAGE (E)	R 8 800	R 8 200	R 7 000	R 6 500	R 6 000
QUARTER PAGE (F)	R 5 500	R 5 000	R 4 500	R 4 400	R 5 300
STRIP (G)	R 4 400	R 3 800	R 3 500	R 3 300	R 3 000
CORNER (H)	R 3 300	R 3 000	R 2 700	R 2 400	R 2 200
VIDEO	R11 000	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).

BUSINESS CARD IN CLASSIFIEDS SECTION

Rates are quoted per month and exclude VAT and include agency commission

Rate: R3 000 excluding VAT

Specs: 80 mm wide X 45mm high (PDF format (300 dpi), CMYK, include tick/crop marks, Include URL link address)

Advert can be designed by SAICA designer but artwork fees may apply.

Client to provide logo and wording - Max 45 words and 1 logo.

CA WORLD NEWSLETTER

CA World newsletter is sent out the 1st Friday of each month to over 25,000 members, associates and trainees and our content (which includes news that is related to CA's worldwide) varies from month to month.

Banner Advertising Cost: R13,200 (excludes VAT and includes agency commission).
Loading Fee: Top position 15%.

CA WORLD NEWSLETTER SCHEDULE

ISSUE MONTH	DATE OF FLIGHTING
FEBRUARY	05-FEBRUARY
MARCH	05-MARCH
APRIL	01-APRIL
MAY	07-MAY
JUNE	04-JUNE
JULY	02-JULY
AUGUST	06-AUGUST
SEPTEMBER	03-SEPTEMBER
OCTOBER	01-OCTOBER
NOVEMBER	05-NOVEMBER
DECEMBER	03-DECEMBER



DEADLINE DATES:

- Booking Deadline: 15th day of preceding Issue month (or closest date thereof).
- Artwork Deadline: 25th day of preceding Issue month (or closest date thereof).

Please Note: SAICA do not track individual adverts. Clients to supply us with their own tracking links.

SPECIFICATIONS:

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

**ADVERT
BANNER 1**
173px Wide X
173px High

General conditions:

1. The customer acknowledges that he has read and agreed to the terms and conditions set out in this rate card, and in particular acknowledges that he has read and agreed to these general conditions.
2. While every care is exercised, SAICA shall not be liable for errors in or the non-appearance of or the mispositioning of any advertisement howsoever caused and whether as a result of any negligent or grossly negligent conduct or omission on the part of SAICA. Any such error, non-insertion, or the like shall not invalidate a contract, nor shall SAICA become liable for any loss or damage including any consequential damage occasioned by such conduct or omission.
3. The positioning of advertisements shall be entirely at the discretion of SAICA. SAICA shall retain the sole discretion to elect, to 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.
4. SAICA reserves the right to alter, abbreviate or omit advertisements if they appear to be illegal, objectionable or defamatory for any reason whatsoever, and in this regard SAICA's decision shall be final and binding. Any such error, non-insertion, or the like shall not invalidate a contract, nor shall SAICA become liable for any loss or damage including any consequential damage occasioned by such conduct or omission.
5. Customers' instructions must always be provided in writing before the booking deadline.
6. Payment and proof of payment must be submitted before any advertising banners are placed onto SAICA's electronic media. If an advertiser already has a banner advert on the website and wishes to extend their contract, proof of payment for the extension period must be provided as the advertising banner will be taken off the website until proof of payment has been made.
7. SAICA does not automatically renew existing advertiser's contracts. The onus is on the existing advertiser to renew the contract.
8. Where an advertisement has not been inserted or inserted incorrectly, as a result of any error or omission by SAICA, SAICA shall at its sole discretion and without in any way admitting or incurring any liability whatsoever, be entitled to place such advertisement in a later edition, alternatively place a corrected version of any such advertisement in a later edition.

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/listing.

We have a number of areas where your firm can promote your vacancies:

SAICA WEBSITE - HOMEPAGE

(Banner advertising)

Advertise on our Homepage with a Banner advert. Refer to our SAICA Website page to view our various banner options and rates.

SAICA WEBSITE - VACANCIES PAGE

(Text listing with link)

SAICA recruitment listing rate is R1,000 per listing for 2 weeks.

Rates (exclude VAT and includes agency commission).

SPECIFICATIONS:

Supply job specifications and company info including a link to where people can apply.

ACCOUNTANCY SA WEBSITE

(Banner advertising)

Advertise on our AccountancySA website with either a main header or side banner option. Refer to our AccountancySA 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.

ASA DIGI-MAG CLASSIFIEDS

(Text Listing)

CLASSIFIED RATES AND SPECS

Rates are quoted per month and exclude VAT and include agency commission

Bold: R80 per word

Normal: R55 per word

Tel /Cell number and email is charged as 1 word.

SECTIONS AVAILABLE:

Client to stipulate which Section they want their text listing to appear in:

- APPOINTMENTS
- PARTNERSHIPS AND PRACTICES
- SERVICES

PLEASE FURNISH FOR INVOICING DETAILS WITH YOUR BOOKING:

- Full company name
- Postal address
- Telephone
- Send invoice to (full names)
- Email Address
- Company VAT Number

INTERESTED? GET IN TOUCH:

MICHELLE BAKER

MEDIAMARX ADVERTISING BROKERS

General Manager: Advertising & Custom Branding Sales

Tel: (031) 764 6725 | Cell: (073) 137 1231 | Fax: (086) 620 6768

Email: michelle.baker@mediamarx.co.za | Web: www.mediamarx.co.za