

DIRECTORSHIP

Better directors. Better boards. Better Business.



INSTITUTE OF DIRECTORS
SOUTHERN AFRICA

Media Packs 2017

Magazine Profile

For board-level executives, *DIRECTORSHIP* is South Africa's leading quarterly magazine. Packed with informative features, considered an essential read for company directors, the magazine reflects the real issues and interests of this influential group. While maintaining editorial independence, under respected journalist and broadcaster, Jeremy Maggs, the official publication of the Institute of Directors in Southern Africa (IoDSA) ensures an inspiring, essential business read with a loyal readership.

What does the magazine contain?

Each issue features stories covering the main items on the agenda of a modern director; Strategy, leadership, risk management, corporate governance, business sustainability, finance, SMEs, legal, sales and marketing and the public sector. In addition, *DIRECTORSHIP* regularly covers BEE, small business and issues related to the induction and training of new board members, as well as profiles of IoDSA members, many of whom are South Africa's business leaders.

What differentiates the magazine in the market?

DIRECTORSHIP is a focused magazine reaching members of the IoDSA who are committed leaders of South African business.

There is no better, faster or more effective route to reaching the people that matter – decision-makers at board level.

Cut out the middlemen and take your message directly to the Board!

Who does the magazine reach?

Active members of the IoDSA have *DIRECTORSHIP* delivered to their desk every quarter. The magazine is also available online via the IoDSA website.

The readers are widely representative of commerce, industry, government and the business professions, being Directors of the largest public companies to the smallest private enterprises.

2017 Rates, Dimensions & Production data

Advert rates per insertion	Dimensions	1 Insertion	2 Insertions	4 Insertions
Quarter page – vertical	135mm x 105mm	R4,150	R3,950	R3,750
Quarter page – horizontal	70mm x 210mm	R4,150	R3,950	R3,750
Third page – vertical	270mm x 70mm	R5,150	R4,950	R4,695
Third page – horizontal	95mm x 210mm	R5,150	R4,950	R4,695
Half page – vertical	270mm x 105mm	R7,250	R6,850	R6,625
Half page – horizontal	135mm x 210mm	R7,250	R6,850	R6,625
Full page	270mm x 210mm	R13,450	R12,850	R12,250
Double page spread	270mm x 420mm	R23,650	R22,550	R21,050
Special positions:				
Inside front page	270mm x 210mm	R14,650	R13,850	R13,225
Inside back page	270mm x 210mm	R14,650	R13,850	R13,225
Outside back page	270mm x 210mm	R16,750	R15,925	R15,125
Loose leaf insert	-	R11,250	-	-

Special positions are available on request

Frequency

Quarterly: January, April, July, October

Circulation

Print run: 8650

Magazine specs

Size: 270mm x 210mm
Saddle stitched

Material Specifications:

- Printed optimised high-resolution (300dpi) pdf and colour proof
- All fonts are to be embedded in the PDF
- Include 5mm bleed on all sides
- Make-up of material upon request (Please add 10% design fee)

Deadlines:

Booking deadline – Four weeks prior to publication
Material deadline – Three weeks prior to publication

Terms and conditions:

Unless other credit terms have been agreed, 50% deposit is required on signed order form • The remaining 50% is due upon publication
Rates are valid from 01 January - 31 December 2017 • Rates include agency commission and exclude VAT • Insert rates available on request • No waiver, variation or cancellation between the parties is accepted unless signed by both parties 30 days prior to print.

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