

The TRIALOGUE
**SUSTAINABILITY
REVIEW**

*The quarterly review of SUSTAINABILITY
in South African business*



A review of recent trends in sustainable business

Purpose and positioning

A supplement carried in the Financial Mail providing business leaders with news, events and sustainable business trends in South Africa. *The Sustainability Review* targets business managers who are increasingly required to respond to legal obligations and societal demands, but who are not experts or practitioners in this new field. Content is topical, current and accessible. The supplement will contain 12 to 20 pages and is produced on a quarterly basis.

What will be covered

This quarterly review will provide readers of the Financial Mail with current information on sustainable business in South Africa. Each edition will include:

The quarterly update - Events of the previous quarter and their relevance to sustainable business (such as new legislation, release of codes and standards, the outcome of awards and ratings, examples of leading practice initiatives).

Sustainability in the media - Updated information on the Media Sustainability Rating (MSR) as compiled by Media Tenor and Trialogue.

Sector review - An analysis of one or more industry sectors each quarter, highlighting both local and international leading practice and providing commentary on the business impact of future developments.

Topical issues - Developments relating to one or more sustainability issues that have consequences to the world of business (e.g. The significance of the Copenhagen Conference for SA businesses; the release of King III and how this will change the governance of sustainability).

Who will this reach

The Financial Mail reaches SA's most important decision-makers with essential weekly news and analysis. Its journalists are leaders in their fields and provide insights that are critical to effective decision-making.

In addition, the magazine is read by SA's decision makers in the private as well as the public sectors. These are top earners who are educated and discerning readers and consumers. They are in powerful positions and able to influence agendas and events.

Who should participate

Companies that want to highlight examples of leading practice and inform their stakeholders of their positioning as good corporate citizens.

Service professions, industry associations and organisations offering support in the field of sustainable business development.

CIRCULATION:

26 820

(ABC April – June 2009)

READERSHIP:

231 000

(AMPS 2008 AB)

High subscriber base (67.32%)
indicates high loyalty.
Highest circulation and
readership of all business/
financial magazines in
South Africa

Triologue's Sustainability Review

Rate card

IMPORTANT DEADLINES

Issue Number			Publication Date
Issue 4	Booking deadline 4 weeks prior to publication date	Material deadline 3 weeks prior to publication date	February 2011
Issue 5			May 2011
Issue 6			August 2011
Issue 7			November 2011

PARTICIPATION OPTIONS

Description	Base Rate Excluding VAT 1 x Insertion	Base Rate Excluding VAT 2 x Insertions	Base Rate Excluding VAT 3 x Insertions	Base Rate Excluding VAT 4 x Insertions
Full Page	50 990	98 920	145 321	183 564
1/2 Page Horizontal	30 468	59 107	86 833	109 684
1/3 DPS	43 442	84 277	123 809	156 391
1/3 Page Horizontal	21 721	42 138	61 904	78 195
1/3 Page Vertical	21 721	42 138	61 904	78 195
IFC or IBC	66 115	128 263	188 427	238 014
OBC	69 325	134 490	197 576	249 570

Base Rates quoted EXCLUDE 14% VAT and include agency commission (15% for non-accredited agencies)

TECHNICAL SPECIFICATIONS

In mm	Type Area		Trim Area		Bleed Area	
	Height	Width	Height	Width	Height	Width
Full Page	255mm	190	273	210	283	220
1/2 Page Horizontal	125	190	135	210	140	220
1/3 DPS	80	400	85	420	90	430
1/3 Page Horizontal	80	190	85	210	90	220
1/3 Page Vertical	255	60	273	70	283	80

Adverts must be supplied to the exact specifications as indicated on the rate card. Any dimensions that are outside these areas will not be processed, and client will have to supply new material.

All advertising material must be supplied in digital format. All images must be scanned and imported at 300 dpi. Any enlargements on page will result in a decrease in resolution.

All black text must be set to overprint and must only reproduce on the black (K) plate i.e. Black text must not be made up of any other process colours. Minimum of 8pt can be reversed out of a colour background with a non-serif typeface.

MATERIAL MUST BE MADE UP USING CMYK PROCESS COLOURS. All material must be prepared for offset lithographic processes as per international printing standard (ISO 12647-2).

Material delivery: Final print pdf can be emailed to gmitri@trialogue.co.za or delivered with a colour proof to Triologue, Ground Floor, Block D, Aintree Office Park, Doncaster Road, Kenilworth.

Enquiries

Participation

Karen Petersen: karen@trialogue.co.za

Production

Gillian Mitri: gmitri@trialogue.co.za
082 450 1787

Tel: 021 762 1166

Fax: 021 762 3127

Web: www.trialogue.co.za

Block D, Aintree Park, Cnr Doncaster Rd and Loch Close
Kenilworth, Cape Town

