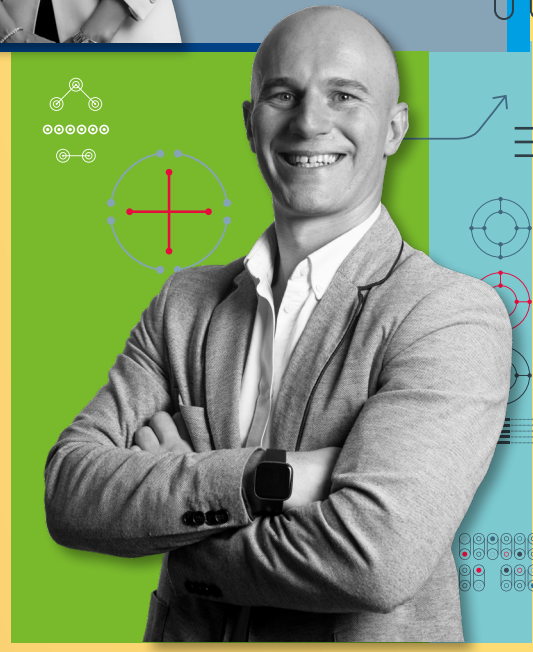
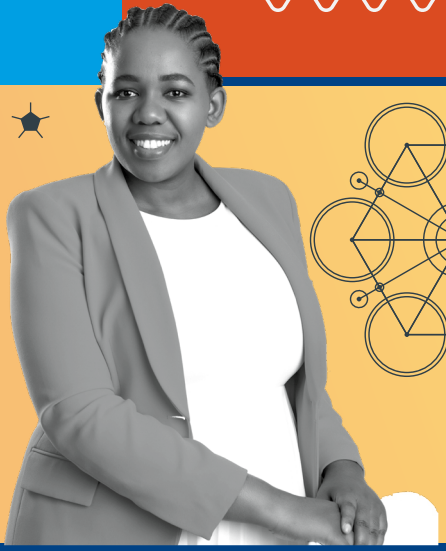


CA(SA)
NO. 1
ONE

The World's Most Trusted CA Designation

MEDIA RATECARD 2024



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

SAICA WEBSITE ADVERTISING

www.saica.org.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.

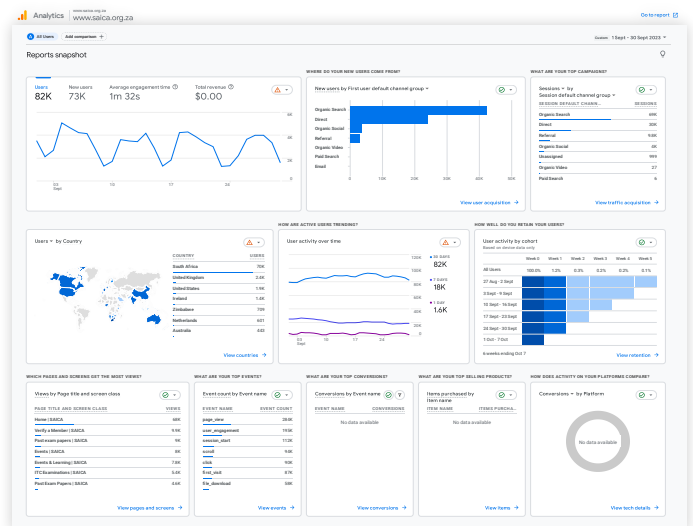
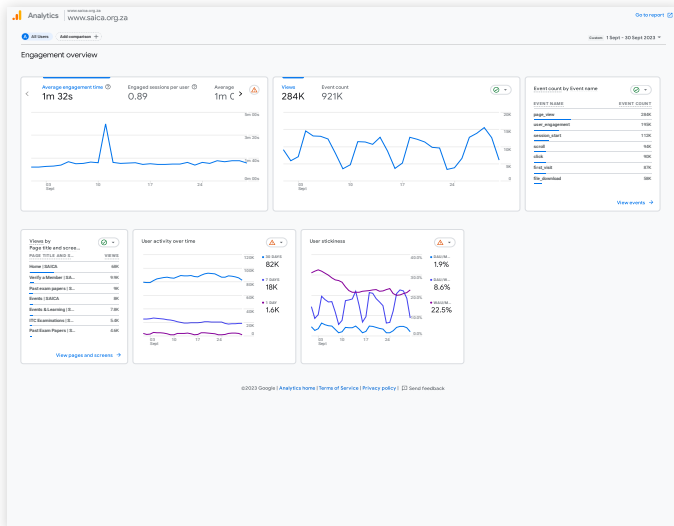
There are also sections on related organisations, useful links and SAICA's business partnerships with other organisations. This site receives on average more than 250 000 page views per month.

AGE PROFILE	CA(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

www.saica.org.za



SAICA HOME PAGE

Rates from R230 CPM (excl. VAT)

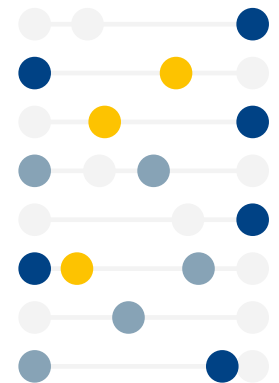
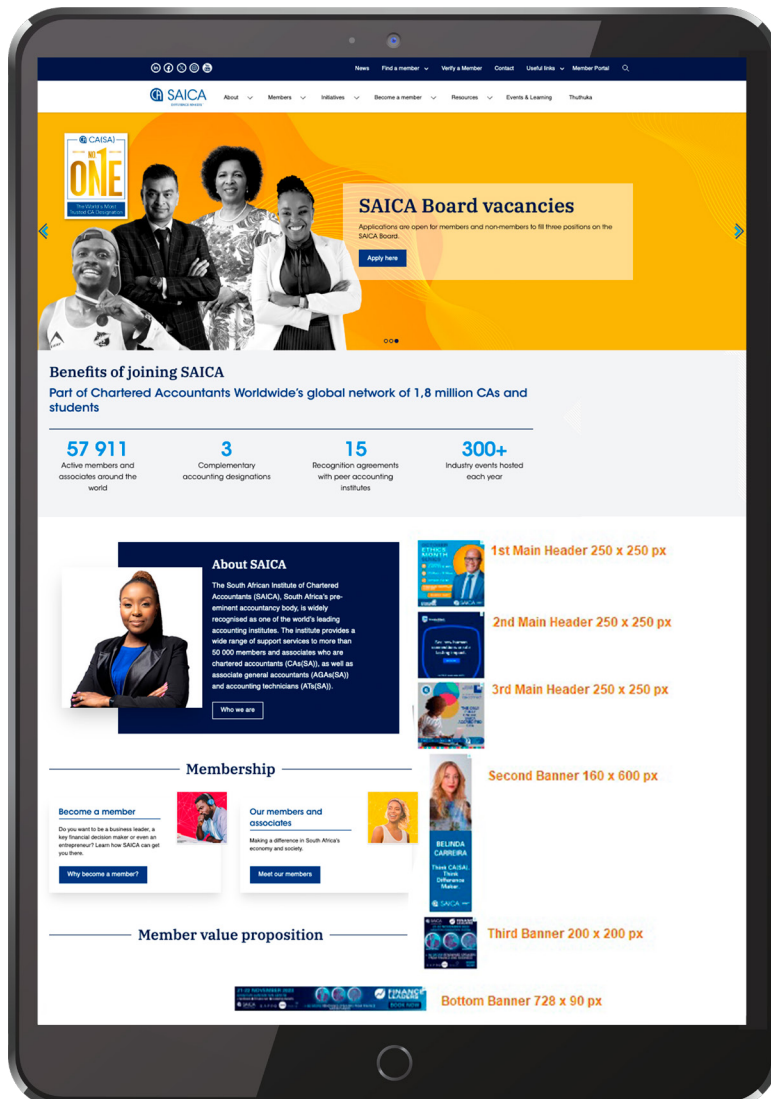
CPM = Cost per thousand impressions/ads (M is the Roman numeral 1,000)

BANNER	BANNER SIZE	RATE / 1 000 IMPRESSIONS
MAIN BANNER (2/3 Available - Rotational)	250px Wide X 250px High	CPM R390
SECOND BANNER	160px Wide X 600px High	CPM R335
THIRD BANNER	200px Wide X 200px High	CPM R285
BOTTOM BANNER	728px Wide X 90px High	CPM R230

Banner advert positions: Your advert will be displayed on the home page and content pages to give maximum exposure. On approval, clients can reserve on specific pages only (i.e: Vacancies Page)

SPECIFICATIONS:

All banners must be supplied in either .jpg or animated .gif formats. Banners can be uploaded at any time (one day lead time required).



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: 20th day of preceding Issue month (or closest date thereof)
 - Artwork Due Dates: 25th day of preceding Issue month (or closest date thereof).

DISTRIBUTION

ASA Digi-Mag is distributed to 59 369 SAICA members, associates and affiliates.

Our certified ABC readership figure is 58 208 per issue.

The publication is emailed the first week of each month and in addition is included in the SAICA Connect Newsletter which is distributed fortnightly to 58 208 readers (per flighting).

The publication is also downloadable via the SAICA Website (under the "Useful Links" section) and via the AccountancySA Website.

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

OUR READERS

- Chartered Accountants CAs(SA)
- Associate General Accountants AGAs(SA)
- Accounting Technicians ATs(SA)
- CEOs and Chief Financial Officers
- Board Directors
- Managing Directors
- Auditors
- Business Owners



A: Outside back
B: Inside front / back
297h x 210w mm
(bleed 304h x 214w mm)



C: Full page
280h x 210w mm
(bleed 290h x 220w mm)



D: 1/2 up
259,6h x 85,5w mm



D: 1/2 across
123,3h x 184w mm



E: 1/3 across
77,8h x 184w mm



F: 1/4 up
123,3h x 85,5w mm



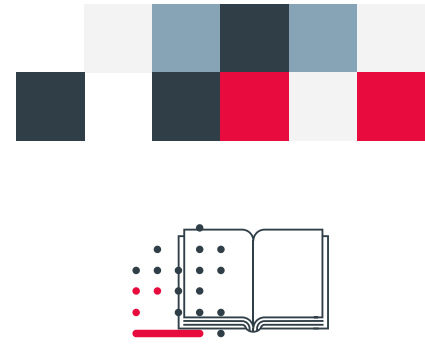
G: 1/4 across
55,1h x 184w mm



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

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	R32 300	R29 400	R27 800	R25 900	R24 100
FPFC (C)	R19 500	R18 400	R15 900	R13 500	R13 100
HALF PAGE (D)	R13 000	R11 700	R10 400	R 8 900	R 8 300
THIRD PAGE (E)	R10 300	R 9 700	R 8 200	R 7 500	R 7 100
QUARTER PAGE (F)	R 6 400	R 5 900	R 5 300	R 5 100	R 4 500
STRIP (G)	R 5 200	R 4 400	R 4 100	R 3 900	R 3 600
CORNER (H)	R 3 800	R 3 600	R 3 300	R 2 800	R 2 500
VIDEO	R13 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).

ADVERTORIAL SPACE IS AVAILABLE

The same advertising rates will apply

BUSINESS CARD IN CLASSIFIEDS SECTION

Rates are quoted per month and exclude VAT

Rate: R3 570 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.

ASA DIGI-MAG 2024 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.

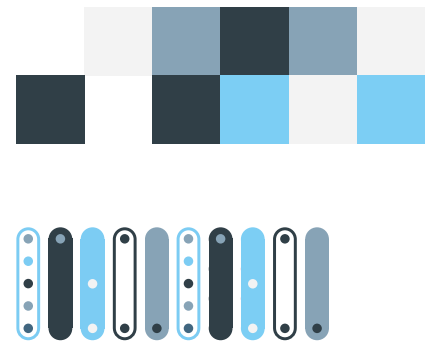
ISSUE	SPECIAL REPORT	DEADLINE
FEBRUARY	A Global perspective	29 NOVEMBER
MARCH	The AI boom & Being digital savvy	20 JANUARY
APRIL	Entrepreneurship Fintech businesses in Africa	17 FEBRUARY
MAY	The Audit Reformation	18 MARCH
JUNE	A Green Future: Impact investing, Sustainability, solar energy, ESG initiatives	19 APRIL
JULY	The Public Sector	17 MAY
AUGUST	Inspirational Women, Woman's Month (World Entrepreneurs' Day -21 August)	19 JUNE
SEPTEMBER	Leadership	19 JULY
OCTOBER	Ethics (Mental Wellness day 10 October)	19 AUGUST
NOVEMBER	Academia	19 SEPTEMBER
DECEMBER	Top 34	18 OCTOBER
JANUARY 2025	SAICA	19 NOVEMBER

OTHER THEMES THAT FEATURE PER ISSUE

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

ACCOUNTANCY SA WEBSITE

www.accountancysa.org.za

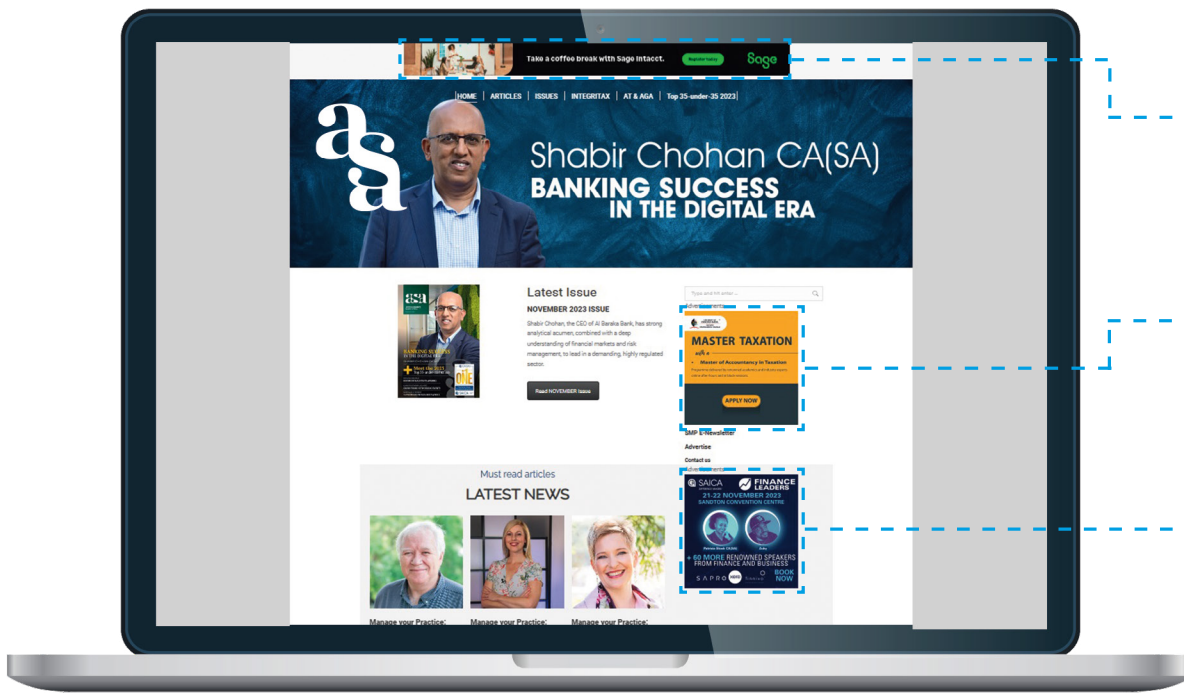


By advertising in ASA you expose yourself to South Africa's highest paid professionals.

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)

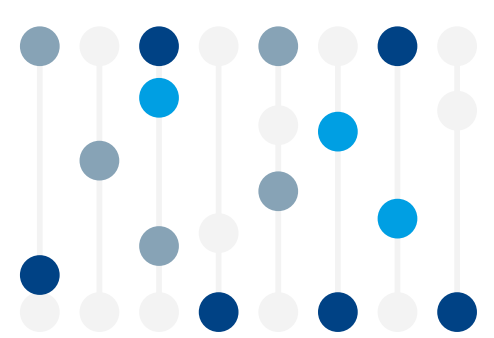
This site averages 20 000 page views and 15 000 users per month.



MAIN HEAD BANNER
1020px wide X 85px High

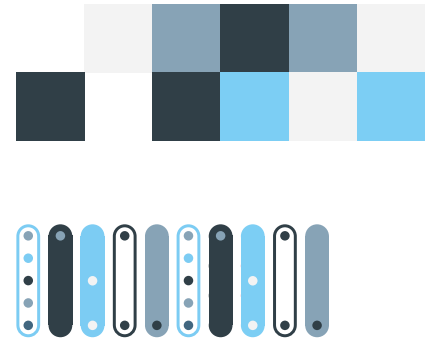
SIDE BANNER 1
300px wide X 330px High

SIDE BANNER 2
300px wide X 330px High



ACCOUNTANCY SA WEBSITE

www.accountancysa.org.za



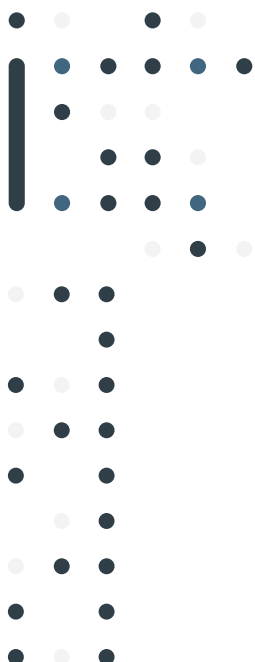
ASA HOMEPAGE

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 Wide X 85px High	R14 200	R12 800	R11 300	R9 900
SIDE 1	300px Wide X 330px High	R 8 500	R 7 800	R 7 100	R6 300
SIDE 2	300px Wide X 330px High	R 7 100	R 6 300	R 5 700	R5 000

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

ASA WEBSITE STATS



SAICA CONNECT NEWSLETTER

View the newsletter. [Click Here](#)



SAICA Connect is distributed fortnightly to 59 369 SAICA members, associates and trainees.

TWO BANNER POSITIONS ARE AVAILABLE

Banner Advertising Cost: R15 540 (excludes VAT and includes agency commission) per newsletter.

SAICA CONNECT NEWSLETTER SCHEDULE

QUARTERLY	DATE OF FLIGHTING
1ST QUARTER	18-JANUARY 01-FEBRUARY 15-FEBRUARY 29-FEBRUARY 14-MARCH 28-MARCH
2ND QUARTER	04-APRIL 18-APRIL 02-MAY 16-MAY 30-MAY 13-JUNE 27-JUNE



ADVERT BANNERS
600px Wide X
214px High

DEADLINE DATES:

- Booking Deadline: 20th day of preceding Issue month (or closest date thereof).
- Artwork Deadline: 25th day of preceding Issue month (or closest date thereof).

SPECIFICATIONS:

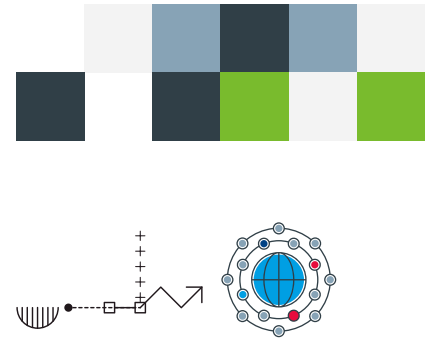
All banners [static only] must be supplied either *.gif or *.jpg format

ADVERTISING TERMS AND CONDITIONS

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



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 your banner on our Homepage or on our Vacancies web page.

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

SAICA WEBSITE - VACANCIES PAGE (Text listing with link)

Recruitment Text Listing Rate is listing rate is R1,260 per listing for 2 weeks.

Rates exclude VAT and include 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

Bold: R95.00 per word

Normal: R68 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:

MATT KNIGHT

Project Director: Commercial Delivery and Business Development – SAICA Brand

Cell: (071) 785 7205 | Email: mattk@saica.co.za |

Web: www.saica.org.za