

CPT R188.03
Advertising
rates



57% Male
43% Female



64% SEM H
31% SEM M



64% 15-34 y.o.
36% 35+ y.o.



28% Matric
48% Post Matric



Financial Mail is South Africa's most influential and respected weekly financial news magazine.

The magazine and its digital platforms (BusinessLIVE, the Financial Mail website and the Financial Mail app) are leading providers of business news, in-depth features and opinion to both local and international audiences.

The content provided consists of award-winning analytical coverage of business, political and economic topics. It also provides essential commentary on other areas, including leadership, entrepreneurship, investment, and societal and lifestyle trends.

Financial Mail readers are the high achievers of South African business. They are engaged and critical thinkers who want to know more about the world in which they live and work.

Journalism awards 2022

- Financial Mail's editor Rob Rose, bagged the financial markets award.
- Financial Mail's economics editor Claire Bisseker won the economy category for the third year running.
- Also recognised were Financial Mail's money editor (joint second runner-up, business & companies) and retail writer Adele Shevel (second runner-up, economy).
- Freelance contributor TJ Stijdom shared the business & companies second runner-up award with Talevi, for his contributors from the Financial Mail and Business Times.



Circulation
12,066



Readership
947,000



Users
331,768



Total Likes
93,296



Follower Count
137,9K



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PRINT READ-O-GRAPHICS

- 69% print readers pick their copy up 2 or more times before they have finished reading it
- 80% spend half an hour or more reading a copy
- 39% of print readers read 4 out of 4 issues in a month

Average monthly household income: R25,776



South Africa's most influential and respected weekly financial news magazine

DEMOGRAPHICS



57% Male
43% Female



64% SEM H
31% SEM M



84% Black
16% Coloured / Indian / White



64% 15-34 y.o.
36% 35+ y.o.
Average age: 31



59% Gauteng / KwaZulu-Natal / Western Cape
21% Limpopo / Mpumalanga



28% Matric
48% Post Matric



44% Married/With Partner
54% Single/Divorced



68% employed