



E-BUSINESS RATE CARD

RATE CARD 2011

YOUR TARGET MARKET

Be the industry specialist to key decision makers by participating in the FM Essentials online content marketing and business referral system. FM Essentials readers are superior decision-makers and business information seekers with considerable disposable income in the sought-after LSM 8-10 market segment.

We can tailor-make your communication to assist your business in establishing a relationship with this prosperous market. With eBusiness you will be able to track the response rate, see measurable results and add to your customer database.

Income:

AMPS 2010BA
R20 000+ Household income bracket:
Average Household Income = R30,625
Average Personal Income = R20,488
SABRE 2010
Average Household Income = R45,169
Average Personal Income = R28,603
LSM: 53.3% are in LSM 8, 9 and 10

FINANCIAL MAIL READER PROFILE

Corporate high flyers, CEOs, decision makers, top government officials and academia. LSM 8-10.

INVESTOR CONFIDENCE

Financial Mail is referred to and relied on by 97% of the core investment community for news and information on listed companies. It is therefore an ideal platform for you to reach your prospective clients as well as a portfolio of investors who are seeking to invest in companies offering the best environmental solutions and products.

SPECIALISED E-BUSINESS PROFILE

A web profile on FM Essentials will be a search engine optimised (SEO) business profile of your company including:

- Company Identity
- Full business contact details including social media
- Information on your business services, expertise and industry relations
- All information is search engine optimised

PRESS ROOM

The benefit of the press room is a constant communication platform on special events, competitions, new company developments, mergers and acquisitions, BEE status, accolades and awards and social responsibility programs.

ONLINE E-MARKETING CAMPAIGNS

As a FM Essentials Preferred Supplier, your establishment will feature in the quarterly e-marketing campaigns giving you the opportunity to continuously communicate your services and products to decision makers. The e-marketing campaigns offers you a constant communication platform to your target market.

The e-marketing campaigns is sent to strategically selected channels which varies with every distribution.

Domestic Readers

- FM Essentials Database of Corporate Readers
- 2 000 Members of the Johannesburg Chamber of Commerce
- 5 000 Members of the Western Cape Chamber of Commerce
- 3 500 Members of the Durban Chamber of Commerce
- Members of the British Chamber of Commerce
- 950 Members of the PE Chamber of Commerce
- SA Insurance Association (SAIA)
- The Top 1 500 listed companies in South Africa
- Strategically selected reader databases

INVESTMENT COSTS

Quarterly online campaigns plus e-business profile and press roomR7 000 ex vat
Business profile plus press room for 12 monthsR4 000 ex vat
Interactive E-mailer Campaign (Exclusivity)R9 000 ex vat

PUBLISHER
Cold Press Media (Pty) Limited
HEAD OFFICE: CAPE TOWN:
Tel: 021 422 1156 Fax: 021 424 7282
Suite 405, Buitenklouf Studios, 8 Kloof Street,
Gardens, Cape Town

