

# Profile's UNIT TRUSTS & Collective Investments

*Profile's Unit Trusts and Collective Investments Handbook* is widely used by a quality audience and its success has been attributed to its accuracy, comprehensiveness and independent status.

It is a comprehensive source of information that provides:

- Chapters on understanding unit trusts • A chapter with fund manager interviews • Domestic and offshore management company details • Fund details such as charges and commissions, asset allocation, portfolio managers, minimum investment amounts and much more • Domestic and offshore performance figure tables • Linked investment services

**With all of this in one handy volume, it is no wonder that most financial intermediaries regard the handbook as an essential reference.**

### User profile

- Financial intermediaries and their clients
- Investors
- High net worth individuals

### Benefits

- Ideal vehicle to reach a quality audience
- Referred to regularly by several readers per copy, thus repeat exposure to advertisers

### Distribution

- Financial Planning Institute members and students
- Private investors
- Leading bookstores

<b>Average Print Run</b>	6 000	
<b>Frequency</b>	Bi-Annual (March and September each year)	
<b>Cover Price</b>	R295.00 (Incl. Vat)	
<b>Deadlines</b>	<b>March</b>	<b>September</b>
Booking deadline	31 January	1 August
Material deadline	12 February	12 August
<b>Page Specifications</b> (width then height - Vertical)		
<b>Trim:</b> 166x240mm	<b>Type:</b> 150x225mm	<b>Bleed:</b> 172x246mm (3mm)
<b>Material Specifications</b>	Press-ready PDF file [CMYK - min 300dpi - All fonts embedded or converted to curves]	

## Advertising Rates

Full page full colour (front section)	30 160
Cover strap plus colour page (front section)	78 200
Bookmark (colour)	71 400
Divider – Hard board (Limited positions)	67 650
Spine plus colour page	78 200
Inside front cover	36 000
Inside back cover	32 150
Outside back cover	41 630
Two facing pages (DPS)	41 630
Company Focus (4 x Full colour pages)	32 500

*Please note that all rates quoted exclude Vat and include agency commission.  
All rate are in South African Rands and effective from January 2014*



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