



Fin24.com has half a million readers¹, more than double its nearest competitor.

Fin24.com is SA's most read online financial publication, providing up-to-the-minute news and views on the economy, JSE-listed companies, local and world markets.

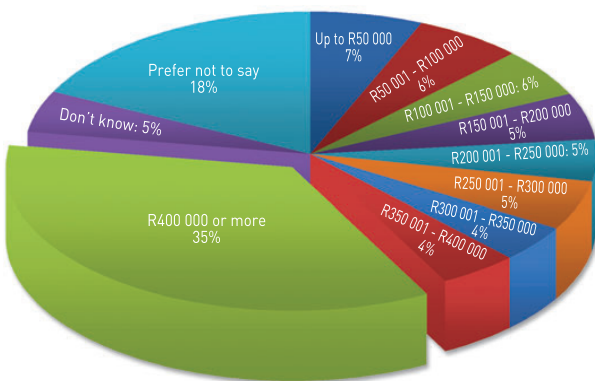
Updated daily by our award-winning editorial team, Fin24.com is easy to navigate and encourages readers to explore and comment. World-class information and interactive tools give readers a greater understanding of local and international financial markets, enabling them to make informed financial decisions.

Unique browsers: 511,615¹
Page impressions: 3,098,107¹

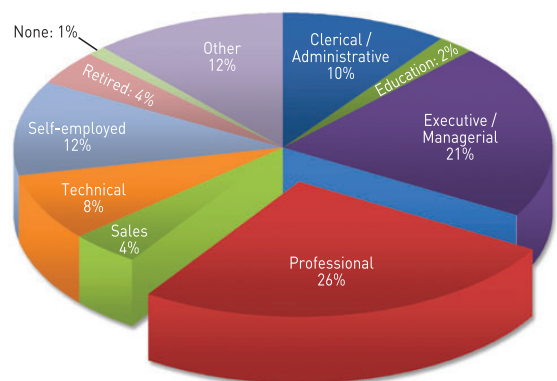
Fin24.com Facts:

- Reaches the most users in the influential, decision-making group of households with an annual income of R400,000¹ or more.
- Awarded the "Best Online Solution" at the **2009 Pica Awards** for the third year in a row, and a coveted Pixel award for "Publishing: Website" at the **2009 Bookmark Awards**.

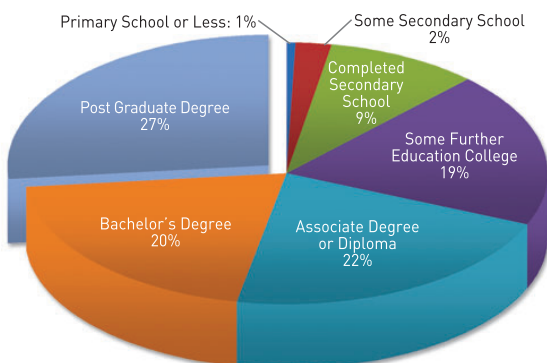
FIN24.COM - GROSS ANNUAL HH INCOME (BEFORE TAX)¹



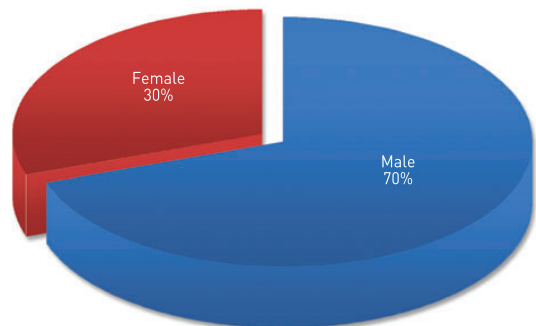
FIN24.COM - OCCUPATION¹



FIN24.COM - HIGHEST LEVEL OF EDUCATION¹



FIN24.COM - GENDER¹



¹ Source: Nielsen Netratings (Nov 2009)



With 119,686 unique browsers¹, Sake24.com is South Africa's leading Afrikaans business and financial news site.

Research shows that people are more comfortable reading in their home language, and Sake24.com is proof of that. Five months after the site's re-design in June 2009, the unique browsers had grown by a staggering **201%**.

Sake24.com is a user-friendly site with top quality content, providing up-to-the-minute news and views on the economy, JSE-listed companies, local and world markets. Furthermore, Sake24.com is a separate entity from Fin24.com with content relevant and targeted to the Afrikaans reader.

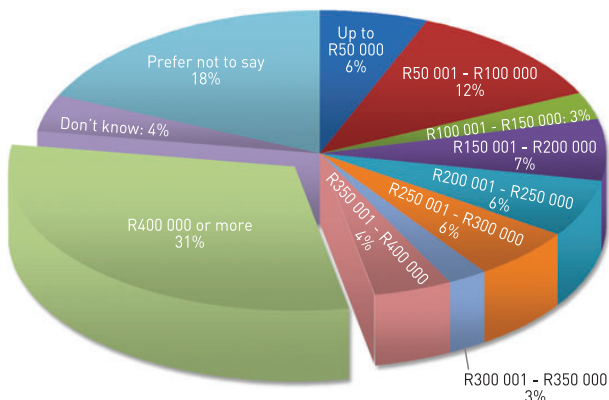
Content is updated daily by our **award-winning** editorial team that represents the cream of South Africa's business writing talent.

Unique browsers: 119,686¹

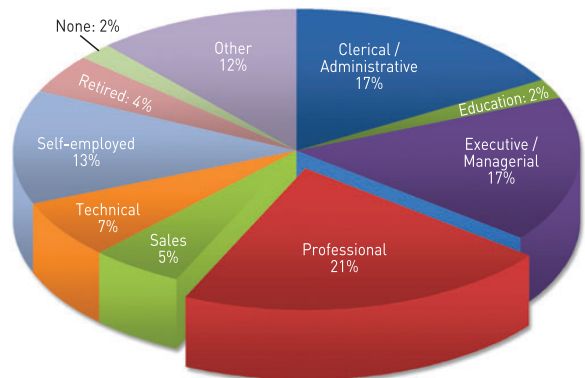
Page impressions: 565,953¹

The essential website for Afrikaans business readers, the essential marketing tool for businesses.

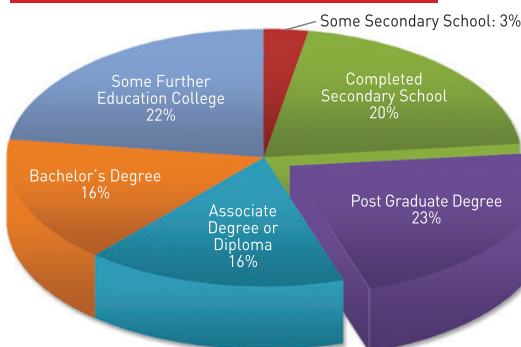
SAKE24.COM - GROSS ANNUAL HH INCOME (BEFORE TAX)¹



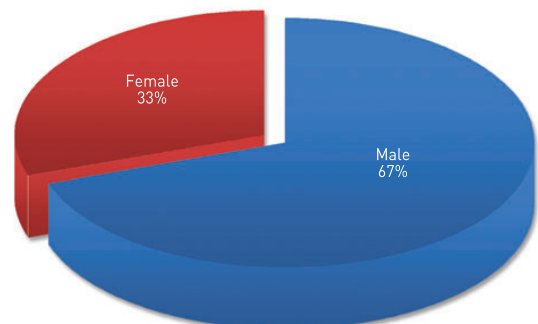
SAKE24.COM - OCCUPATION¹



SAKE.COM - HIGHEST LEVEL OF EDUCATION¹



SAKE24.COM - GENDER¹



¹ Source: Nielsen Netratings (Nov 2009)

Fin24.com / Sake24.com Advertising Opportunities

AM Update: Banner advertising opportunities on the newsletters sent to Fin24.com and Sake24.com AM Update subscribers every week day morning.

Promo Mailer: Promotional offer mailers sent to Fin24.com and Sake24.com Promo Mailer subscribers.

Online advertising: Refer to the [Fin24.com and Sake24.com 2010 Rates](#) page for more information.

Company snapshot options: Provide company information and drive readers to your website. Please contact a FinMedia24 Sales Representative for a copy of our Investor Relations Rate Card and to discuss your IR requirements.

Fin24.com / Sake24.com 2010 Rates

The screenshot shows the Fin24.com website layout with several ad placements highlighted:

- 728 x 90:** Located at the top of the page, above the main content area.
- Leaderboard:** Located on the right side of the page, above the 'INDICATORS' section.
- Half Page Ad:** A large vertical ad on the right side, between the 'INDICATORS' and 'COMPANY SNAPSHOT' sections.
- Medium Rectangle:** A vertical ad on the right side, below the 'Half Page Ad'.
- Banner:** A horizontal ad located below the 'Medium Rectangle'.
- Double Banner:** A horizontal ad at the bottom of the page, below the 'COMMENT & ANALYSIS' section.

Leaderboard

728 x 90 pixels: R350 CPM (39kb)

Half Page Ad

300 x 600 pixels: R450 CPM (39kb)

Medium Rectangle

300 x 250 pixels: R400 CPM (39kb)

Banner

468 x 60 pixels: R220 CPM (39kb)

Double Banner

468 x 120 pixels: R260 CPM (39kb)