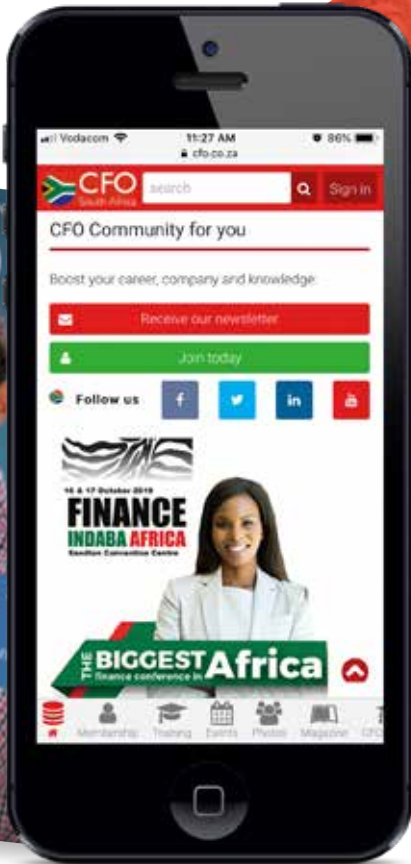


CFO PRINT AND DIGITAL RATE CARD 2019

**REACH
1000s OF
CFOs AND
FINANCE
LEADERS**



Boost your career, company and knowledge:

Receive our newsletter

Join today

Follow us

Download the Magic Quadrant for Cloud Core Financial Management Suites.

CFO Magazine | CFO.co.za | eNewsletter/e-marketing | 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 of CFOs 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 and that of your company in CFO Magazine or on CFO.co.za and demonstrate your added value to CFOs, finance leaders and their direct reports. Get the undivided attention of the top financial decision makers. You should not miss out. Put your company in the spotlight, get your message across. Advertise or get interviewed.

Covered topics:

- Accounting & Tax
- Human Capital
- Careers
- Risk and 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 2019 RATES



Description	Specification	Rate
Prime Space Inside Front Cover	210mm x 275mm, with 3mm bleed (216mm x 281mm)	R60,000
Prime Space Outside Back Cover	210mm x 275mm, with 3mm bleed (216mm x 281mm)	R60,000
Advert 1/2 Page	210mm x 138mm, with 3mm bleed (216mm x 144mm)	R20,000
Advert Full Page	210mm x 275mm, with 3mm bleed (216mm x 281mm)	R30,000
Advert DPS - 2 Pages	420mm x 275mm, with 3mm bleed (426mm x 281mm)	R50,000
Advertorial - 2 Pages (You supply the content)	420mm x 275mm, with 3mm bleed (426mm x 281mm)	R50,000
Editorial - 2 Pages (Our editor will write the content for you)	420mm x 275mm, with 3mm bleed (426mm x 281mm)	R60,000
Editorial - 3 Pages (Our editor will write the content for you)	420mm x 275mm, with 3mm bleed (426mm x 281mm) 210mm x 275mm, with 3mm bleed (216mm x 281mm)	R70,000

Print ready artwork to be supplied in High Resolution full colour CMYK PDF (300dpi).

CFO MAGAZINE PUBLICATION SCHEDULE

Edition	Ad Material and Content Deadline	Release Date
Edition 1 2019	12 December 2018	8 February 2019
Edition 2 2019	15 March 2019	26 April 2019
Edition 3 2019	7 June 2019	12 July 2019
Edition 4 2019	30 August 2019	4 October 2019

Reach 1,000s of CFOs and Finance Leaders



Faster Website
100% Mobile Friendly
Improved User Experience



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

30,000 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	R750 CPM*
Medium Rectangle	300 x 250 px	R650 CPM*
Half Page	300 x 600 px	R550 CPM*
Home Page Takeover	-	R40,000 per week
Advertorial (You supply the content)	500 - 1,500 words (Content will stay online indefinitely)	R20,000 (Reposted to 26,000 Facebook followers, 14,000 Twitter followers, 4,000 LinkedIn members 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)	R30,000 (Reposted to 26,000 Facebook followers, 14,000 Twitter followers, 4,000 LinkedIn members and 22,000 CFO SA Newsletter subscribers)

NEWSLETTER

Readers stay on top of the latest and greatest in finance through CFO South Africa's bi-weekly Newsletter every Tuesday and Friday. 22,000 CFO South Africa Newsletter Subscribers.

Description	Specification	Rate
Newsletter Advertorial	Max. 250 characters, Logo max.120 x 120 px (jpeg/gif/png)	R10,000 (once off)
Newsletter Advertorial	Max. 250 characters, Logo max.120 x 120 px (jpeg/gif/png)	R50,000 (8 newsletters in a month)
Newsletter Banner	728 x 90 px (jpeg/gif/png)	R10,000 (once off)
Newsletter Banner	728 x 90 px (jpeg/gif/png)	R50,000 (8 newsletters in a month)

SOCIAL MEDIA BOOST

Catapult your reach through social media exposure.

43,000+ Social Media Followers:



Contact Nick Smith
nsmith@cfo.co.za | 072 202 1071
CFO.co.za

CFO SOUTH AFRICA PARTNERS:

