

2009 ADVERTISING AND BOOKING INFORMATION

TAXtalk



INTRODUCTION TO TAXtalk

Being informed about vital tax updates and latest tax development at SARS is of critical importance to anyone working within the tax field. TAXtalk is a clean, professional magazine with insightful articles and a lively flavour... perfect for an after-dinner or between-meetings read.

"...is the first South African tax magazine that deals exclusively with tax issues for the South African market."

TAXtalk distills highly technical tax information into a comprehensive format that even the average person is able to understand. By cutting through tax jargon, TAXtalk offers its business readers a streamlined read that gets to the point without having to decipher the mystifying complexities of tax.

DISTRIBUTION & CIRCULATION

Distributed Nationally, TAXtalk is distributed to 4000 recipients every two months. It is also distributed to delegates at tax workshops, seminars and symposiums – 15,000 annually. TAXtalk is the appointed journal of the SAIT (The South African Institute of Tax Practitioners) and provides the magazine to all SAIT members. TAXtalk has a reach in excess of 16,000 readers per issue.

STRATEGIC PARTNERSHIPS



Drive your message deeper into the market... for a personalised advertising package in TAXtalk, please contact Mike or Jordan on 0861 555 COSA

THE TAXtalk READER

Is a tax practitioner, tax manager, legal professional, auditor, accountant, broker, financial advisor, senior level manager or company director.

Recognises and appreciates quality. Is the decision maker.



MATERIAL REQUIREMENTS

1. We accept print ready artwork in Adobe PDF format.
2. Please ensure all fonts are converted to paths/curves or included on CD.
3. Minimum resolution is 300dpi for all graphics.
4. Bleed: please ensure all DPS and Full Page material has 3mm bleed all round.
5. All artwork queries: nicky@comms.co.za

For ad material queries, contact Nicky Mark on 021 555 3577. Colour proofs or matchprints must be supplied with all advertisements. No liability will be accepted for print quality.



CONTACT DETAILS

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WHAT'S INSIDE?

By consistently providing unique and interesting information and insights into the world of tax, taxpayers can get to grips with the tax issues at hand. TAXtalk magazine is the first of its kind and has revolutionized the tax arena.

- A treasure trove of current tax information
- Annual tax updates
- Tax risk management and constitutional rights of taxpayers
- Specialized tax topics (i.e. the deduction of royalty payments, franchise tax, the constitutional validity of transfer pricing to name a few...)

The contributors for editorial in TAXtalk is significant considering our access to highly specialized consultants and attorneys. They assist businesses and individuals with specialist litigation services, ensure that their rights are protected in disputes with or investigations by SARS and provide legal compliance auditing services.

"... a magazine that enhances economic growth and social development as well as supporting integration into the global economy in a way that benefits all South African taxpayers."

BOOKING SCHEDULE

Issue	Deadline	Issue	Deadline
November/December '08	3 November '08	May/June '09	4 May '09
January/February '09	22 January '09	July/August '09	1 July '09
March/April '09	2 March '09	September/October '09	1 September '09

MATERIAL RATES & SPECIFICATIONS

Article Submission Requirements

1 Page Article :	450 words	Font: Tahoma or Times	Please Note: Articles must be reader friendly and free of excessive use of jargon and technical language.
1½ Page Article :	700 words	Font Size: 10	
2 Page Article :	1250 words		

Advert Type	Size	12+	6+	Single/AdHoc
Double Page Spread	297mm x 420mm	22,259.00	24,460.00	26,880.00
Outside Back Cover	210mm x 297mm	16,147.00	17,745.00	19,500.00
Inside Front Cover	210mm x 297mm	14,491.00	15,925.00	17,500.00
Full Page	210mm x 297mm	11,129.00	12,230.00	13,440.00
Half Page landscape	190mm x 140mm	7,154.00	7,862.00	8,640.00
Third Page Landscape	210mm x 100mm	4,409.00	4,845.00	5,325.00
Advertorial	210 mm x 297mm	10,080.00	10,080.00	10,080.00
Loose insert		4,950.00	4,950.00	4,950.00

Rates exclude VAT. Sponsorship opportunities and company profiles are available on request. Special items such as mailings, inserts, gatefolds and wraparounds are available, price based on exact specifications. All adverts are full colour. Accredited advertising Agency commission: 16.5%. 75% Cancellation Fee, after material deadline.