

TWENTY23

SAICA MEDIA RATECARD



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

 | SAICA
DIFFERENCE MAKERS™

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,

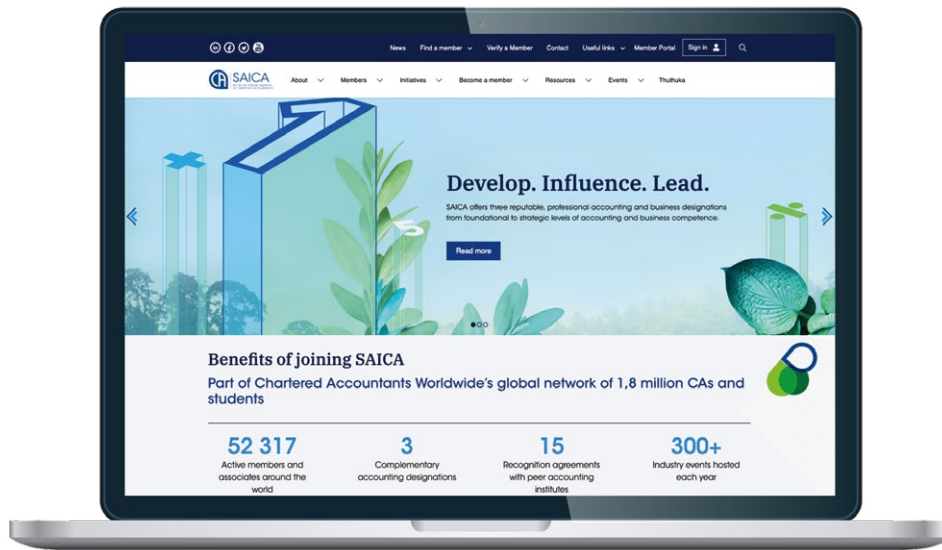
SAICA press releases, exclusive member services, as well as access to specific constituencies such as

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

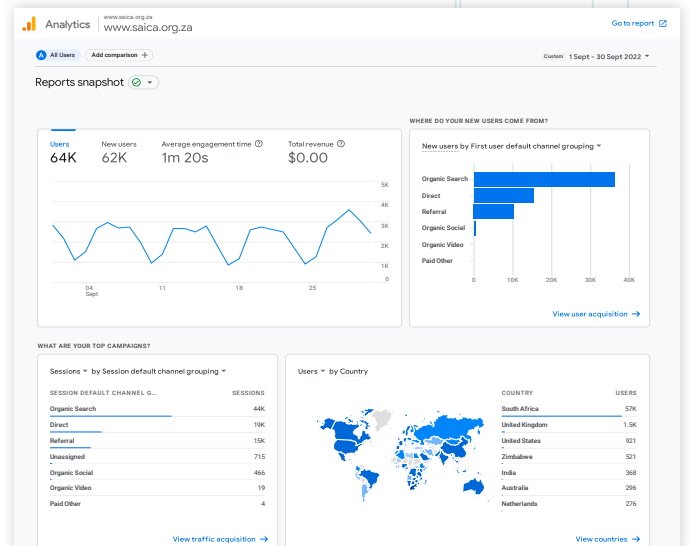
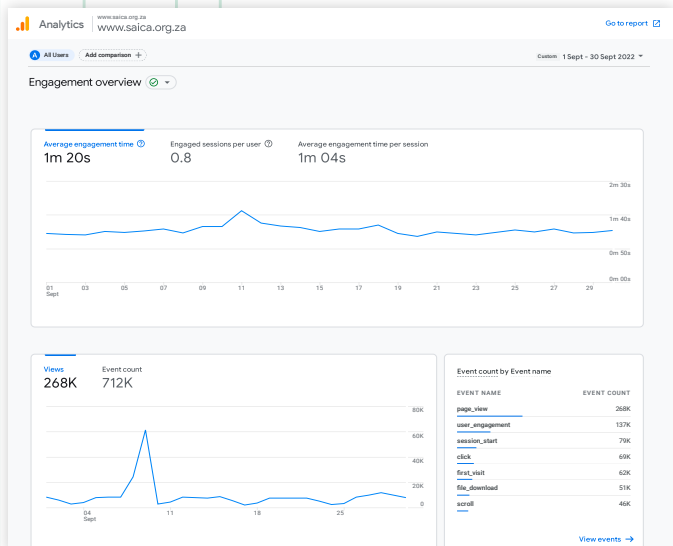
There are also sections on related organisations, useful links and SAICA's business partnerships with other organisations. This site receives on average more than 250 000 page views per month.

AGE PROFILE	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

www.saica.org.za

SAICA HOME PAGE

Rates from R220 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 R370
SECOND BANNER	160px Wide X 600px High	CPM R320
THIRD BANNER	200px Wide X 200px High	CPM R270
BOTTOM BANNER	728px Wide X 90px High	CPM R220

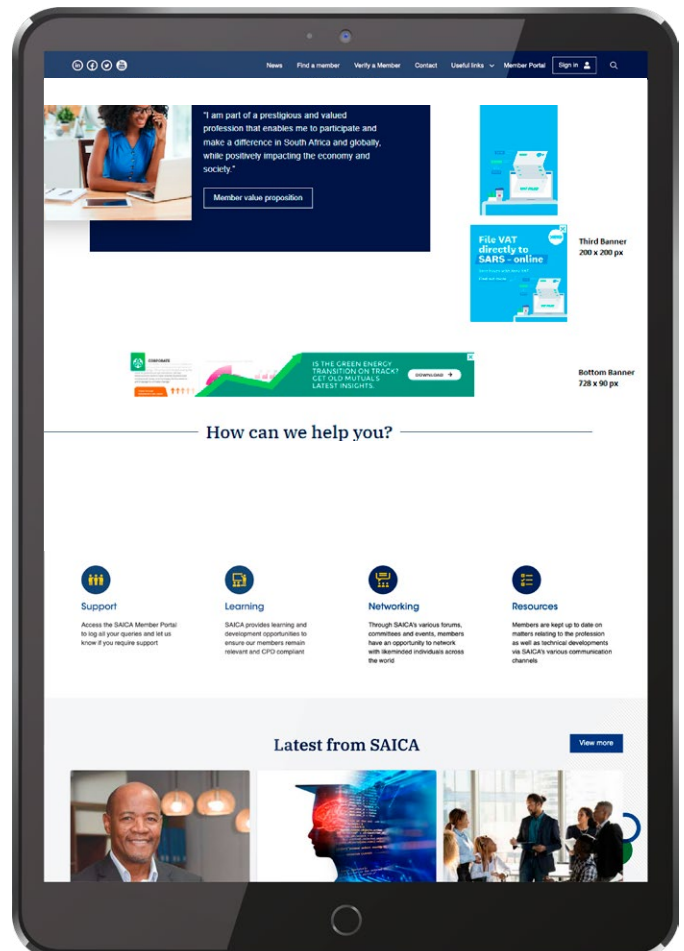
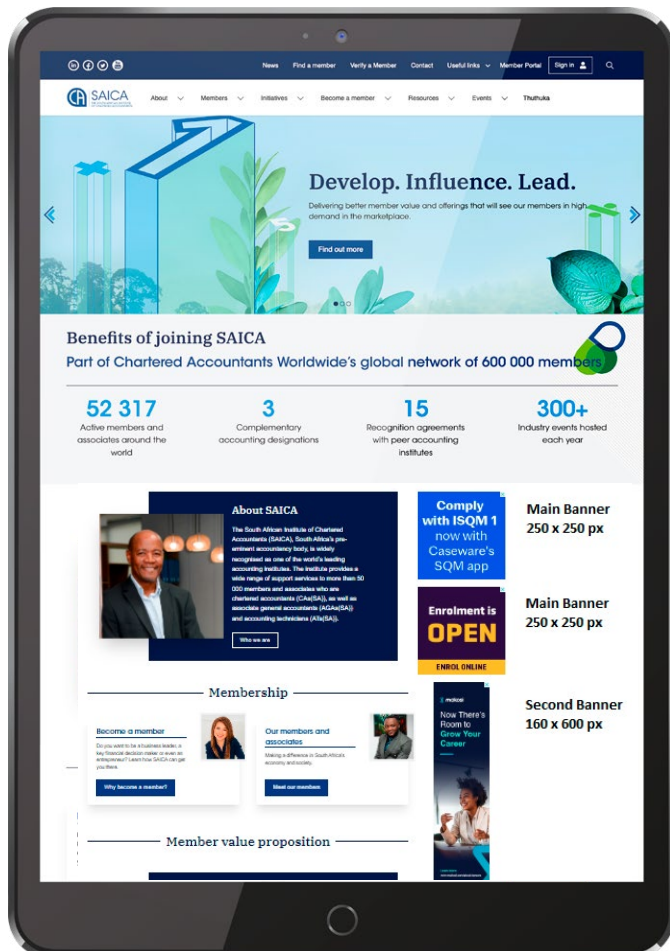
Banner advert positions: Your advert will be displayed on the home page and content pages to give maximum exposure.

SPECIFICATIONS:

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

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).



ASA DIGI-MAG

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



REASONS TO ADVERTISE IN ASA:

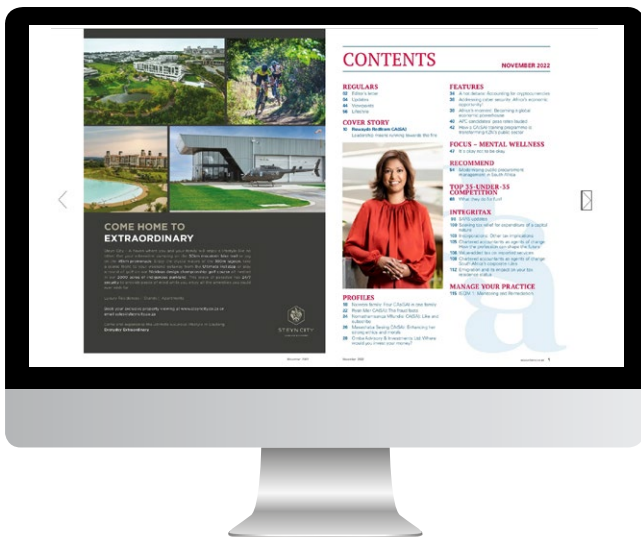
1. Our audience forms one of the most lucrative market segments in South Africa. They often have remuneration packages in excess of R1.5 million per annum, which gives them an LSM10.
2. That's not only where their wealth lies: 72% also own unit trusts, 38% own them off shore and 21% have more than one 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 57 593 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.



**COVER
A / B**

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



C

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



D

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



D

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



E

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



F

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



G

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



H

**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	R30 800	R28 000	R26 500	R24 700	R23 000
FPFC (C)	R18 500	R17 500	R15 200	R12 900	R12 500
HALF PAGE (D)	R12 500	R11 100	R 9 900	R 8 500	R 7 900
THIRD PAGE (E)	R 9 800	R 9 200	R 7 800	R 7 100	R 6 800
QUARTER PAGE (F)	R 6 100	R 5 600	R 5 100	R 4 900	R 4 300
STRIP (G)	R 5 000	R 4 200	R 3 900	R 3 700	R 3 400
CORNER (H)	R 3 700	R 3 400	R 3 100	R 2 700	R 2 400
VIDEO	R12 500	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

Rate: R3 400 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 2023 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	Trends in the workplace/ finance/ investments/hybrid working	29 NOVEMBER
MARCH	Strategy/ Leadership/ Mentorship	20 JANUARY
APRIL	Entrepreneurship/ Innovation/ Funding	17 FEBRUARY
MAY	Skills for the future/Education/Training/The future of audit	17 MARCH
JUNE	A focus on the public sector of SA	21 APRIL
JULY	The future of money/ Blockchain, crypto currencies, NFTs, Investing	19 MAY
AUGUST	Inspirational Women (World Entrepreneurs' Day -21 August)	20 JUNE
SEPTEMBER	Audit Reform	21 JULY
OCTOBER	Ethics (Mental Wellness Day 10 October)	18 AUGUST
NOVEMBER	CAs(SA) as agents of change/How can the profession shape the future/The future of audit	22 SEPTEMBER
DEC 23 /JAN 24	Holistic wellness	21 OCTOBER
FEBRUARY 2024	TBC	21 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

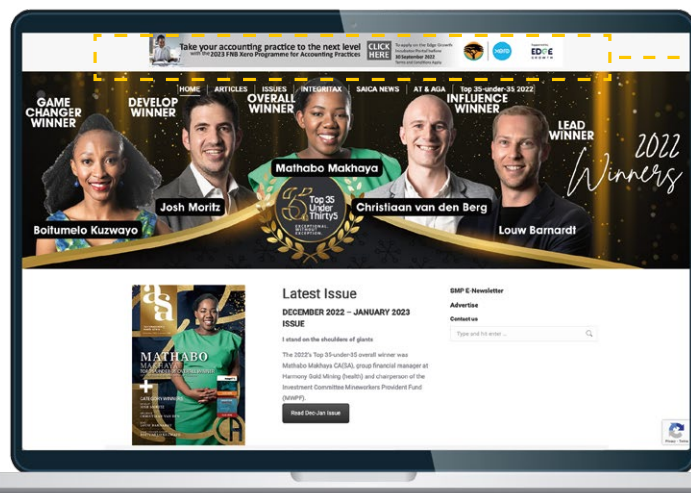
www.accountancysa.org.za

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:

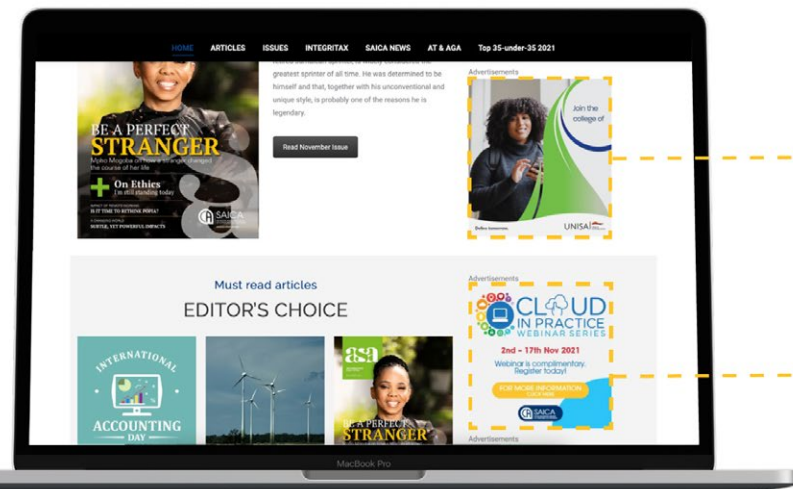
- 75% of Chief Financial Officers of the JSE top 200 are CAs(SA)
- 32% of Directors of the JSE top 200 are CAs(SA)
- 32% of Chief Executive Officers of JSE top 40 are CAs(SA)
- JSE top 40 companies where the CEOs are CAs(SA) financially outperform those that are not headed by CAs(SA)

This site averages **70 000** page views and **30 000** 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

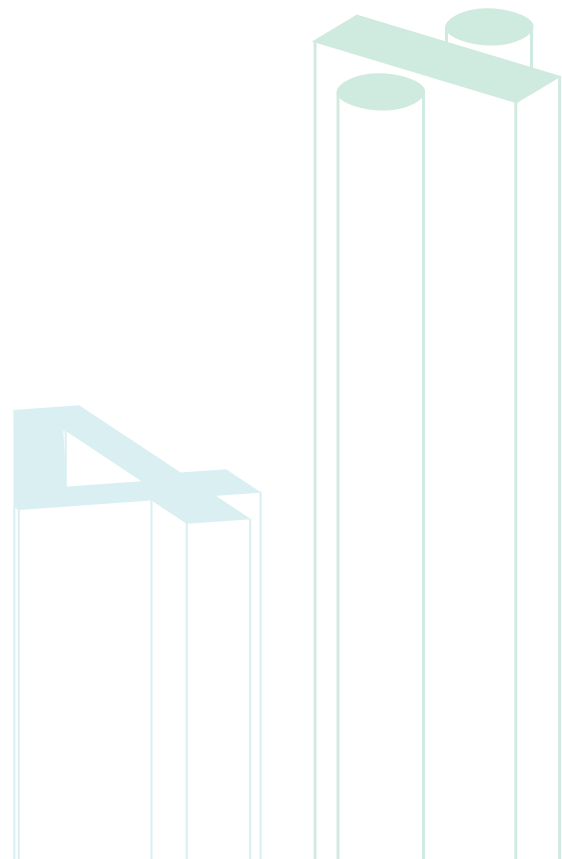
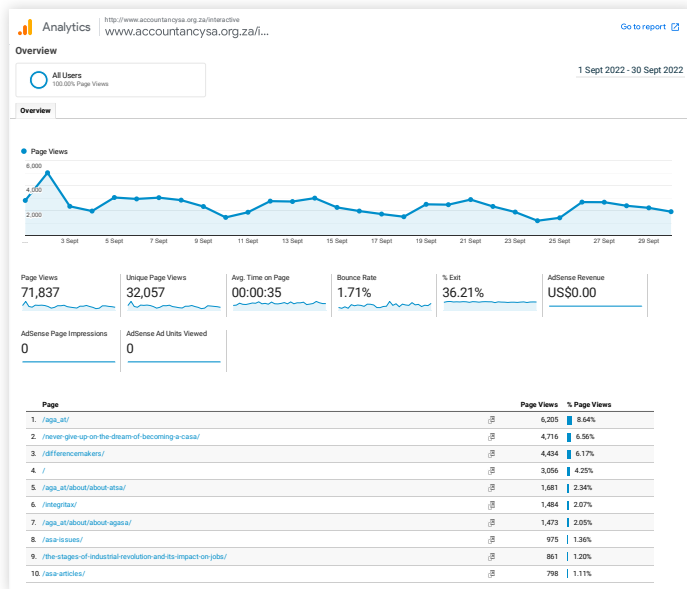
ASA HOMEPAGE

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	R13 500	R12 200	R10 800	R9 400
SIDE 1	300px Wide X 330px High	R 8 100	R 7 400	R6 800	R6 000
SIDE 2	300px Wide X 330px High	R 6 800	R 6 000	R5 400	R4 800

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

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 800 (excludes VAT).
Loading Fee: Top position 15%.

CA WORLD NEWSLETTER SCHEDULE

ISSUE MONTH	DATE OF FLIGHTING
FEBRUARY	03-FEBRUARY
MARCH	03-MARCH
APRIL	06-APRIL
MAY	05-MAY
JUNE	02-JUNE
JULY	07-JULY
AUGUST	04-AUGUST
SEPTEMBER	01-SEPTEMBER
OCTOBER	06-OCTOBER
NOVEMBER	03-NOVEMBER
DECEMBER	01-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 BANNERS
 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 R1,200 per listing for 2 weeks.

Rates (exclude VAT).

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: R90 per word

Normal: R65 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