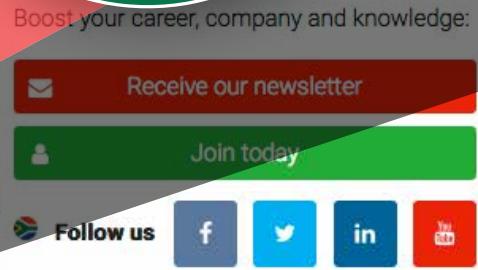
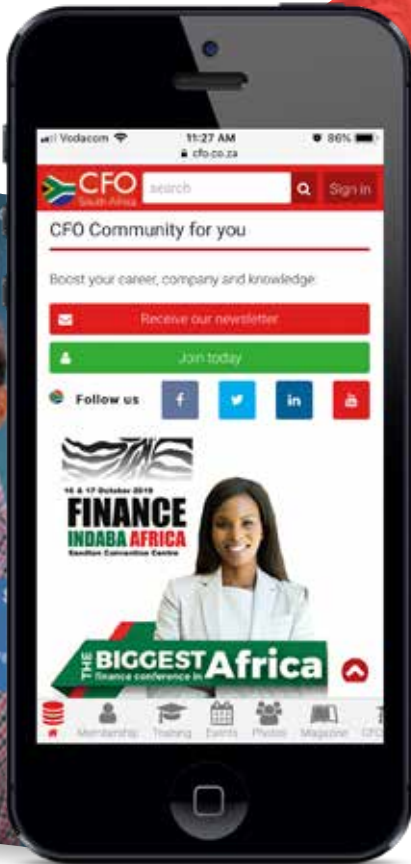


CFO PRINT AND DIGITAL RATE CARD 2020

REACH 1000s OF CFOs AND FINANCE LEADERS



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 2020 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 2020	6 December 2019	7 February 2020
Edition 2 2020	6 March 2020	22 April 2020
Edition 3 2020	12 June 2020	27 July 2020
Edition 4 2020	21 August 2020	5 October 2020

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.

51,000+ Social Media Followers:



Contact Tamara Bell
tbell@cfo.co.za | 060 997 0802
CFO.co.za

CFO PARTNERSHIP 2020 OPTIONS

Event	Benefits	Associate	Executive	Principal	Principal per event
CFO Dinner	Dine with 8 CFOs	-	-	1	R150 000
Finance meets HR	VIP invites	1	2	4	R165 000
	5-minute talk	-	-	1	
	Branding	Associate	Executive	Principal	
Cape Town Summit	VIP invites	1	2	4	R165 000
	5-minute talk	-	-	1	
	Branding	Associate	Executive	Principal	
CFO Awards	VIP invites	2	2	4	R300 000
	Tables	-	1	2	
	Awards	-	-	1	
CFO Women's Dinner	Branding	Associate	Executive	Principal	
	VIP invites	-	1+1	2	R150 000
	5-minute talk	-	-	1	
CFO Day	Branding	-	Yes	Yes	
	VIP invites	1	2	4	R300 000
	Sessions	-	1	2	
CFO Magazine	Branding	Associate	Executive	Principal	
	3-page interview	1	1	4	R280 000
	Advert	-	1	4	R120 000
CFO.co.za	Company page	Yes	Yes	Yes	
	Press releases	4	10	Unlimited	
	Expert insights	-	2	12	R240 000
		R100 000	R500 000	R1 500 000	R1 870 000

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:

John Deane
082 570 9482
jdeane@cfo.co.za

CFO SOUTH AFRICA PARTNERS:

