

| 2022

# SAICA MEDIA RATECARD

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



**SAICA**  
THE SOUTH AFRICAN INSTITUTE  
OF CHARTERED ACCOUNTANTS

develop.influence.lead.

# SAICA WEBSITE ADVERTISING

<https://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,

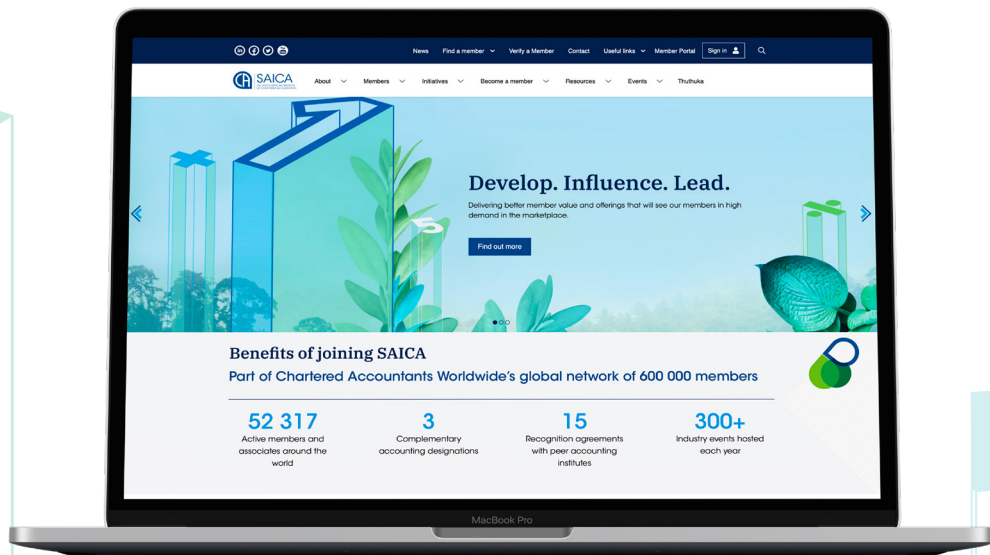
SAICA press releases, exclusive member services, as well as access to specific constituencies such as

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

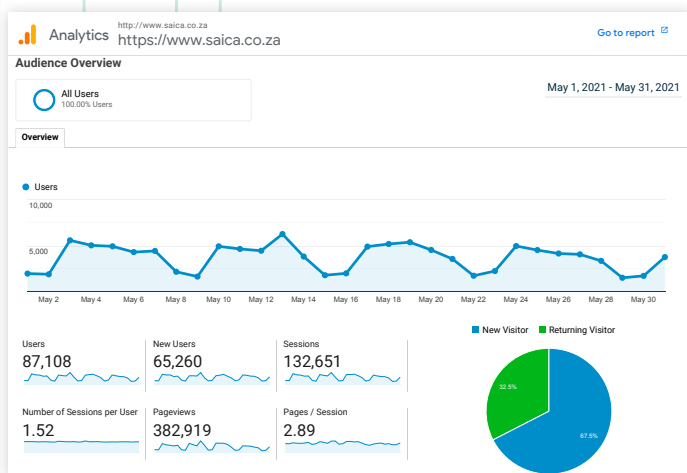
There are also sections on related organisations, useful links and SAICA's business partnerships with other organisations. This site receives on average more than 350 000 page views per month.

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

<https://www.saica.org.za/>

## SAICA HOME PAGE AND CONTENT PAGES

Rates from R250 CPM(excl. VAT and include agency commission)

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

BANNER	BANNER SIZE	PRICE
MAIN BANNER	250px Wide X 250px High	CPM R350
SECOND BANNER	160px Wide X 600px High	CPM R300
THIRD BANNER	200px Wide X 200px High	CPM R250
BOTTOM BANNER	728px Wide X 90px High	CPM R200

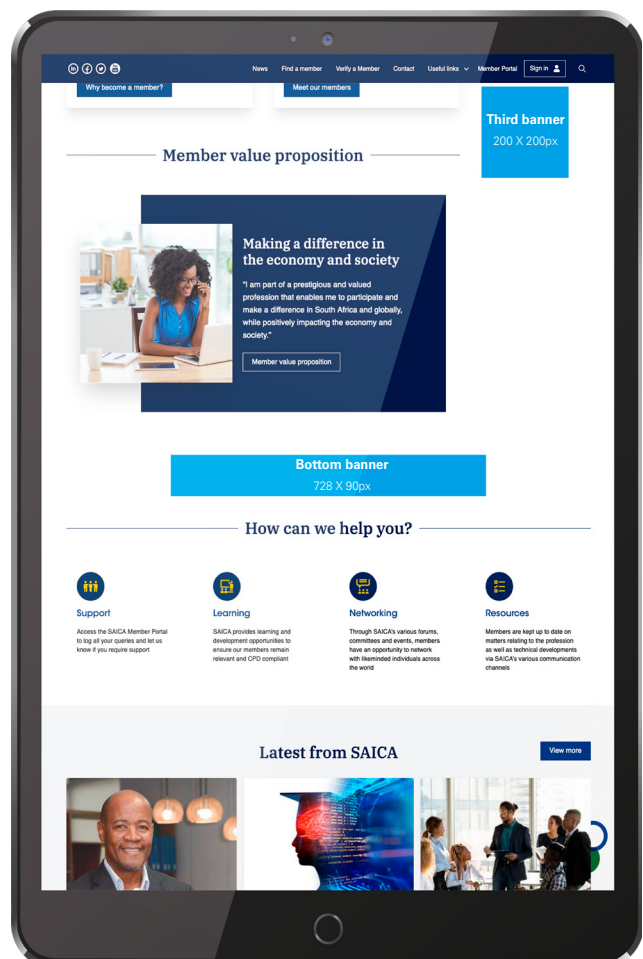
**Banner advert positions:** Your advert will be displayed on the home page and content pages to give maximum exposure

## SPECIFICATIONS:

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

## DEADLINE DATES:

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



# 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: 12<sup>th</sup> day of preceding Issue month (or closest date thereof)
- Artwork Due Dates: 19<sup>th</sup> 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><b>COVER A / B</b></p>	<p><b>A: Outside back B: Inside front / back</b> 297h x 210w mm (bleed 304h x 214w mm)</p>	<p><b>C</b></p>	<p><b>C: Full page</b> 280h x 210w mm (bleed 290h x 220w mm)</p>	<p><b>D</b></p>	<p><b>D: 1/2 up</b> 259,6h x 85,5w mm</p>	<p><b>D</b></p>	<p><b>D: 1/2 across</b> 123,3h x 184w mm</p>
<p><b>E</b></p>	<p><b>E: 1/3 across</b> 77,8h x 184w mm</p>	<p><b>F</b></p>	<p><b>F: 1/4 up</b> 123,3h x 85,5w mm</p>	<p><b>G</b></p>	<p><b>G: 1/4 across</b> 55,1h x 184w mm</p>	<p><b>H</b></p>	<p><b>H: 1/8 across</b> 55,1h x 85,5w mm</p>

# ASA DIGI-MAG

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

## 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	R29 100	R26 500	R25 000	R23 300	R21 700
FPFC (C)	R17 500	R16 500	R14 300	R13 250	R11 700
HALF PAGE (D)	R11 700	R10 500	R 9 300	R 8 000	R 7 500
THIRD PAGE (E)	R 9 300	R 8 700	R 7 400	R 6 700	R 6 400
QUARTER PAGE (F)	R 5 800	R 5 300	R 4 800	R 4 600	R 4 100
STRIP (G)	R 4 700	R 4 000	R 3 700	R 3 500	R 3 200
CORNER (H)	R 3 500	R 3 200	R 2 900	R 2 500	R 2 300
VIDEO	R11 700	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 200 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 2022 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](mailto:lynng@saica.co.za) or [gerindae@saica.co.za](mailto:gerindae@saica.co.za)

ISSUE	SPECIAL REPORT	EDITORIAL DEADLINE
FEBRUARY	Business in a post COVID world/ making sense of the whole new world of hybrid work/ Overcoming the physical, emotional, and financial impact of lockdown/ Mental wellness	29 NOVEMBER
MARCH	How to lead in the new normal / Strategy/ Leadership	21 JANUARY
APRIL	Entrepreneurship and Innovation	18 FEBRUARY
MAY	Skills for the future/Education/Training	18 MARCH
JUNE	A focus on the public sector of SA	22 APRIL
JULY	The future of money/ Blockchain, crypto currencies, NFTs, etc	20 MAY
AUGUST	Inspirational Women	20 JUNE
SEPTEMBER	Audit Reform	21 JULY
OCTOBER	Ethics	19 AUGUST
NOVEMBER	CAs(SA) as agents of change/How can the profession shape the future	22 SEPTEMBER
DEC 2022 /JAN 2023	Holistic wellness	21 OCTOBER
FEBRUARY 2023	TBC	21 NOVEMBER

## OTHER THEMES THAT FEATURE PER ISSUE

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

# ACCOUNTANCY SA WEBSITE

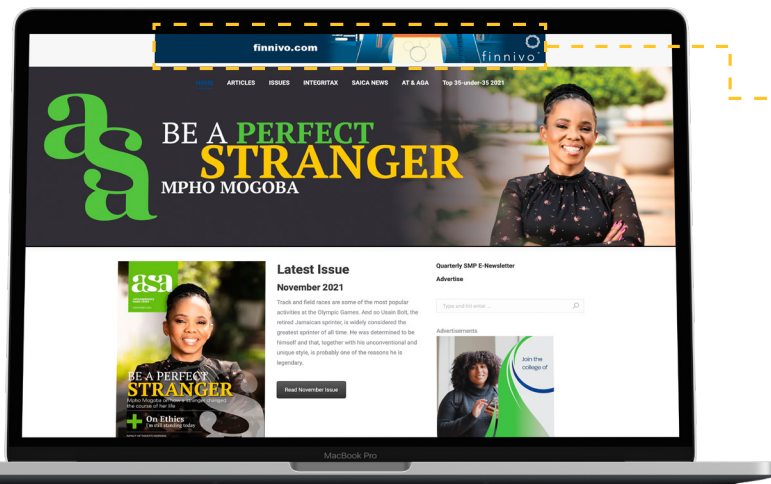
www.accountancysa.org.za

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 **70 000** page views and **20 000** users per month.



MAIN BANNER

MAIN HEAD BANNER  
1020px Wide X 85px High



SIDE 1 BANNER

SIDE 1 BANNER  
300px Wide X  
330px High

SIDE 2 BANNER

SIDE 1 BANNER  
300px Wide X  
330px High

# ACCOUNTANCY SA WEBSITE

[www.accountancysa.org.za](http://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 700	R11 500	R10 200	R8 900
SIDE 1	300px Wide X 330px High	R 7 600	R 7 000	R6 400	R5 700
SIDE 2	300px Wide X 330px High	R 6 400	R 5 700	R5 100	R4 500

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

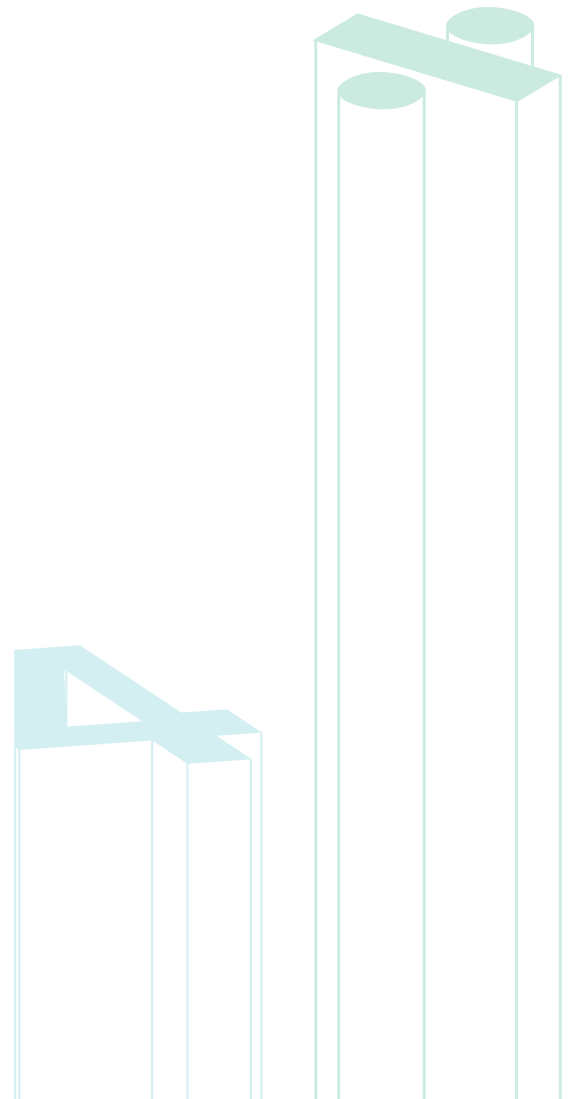
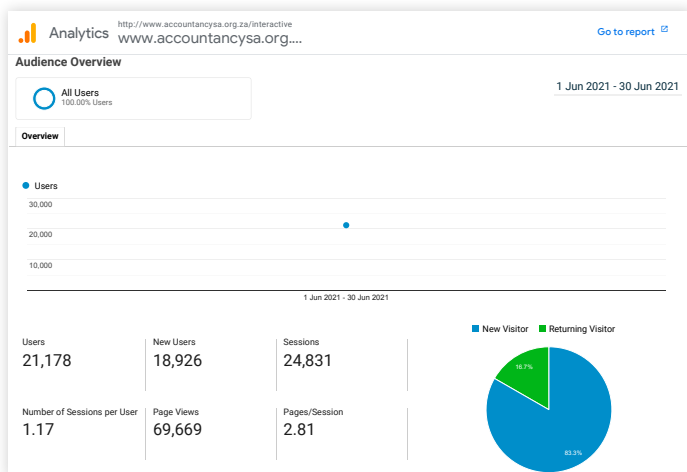
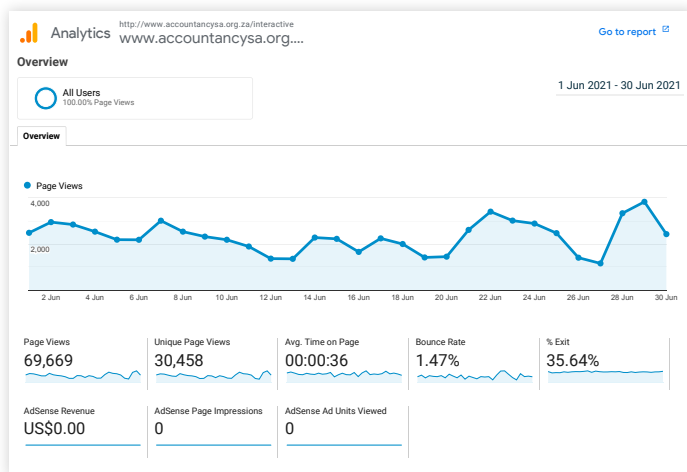
## SPECIFICATIONS:

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

## DEADLINE DATES:

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

## ASA WEBSITE STATS



# 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:** R14 000 (excludes VAT and includes agency commission).  
**Loading Fee:** Top position 15%.

## SIDE 1 BANNER

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

## SIDE 2 BANNER

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

## CA WORLD NEWSLETTER SCHEDULE

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

### 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.



# 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.

The show is compiled every second month in which we share valuable, relevant information and updates on SAICA's initiatives and successes.

View our Episodes by clicking [Here](#)

The news show is broadcasted every last Friday of the month and has an average of 7000 viewers per month



## **DISTRIBUTION:**

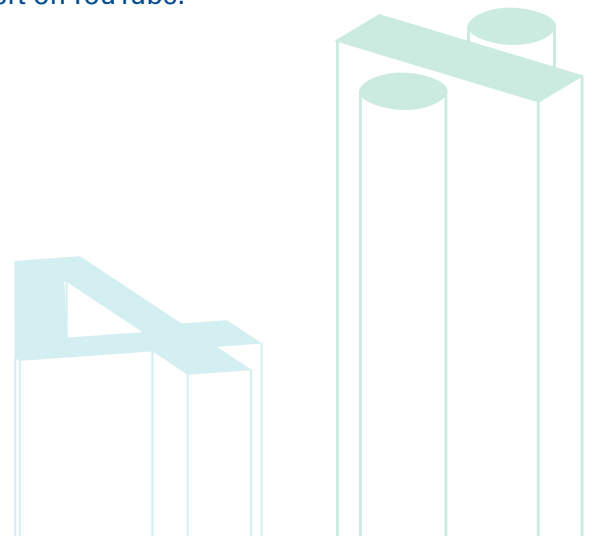
- It lives on the [site](#) and is also published to the SAICA YouTube page
- It gets livestreamed on the SAICA Facebook page
- It also has its own newsletter with links to the episodes

## **ADVERTISING:**

- One advert per episode (each show has between 4 - 6 episodes).
- 15 seconds video advert at the start of the programme R15 000 (includes agency comm ex VAT)
- 15 seconds advert somewhere during the show R17 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.



# 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 R1,100 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: R85 per word

Normal: R60 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