



## Advertising to an audience with the highest average personal income<sup>1</sup> makes sense. And rands.

As winner of the 2009 Advantage ADmag Best Business Magazine Award and PICA Awards in 2007 and 2008, Finweek has earned a reputation for assisting readers in making informed business and investment decisions.

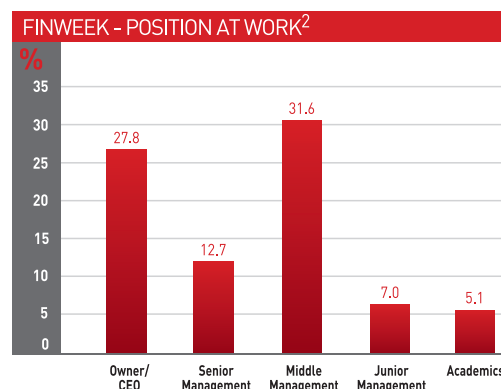
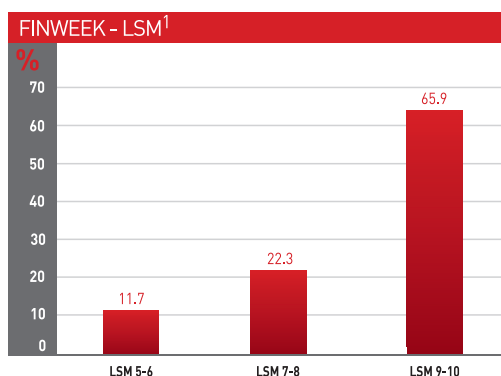
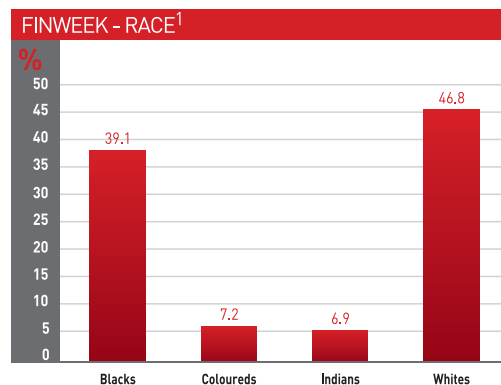
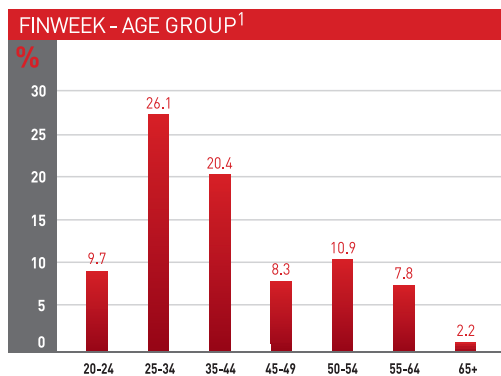
**Readership: 70,000** (AMPS Jul 08 – Jun 09)

**Circulation: 30,890** (ABC Jul – Sep 09)

### Finweek Facts:

- Finweek readers have the the **highest average personal income** (R15,562) and the **highest household income** (R21,480) of all AMPS-listed magazines<sup>1</sup>
- Finweek has the highest percentage of readers who invest on the Stock Exchange of all AMPS-listed magazines<sup>1</sup>
- The only financial publication with the majority of its readers in the **LSM 9 and 10** categories<sup>1</sup>
- The only business title published in **two languages** - enables you to reach your target markets in their language of choice
- A **national** publication with award-winning journalists

<sup>1</sup> Source: AMPS 2009 (Jul 2008 – Jun 2009); <sup>2</sup> Source: ABC (Jul - Sep 2009)



<sup>1</sup> Source: AMPS 2009 (Jul 2008 – Jun 2009); <sup>2</sup> Source: Fintrack 2007

