

BOARDROOM



MAGAZINE FOR CHARTERED SECRETARIES SOUTHERN AFRICA

Boardroom is the official journal of Chartered Secretaries — Southern Africa and its associated and subsidiary institutes.

The BoardRoom magazine goes to members and students of Chartered Secretaries Southern Africa.

It contains news of developments in Corporate Governance, Accountancy, Corporate Secretaryship and Business Management as well as Institute news. Readers are decision makers such as Chairmen, Financial Directors, Managers, Accountants, Financial Managers, Company Secretaries, Accounting Officers, Managing Directors, Asset Managers, Administration Managers and others, predominantly in South Africa with a disbursement in Swaziland, Lesotho, Botswana and Namibia. It is worth noting that BoardRoom also goes to the Company Secretaries of all the companies listed on The Johannesburg Stock Exchange.

Over 700 members run their own accounting practices and as such act as consultants to their clients. Areas of consultation are mainly corporate governance, corporate law, accounting, finance and management.

ADVERTISING RATES 2017

| | 1 issue R | 2-4 issues R | Material Specs (Width x Height) | Bleed (5mm) |
|----------------|--------------|-----------------|------------------------------------|-------------|
| Full page (A4) | 14 450 | 12 650 | 210mm x 297mm | 220 x 307mm |
| DPS | 22 750 | 19 700 | 420mm x 297mm | 430 x 307mm |
| 1/2 page (H) | 7 850 | 7 000 | 180mm x 120mm | Float |
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Decision makers – these influential people also have affluent life styles.

| JOB TITLES OF READERS | % |
|-----------------------|------|
| Chairman | 6 % |
| Financial Director | 18 % |
| Manager | 16 % |
| Accountant | 13 % |
| Financial manager | 12 % |
| Company Secretary | 9 % |
| Accounting Officer | 8 % |
| Managing Director | 8 % |
| Asset Manager | 2 % |
| Admin Manager | 3 % |
| Other | 5 % |

PRIME POSITIONS

| | | |
|--------------------|------------------|--------|
| Inside Front Cover | 16 000 | 14 325 |
| Inside Back Cover | 17 000 | 14 750 |
| Outside Back Cover | 18 000 | 16 000 |
| Inserts | R2.25 per insert | |

The above rates include agency commission, exclude Vat and are per insertion.

MATERIAL:

An encapsulated Tiff, PDF file or an EPS file with 5mm bleed – all fonts and pictures embedded with a minimum of 300 dpi in CMYK format. Pictures taken from the web are not suitable. Supply material on CD or via e-mail to sparkles@eaglepub.co.za.

CIRCULATION 5 000

FREQUENCY Quarterly

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Published by The Eagle Publishing Company
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E-mail: sparkles@eaglepub.co.za
www.eaglepub.co.za