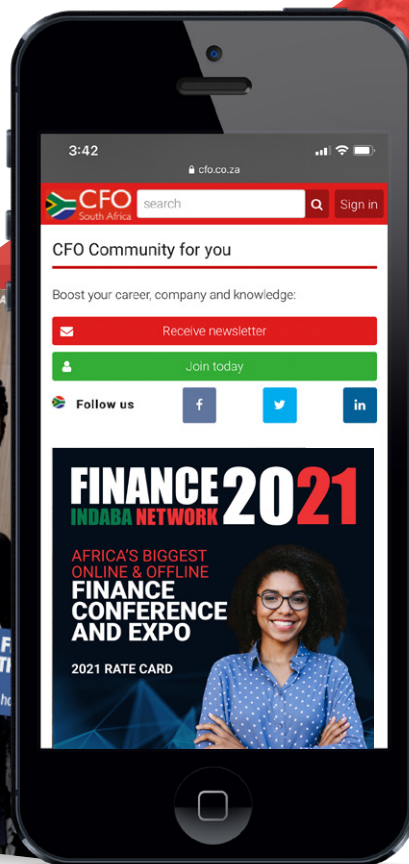


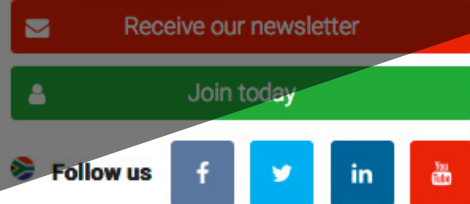
## CFO SOUTH AFRICA RATE CARD: Print, Digital and Partnerships

# 2021

**REACH  
THOUSANDS OF  
CFOs AND FINANCE  
LEADERS**



Boost your career, company and knowledge:



Download the Magic  
Quadrant for Cloud  
Core Financial  
Management Suites.



### CFO Magazine | CFO.co.za | Newsletter | 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 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 in CFO Magazine or on CFO.co.za and demonstrate your added value to CFOs, finance leaders and their direct reports. Don't miss out. Get the undivided attention of top financial decision makers. Put your company in the spotlight, get your message across. Advertise or get interviewed.

#### Covered topics:

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

## CFO MAGAZINE DISTRIBUTION

- 800 CFOs and 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 FMs of listed and non-listed companies
- 5,000 distributed at Finance Indaba and CFO events
- 2,000+ distributed through airport business lounges in Johannesburg, Cape Town and Durban

## CFO MAGAZINE 2021 RATES



Description	Specification	Rate
Prime Space Inside Front Cover	210mm x 275mm, with 3mm bleed (216mm x 281mm)	<b>R60,000</b>
Prime Space Outside Back Cover	210mm x 275mm, with 3mm bleed (216mm x 281mm)	<b>R60,000</b>
Advert 1/2 Page	210mm x 138mm, with 3mm bleed (216mm x 144mm)	<b>R20,000</b>
Advert Full Page	210mm x 275mm, with 3mm bleed (216mm x 281mm)	<b>R30,000</b>
Advert DPS - 2 Pages	420mm x 275mm, with 3mm bleed (426mm x 281mm)	<b>R50,000</b>
Advertorial - 2 Pages (You supply the content)	420mm x 275mm, with 3mm bleed (426mm x 281mm)	<b>R50,000</b>
Editorial - 2 Pages (A senior journalist will write content for you)	420mm x 275mm, with 3mm bleed (426mm x 281mm)	<b>R60,000</b>
Advertorial - 3 Pages + 1 Page Ad (You supply the content)	420mm x 275mm, with 3mm bleed (426mm x 281mm) High-res photo + logo	<b>R80,000</b>
Editorial - 3 Pages + 1 Page Ad (A senior journalist will write content for you)	420mm x 275mm with 3mm bleed (426mm x 281mm) High-res photo + logo	<b>R90,000</b>

Print-ready artwork to be supplied in high-resolution full-colour CMYK PDF (300dpi).

## CFO MAGAZINE 2021 PUBLICATION SCHEDULE

Edition	Ad Material and Content Deadline	Release Date
Edition 1 2021	20 November 2020	3 February 2021
Edition 2 2021	26 April 2021	14 June 2021
Edition 3 2021	2 August 2021	20 September 2021

# Reach thousands of CFOs and Finance Leaders



## 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

## 33,000 CFO.co.za visitors each month

- Average page views per month: 62,000
- Average unique page visitors per month: 32,000
- 79 percent of visitors are from South Africa

*\*CPM reflects the cost per 1,000 views.*

Description	Specification	Rate
Leaderboard	728 x 90 px (high-res jpeg/gif)	<b>R750 CPM*</b>
Medium Rectangle	300 x 250 px (high-res jpeg/gif)	<b>R650 CPM*</b>
Half Page	300 x 600 px (high-res jpeg/gif)	<b>R550 CPM*</b>
Home Page Takeover	-	<b>R40,000 per week</b>
Advertorial (You supply the content)	500 - 1,500 words (Content will stay online indefinitely)	<b>R20,000</b> (Reposted to 27,000 Facebook followers, 14,000 Twitter followers, 25,000 LinkedIn followers and 22,000 CFO SA Newsletter subscribers)
Editorial (Our editor will write the content for you)	500 - 1,500 words (Content will stay online indefinitely)	<b>R30,000</b> (Reposted to 27,000 Facebook followers, 14,000 Twitter followers, 25,000 LinkedIn followers and 22,000 CFO SA Newsletter subscribers)

## NEWSLETTER

Readers stay on top of the latest and greatest in finance through CFO South Africa's Newsletter, sent out every Tuesday and Friday. 22,000 CFO South Africa Newsletter subscribers.

Description	Specification	Rate
Newsletter Banner	650 x 163 px (high-res jpeg)	<b>R10,000</b> (once off)
Newsletter Banner	650 x 163 px (high-res jpeg)	<b>R50,000</b> (8 newsletters in a month)
Newsletter Banner	650 x 324 px (high-res jpeg)	<b>R15,000</b> (once off)
Newsletter Banner	650 x 324 px (high-res jpeg)	<b>R75,000</b> (8 newsletters in a month)
Newsletter Call to Action (Standard template design)	Max. 250 characters, Logo max: 400 x 400 px (high-res jpeg)	<b>R10,000</b> (once off)
Custom Newsletter Call to Action (Bespoke design by our designer)	Max. 250 characters, Logo max: 400 x 400 px (high-res jpeg)	<b>R15,000</b> (once off)
Newsletter Call to Action (Bespoke design by our designer)	Max. 250 characters, Logo max: 400 x 400 px (high-res jpeg)	<b>R50,000</b> (8 newsletters in a month)

## SOCIAL MEDIA BOOST

Catapult your reach through social media exposure. 66,000+ Social Media Followers:



**Contact Karen Martin**  
kmartin@cfo.co.za | +27 82 920 8259  
**CFO.co.za**

# CFO PARTNERSHIP 2021 OPTIONS

Event	Benefits	Associate	Executive	Principal	Value
CFO Dinner	Dine with 8 CFOs	-	-	1	<b>R150,000</b>
Finance meets HR	VIP Invites	1	2	4	<b>R150,000</b>
	5-Minute Talk	-	-	1	
	Branding	Associate	Executive	Principal	
CFO Awards	VIP Invites	2	2-10	4	<b>R300,000</b>
	Tables	-	1	2	
	Awards	-	-	1	
	Branding	Associate	Executive	Principal	
Cape Town Summit	VIP Invites	1	2	4	<b>R150,000</b>
	5-Minute Talk	-	-	1	
	Branding	Associate	Executive	Principal	
CFO and CHRO Women's Dinner	VIP Invites	-	1+1	2	<b>R150,000</b>
	5-Minute Talk	-	-	1	
	Branding	-	Executive	Principal	
CFO Day	VIP Invites	1	4	4	<b>R300,000</b>
	Sessions	-	1	2	
	Branding	Associate	Executive	Principal	
Community Conversations (twice a month)	VIP Invites	-	-	2	<b>R1,000,000</b>
	Branding	-	-	Principal	
CFO Magazine	2 Page Interview	1	1	2	<b>R140,000</b>
	Full Page Ad	-	1	2	
		<b>R100,000</b>	<b>R500,000</b>	<b>R1,500,000</b>	<b>R2,340,000</b>

## Maximise Your Exposure

Are you looking for maximum exposure online, in print media and at all CFO events throughout the year?  
Find out about our 2020 partnership options by speaking to:

**Karen Martin**  
+27 82 920 8259  
kmartin@cfo.co.za



# CFO SOUTH AFRICA

is proudly supported by the following companies:

