

Rate Card 2021

irfa talk



The Institute of Retirement Funds Africa (IRFA) is a non-political body which represents and promotes the interests of the retirement industry in Africa, to the ultimate benefit of the members of retirement funds. The most important function of the IRFA is to represent the retirement industry in negotiations with government authorities and the Financial Sector Conduct Authority (FSCA), which would include commenting on legislation and tax matters affecting retirement funds/pensioners, etc.

Why advertise with irfa talk?

- IRFA Talk is a quarterly that will keep you updated on financial, retirement, investment, and industry-related news.
- It's available to members of the IRFA at a cost of R280 per annum and for non-members at a cost of R380 per annum.
- 400 printed copies are distributed to subscribers.
- A digital version of the magazine is available on <http://mikatekmedia.co.za/our-work/>

2021 Dates:

- March Conference issue
- June issue
- September issue
- November Conference issue

Material Requirements

- Material to be supplied in PDF format.
- CMYK colour and high-res 300 dpi.
- A digital colour proof of the same ad is to be supplied for colour purposes. If colour proof is not supplied the printer/publisher will not accept responsibility for the colour validity of the printed result.

Material Delivery

- Yonga Balfour: 021 013 0419
- Yonga.balfour@mikatekmedia.co.za

Advertising Rates

Regular Positions

Full page	R 15 000
Double page spread (DPS)	R 27 000
Half page	R 9 000

Premium Positions

Outside back cover	R 18 000
Inside back cover	R 16 500
Inside front cover	R 17 250
Inside front cover DPS	R 32 250

Special Discounts

2-3 issues	10%
4 issues	20%

Artwork Specifications

(mm) Height x Width:

Full page
Trim: 276 x 210
Type: 256 x 190
Bleed: 5mm all round



DPS
Supply two single pages.



Inside front cover DPS
Supply two single pages.

Half page horizontal
Trim: 138 x 210
Bleed: 5mm all round



Half page vertical
Trim: 276 x 105
Bleed: 5mm all round



For advertising sales contact

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