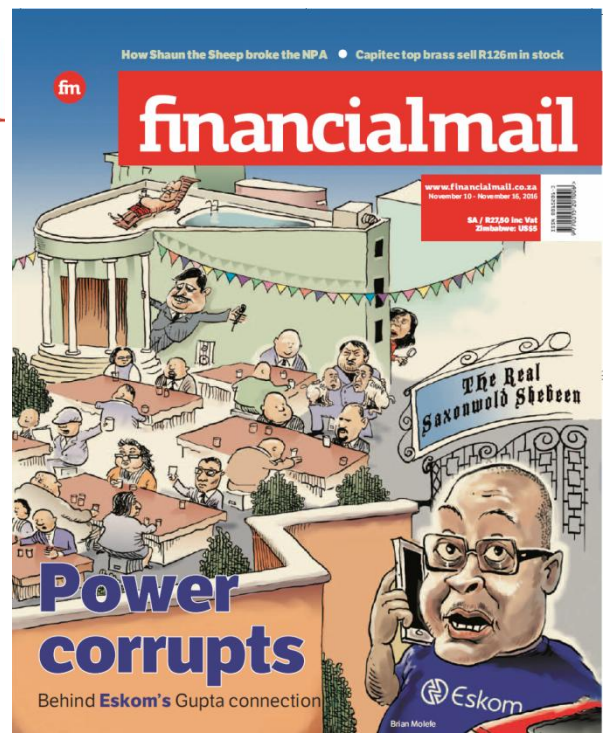


Financial Mail



Product Overview

The Financial Mail reaches SA's most important decision makers with essential weekly news and analysis. The FM's journalists are leaders in their fields and provide insights that are critical to effective decision making. The Financial Mail is the definitive source of news, analysis and debate for strategically minded people in the SA business world. It offers the most comprehensive weekly coverage of investment, business, political and social trends.

- **Readership:** 112,000
- **Circulation:** 13,319
- **Advertising Rates:** R66,700.00 (FP FC) – CPT of R595.54
- **Online Traffic:** 265,961 unique browsers and 717,780 page impressions
<http://www.financialmail.co.za/>
- **Demographics:**
 - Average household income – R33,285
 - Average Age – 42
 - Three in four readers are in LSM 8-10
 - Three in four readers have post matric qualifications
 - 97% are financial / investment decision makers for the household

Psychographics: The Financial Mail is read by SA's decision makers in the private as well as the public sectors. These are top earners who are educated and discerning readers and consumers. They are in powerful positions and able to influence agendas and events. They are the sort of consumers that most advertisers would love to reach.

Annals: The Financial Mail also has a comprehensive series of annuals, special editions and projects to cater to specific needs. Among these are: Top Companies, Property Handbook, Green Report, Infrastructure, Little Black Book and Adfocus. As the leading business magazine in SA, the FM has the ability to create new publications and special editions. The FM's editorial department has a special section dedicated to developing innovative publishing ideas and delivering separate publications or special reports.

SOURCE: AMPS 2015AB, ABC Jul-Sep 2016, Effective Measure Stats October 2016

For rates go to www.TMAdroom.co.za