



MOONSTONE

Media Kit ²⁰²⁴

eNewsletter & Website



Share your advertising message in South Africa's leading FSP newsletters

Moonstone Investment Indicators and Moonstone Monitor reach over **35 000 SUBSCRIBERS** per eNewsletter per week.



Why Financial Advisers subscribe to our newsletters?

"To get industry news from an ***independent source***"

"The newsletters are ***factual*** and a ***reliable*** source of information"

"I see Moonstone news as ***first hand*** important information"

"Moonstone is one of the two primary go-to publications for ***daily industry authority reading***"

Excellent newsletter"

(Comments from our 2019 Readership Survey)



Ranked No.1 as Financial Advisers' preferred publication*

*In a survey, conducted by an international company in May 2016, independent financial advisers were asked to indicate their three preferred sources of reliable industry information.



Our Newsletters

Moonstone Investment Indicators is distributed **every Monday**. Aimed to the investment/ shares market, this newsletter contains comparative Investment and Money Markets Rates in addition to current industry information relating to the financial services sector.

Moonstone Monitor is distributed **every Thursday**.

Aimed to the short-term market, this newsletter contains industry information relating to this sector and is focused on effective practice management and adding value to all those looking for objective advice.

Topics covered on a weekly basis in these newsletters include:

- FAIS compliance
- Regulatory Examination updates and advice
- Regulatory updates
- Practice Management advice



Our Audience

Investment | Risk | Financial | Healthcare | Banking | Retirement | Short-Term

This includes:

- Financial Planners and Advisors
- Asset Managers
- Pension Fund Managers
- Portfolio Managers
- Actuaries
- Independent Brokers
- Life Office Intermediaries
- Corporate Financial Advisers

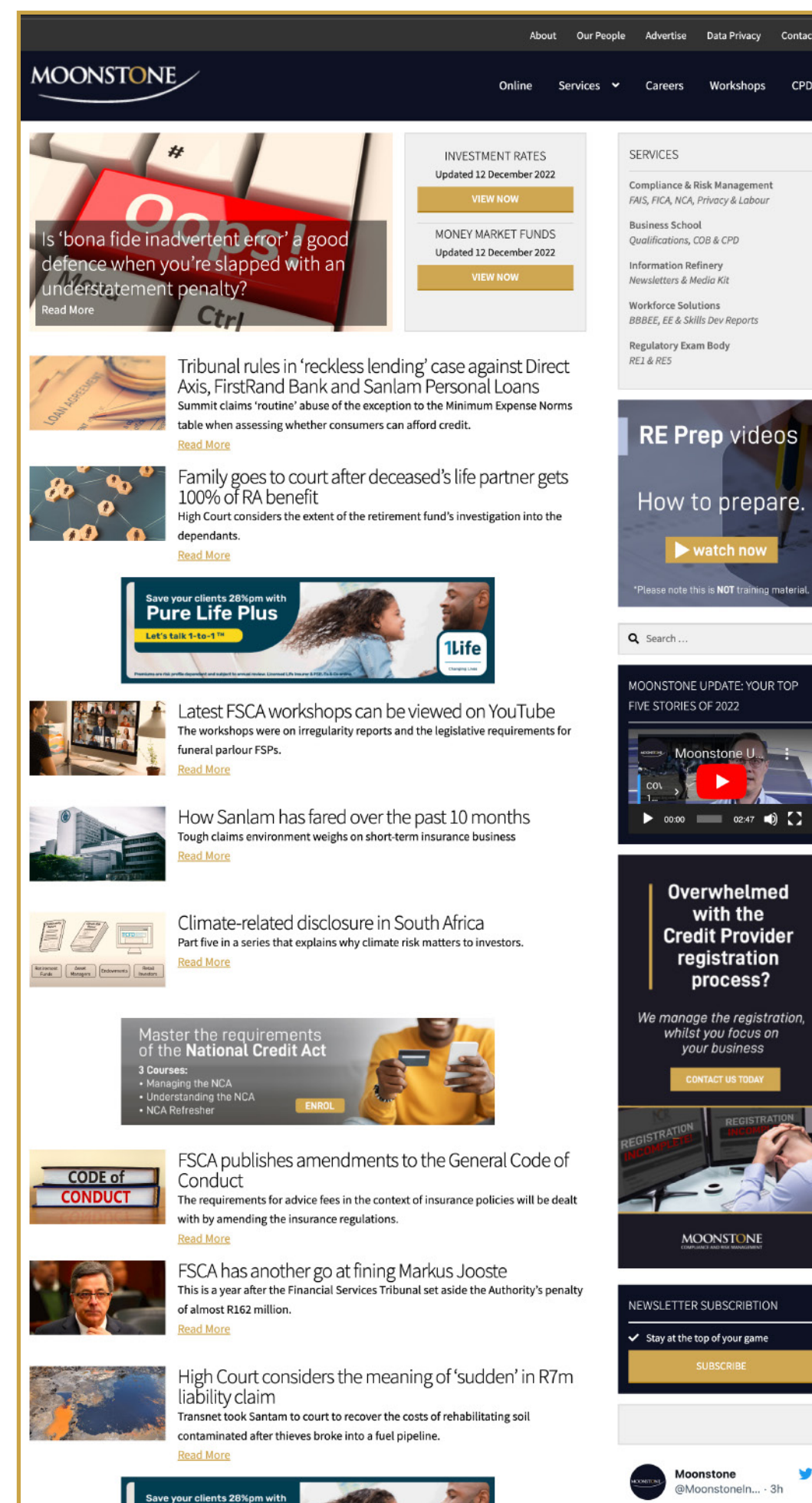


Our Website

<https://www.moonstone.co.za/>

Users: ± 40 000 per month

Page views: ± 97 000 per month



MOONSTONE



About Moonstone

Established in April 2000 in Stellenbosch, Moonstone Information Refinery (Pty) Ltd is an uncompromised independent support network for Financial Service Providers (FSPs).

All our operations are built around one core principle: the provision of refined information that benefits our clients to quickly and easily get to the heart of what is required.

Our specialities include:

- Compliance Services
- Licensing
- Regulatory Examinations
- Information Refining
- Training



MOONSTONE ADVERTISING RATES 2024

Rates exclude advertising agency commission (if applicable) and VAT

NEWSLETTER



NEWSLETTER ADVERTISING OPTIONS

2 WEEKS 1 MONTH

- 1

Banner Advert (660 (w) x 150 (h) pixels) - (static banner)
- 2

Banner Advert PLUS 100 word editorial (660 (w) x 150 (h) pixels) - (static banner)
- 3

Exclusive Skyscraper Index Page Banner (175 X 370 pixels)
- 4

Exclusive Large Banner (660 x 400 pixels) (Limited to 1 client per month)
- 5

Exclusive: Feature Article and Banner (static) (Limited to 1 client per month & not consecutively)

This package includes the following:

Full Month of booking WEBSITE

Online article (600 words) uploaded on Moonstone website
Image for the article (to be supplied by client) 660 (w) x 361(h) px

1st week ONLY NEWSLETTER

Static Banner (660 (w) x 150 (h) px with URL link PLUS +- 60 word short paragraph including a HEADER.
Both the banner and paragraph can be linked to your web article

2nd, 3rd, 4th Week NEWSLETTER

Static Banner (660 (w) x 150 (h) px with URL Link PLUS100 word article including a HEADER.
Both the banner and paragraph can be linked to your web article

Newsletter first half

MOONSTONE

Investment Indicators | 12 December 2022

IN THIS WEEK'S ISSUE

Rates Review

- Investment Rates
- Money Market Funds
- Top 3 Rates

Top story

Is 'bona fide inadvertent error' a good defence when you're slapped with an understatement penalty?

In the news

- Tribunal rules in 'reckless lending' case against Direct Axis, FirstRand Bank and Sanlam Personal Loans
- Family goes to court after deceased's life partner gets 100% of RA benefit
- Latest FSCA workshops can be viewed on YouTube
- How Sanlam has fared over the past 10 months
- Climate-related disclosure in South Africa

Moonstone Update

2022 in review and your top 5 stories of 2022

Regulatory Examinations

- Download the latest RE Prep Guide here. Please ensure you download this version to use in your preparation, together with your study material. Please study the tasks, criteria and legislation referenced in the guide.
- RE preparation videos
- Schedules for 2022

WARNING: Beware of fraudulent operators pretending that they work for or with Moonstone.

Careers Platform

- Advertising packages
- Industry positions
- Moonstone positions

FPI

Recognised CPD Publication

Read Investment Indicators for CPD purposes

REGISTER NOW

3

ADVERTISE WITH US

Newsletter second half

ADVERTORIAL

1

2

RATES REVIEW

Secured Investment Rate

Please note that (G) indicates a Guaranteed and (L) a Linked product. In order to understand the difference between guaranteed and linked rates, kindly [click here for an explanation](#).

	This week	Last week
R1 000 000 (3% commission)		
Company	6.990%	7.110%
1Life (L)	6.757%	7.090%
Assupol (G)	6.500%	6.900%
Clientele Life (G)		
R1 000 000 (1.5% commission)		
Company	7.350%	7.470%
1Life (L)	7.094%	7.428%
Assupol (G)	6.890%	6.580%
Momentum (L)		

Money Market Funds

	This week	Last week
R100 000		
Company	7.44%	7.42%
Coronation	7.27%	7.20%
Nedbank	7.22%	7.20%
Absa (Prud MM)		

Please bear in mind that our figures, though based on the actual quotations that you also use, are for information purposes only, and can never replace the official quotation from the product house. In terms of the guarantees, you are requested to clarify the exact extent of such guarantees with the product house prior to advising clients.

TOP OF PAGE

1



MOONSTONE ADVERTISING RATES 2024 | WEBSITE

Rates exclude advertising agency commission (if applicable) and VAT



WEBSITE ADVERTISING OPTIONS

Per month

1 Top Banner (300 x 300 pixels)

R12 920

2 2nd Banner (700 X 200 pixels)

R10 605

*Website banners positions are shared space



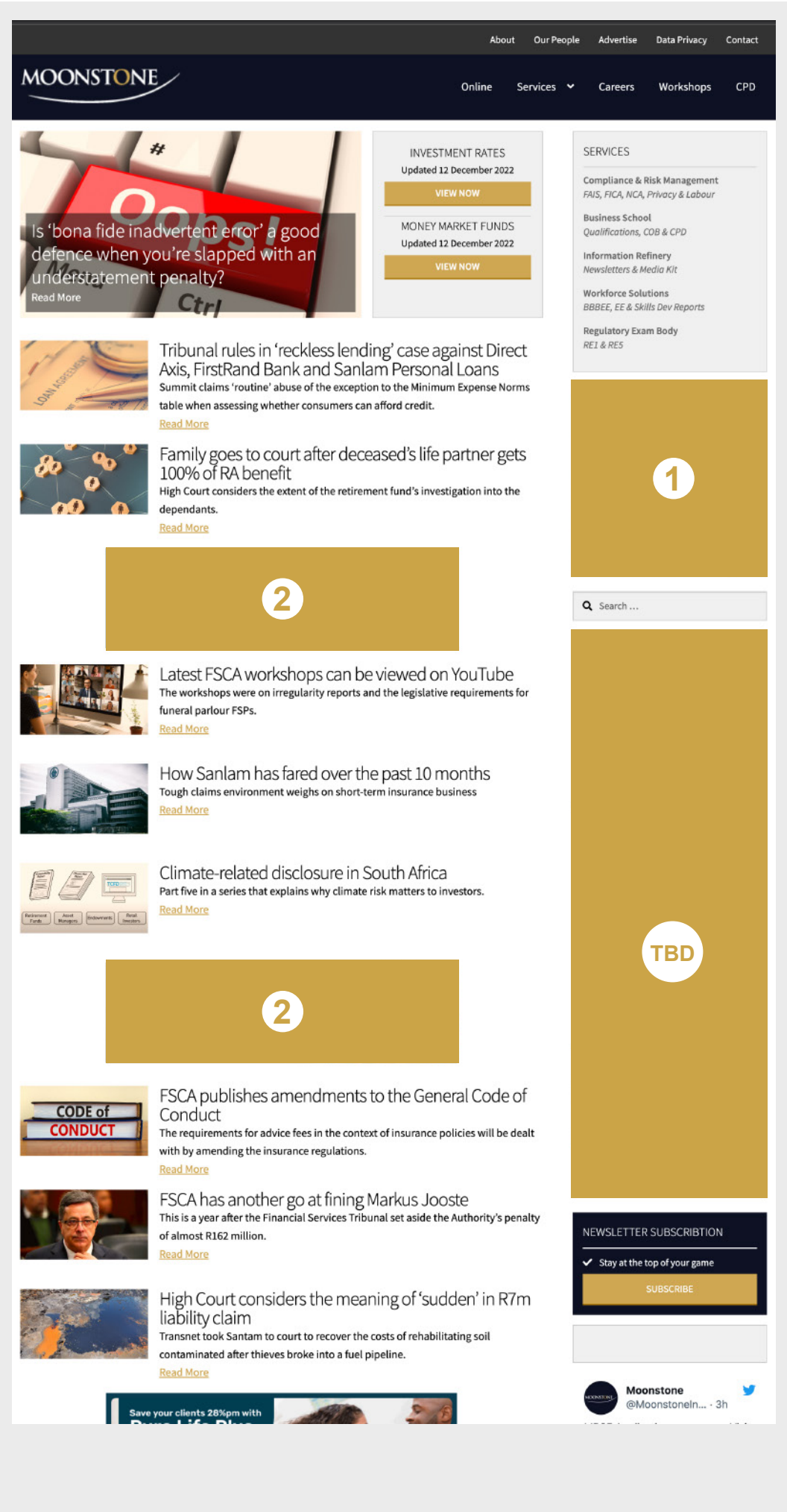
DISCOUNTS ON BLOCK BOOKINGS

A 10% discount is awarded on 3-5 month block bookings and a 15% discount on 6-12 month block bookings



BOOKING CLOSING DATE: 20th day (or closest date thereof) of advert placement month
ARTWORK DUE DATE: 25th day (or closest date thereof) of advert placement month

Website





Contact Us

MICHELLE BAKER
MediaMarx Advertising Brokers

☎ Tel: (031) 764 6725

📱 Cell: (073) 137 1231

📠 Fax: (086) 620 6768

✉ michelle.baker@mediamarx.co.za

🌐 www.mediamarx.co.za

Thank you for your time in viewing our Media-kit

