



# IRFA TALK MAGAZINE

## rate card 2018



**IRFA Talk is available to members of the Institute of Retirement Funds Africa (IRFA) at a cost of R280 per annum for IRFA members and R380 per annum for non-members. 400 printed copies are distributed to subscribers. A digital version of the magazine is also available on the IRFA website. [www.irf.org.za](http://www.irf.org.za)**

### Who are we?

From financial news and global perspectives to regulations and the latest in sustainable planning, *IRFA Talk* magazine will keep you in the now on retirement, investment and related industry news. Produced on behalf of the Institute of Retirement Funds (IRF) Africa, *IRFA Talk* reaches various decision-makers in government, the South African Revenue Services, the Financial Services Board, IRF members, service providers and other related organisations.

### About the IRFA

The Institute of Retirement Funds Africa (IRFA) is a non political body, which represents and promotes the interests of the retirement industry in Southern 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 Services Board (FSB), which would include commenting on legislation and tax matters affecting retirement funds, pensioners, etc. For more information on the IRFA or how to become a member, visit [www.irf.org.za](http://www.irf.org.za)

## FREQUENCY: QUARTERLY

## RATES & SPECIFICATIONS

### ADVERTISING RATES

#### REGULAR POSITIONS

Full page	R11 500
Double page spread (DPS)	R20 700
Half page vertical	R6 900
Half page horizontal	R6 900
Quarter block (classifieds)	R4 140

#### PREMIUM POSITIONS

Outside back cover	R14 375
Inside back cover	R12 650
Inside front cover	R13 800
Inside front cover DPS	R25 300

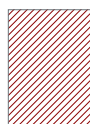
#### SPECIAL DISCOUNTS

2 – 3 INSERTIONS	10%
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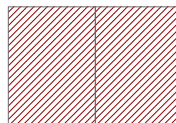
### ARTWORK SPECIFICATIONS

#### (MM) HEIGHT x WIDTH

Full page  
Trim: 280 x 210  
Type: 260 x 190  
Bleed: 290 x 220



DPS  
Supply two single pages  
Inside front cover DPS  
Supply two single pages



Half page horizontal  
Trim: 120 x 188



Half page vertical  
Trim: 280 x 105  
Bleed: 290 x 115



Quarter block  
Trim: 124 x 91.5  
Bleed 134 x 101.5



### Material Delivery

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### Material requirements

- Material to be supplied in PDF format.
- CMYK color 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.

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