



The Diplomatic Society

YOUR DIPLOMATIC RESOURCE

Foreign Exchange® www.thediplomaticsociety.co.za

MEDIA PACK

CONTACT DETAILS

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Diplomats add R5 billion annually to SA economy

SA Reserve Bank

The Diplomatic Society is a sought after resource for the International Diplomatic Missions in South Africa and South African Missions abroad. It is distributed as a hard copy and has a hit-attracting online presence. With South Africa hosting the second highest number of missions in the world, The Diplomatic Society attracts a highly influential readership.

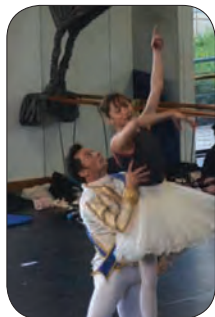
The Diplomatic Society covers issues of local and international interest relevant to its niche audience. It showcases the various events that promote diplomatic relations between South Africa and the world. Its readership is interested in:

- Economic Diplomacy
- Trade and Investment
- Current Affairs
- Development Support
- Arts, Culture and Sport
- Travel and Tourism



The print version of the publication is distributed **FREE** to all Embassies and High Commissions in South Africa and all South African Missions abroad. The Presidency, the Department of International Relations and Co-operation (DIRCO) are among the Government Departments that receive the newspaper. It is also circulated to many local and international institutions.

(Detailed Distribution list - Page four)



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Former Foreign Minister and current AU Chair H.E. Nkosazana Dlamini

“Foreign Exchange The Diplomatic Society is the lead facilitator of the opinions of our diplomatic community.”

The Pretoria Diplomatic Association

“Your publication is widely read in the diplomatic community. With its focus on people to people contacts, Foreign Exchange is an interesting and informative journal.”

There are about 8000 diplomats in South Africa at any given time, with between 15 - 20 arriving or leaving everyday

Department of International Relations and Co-operation

Advertise on Three Platforms

1. PRINT

Frequency: Monthly (12 issues)

Size: Tabloid (39cmx7columns)

Specification: Full colour

Print Quantity: 5000 copies

ADVERTISING RATES

Print Basic Rate

R140 per col/cm



Prime Positions

Front Page R280 per col/cm	Earspace Front Page R10 000
Back Page R2 0 per col/cm	Earspace Back Page R7 000

Inserts

R10 000 (size and weight conditions apply)

Print Specifications

Full Colour Tabloid (A3)

Size - 39cm x 7 columns

Column - 3.6cm

Gutter - 0.4cm (4mm)

Value Add Options

- Discounts and concessions on multiple booking take advantage of all three platforms Gratis Editorial Space.
- A multimedia platform - Real time Online audio/video, and text, weekly digital news and traditional Monthly Print.
- Opportunity to innovate, strategically timed and placed communications.
- Comprehensive Positioning of events, organisations, business, products and services.
- Maximum exposure and deliberate reach.
- Database of Economic Diplomats and International Relations Practitioners.
- Visits and downloads from over hundred countries monthly.

Terms And Conditions

- Rates do not include VAT, Agency Commission or Design and Layout costs.
- Artwork may be supplied via e-mail or on disk in PDF, TIFF, JPEG.

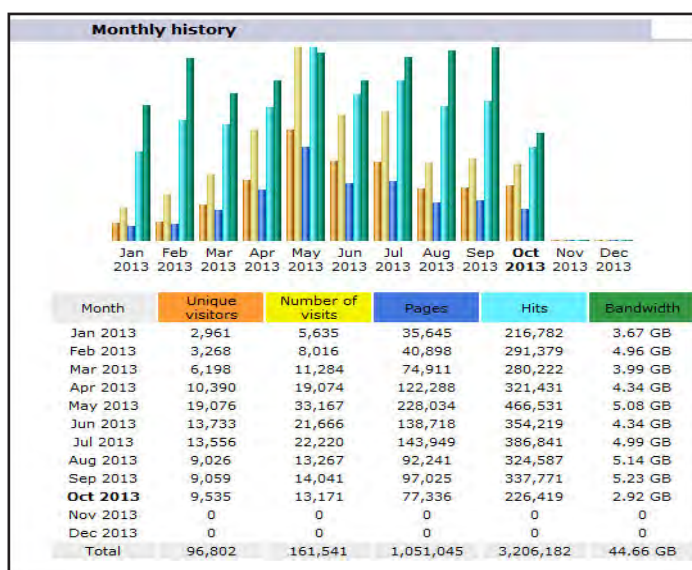


2. ONLINE - WEBSITE

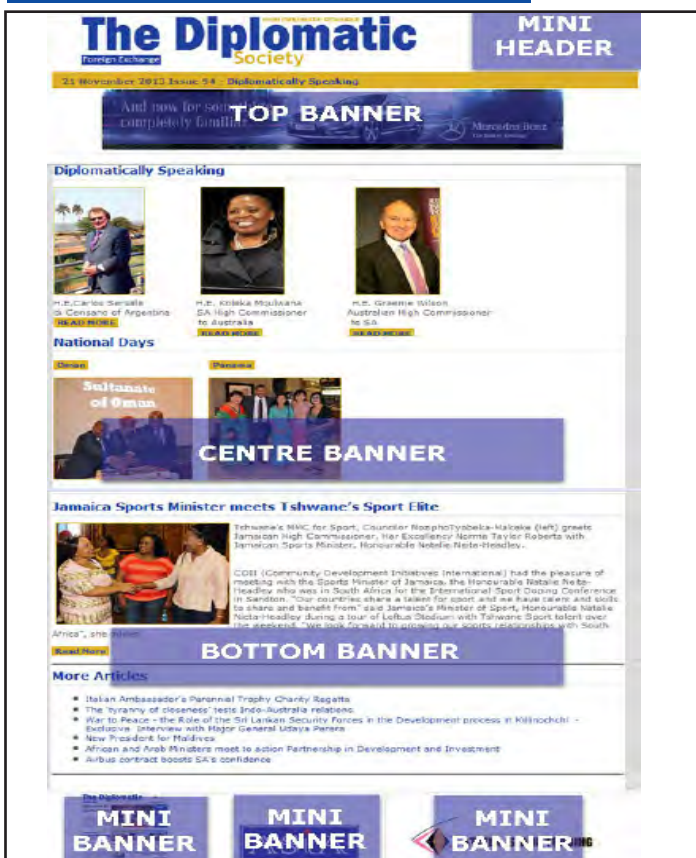
The Diplomatic Society website has reached significant milestone in its brief online presence. With over 3.2 million hits, 130 000 visitors, over 70 000 unique visitors and accessed by more than a 130 countries, makes it an ideal medium for businesses to market or advertise its products and services to a global audience.



Position	Size	Cost
Header	width 250px x 60px height	R 4 500.00
Top Banner	width 640px x 100px height	R 6 000.00
Mega Scroller	width 640px x 480px height	R 6 500.00
Centre Banner	width 640px x 100px height	R 4 500.00
Events & Exhibitions	width 640px x 90px height	R 4 000.00
Video Features	> 3mb	R 4 000.00
Features	width 600px x 300px height	R 4 000.00
L/R Banner	width 200px x 250px height	R 3 000.00
L/R Tower	width 200px x 500px height	R 4 000.00
Bottom Banner	width 640px x 100px height	R 2 000.00



3. WEEKLY DIGITAL NEWSLETTER



Position	Size	Cost
Mini Header	width 180px x 80px height	R 1 500.00
Top Banner	width 640px x 90px height	R 3 000.00
Centre Banner	width 640px x 90px height	R 2 500.00
Bottom Banner	width 640px x 90px height	R 2 000.00
Mini Banner	width 230px x 130px height	R 1 000.00

Countries (Top 25) - Full list				
Countries	Pages	Hits	Bandwidth	
South Africa	za	2,659	24,148	318.17 MB
Ukraine	ua	1,285	1,293	6.96 MB
United States	us	1,212	5,784	117.97 MB
Philippines	ph	723	986	9.43 MB
Vietnam	vn	578	632	3.43 MB
Turkey	tr	403	403	1.97 MB
Peru	pe	370	370	1.68 MB
Mexico	mx	365	442	3.47 MB
China	cn	241	454	12.06 MB
Morocco	ma	177	2,152	38.02 MB
Thailand	th	176	280	7.75 MB
Sri Lanka	lk	156	2,430	48.10 MB
Ecuador	ec	155	213	11.89 MB
India	in	147	981	18.30 MB
France	fr	122	411	17.09 MB
Colombia	co	87	87	406.30 KB
Pakistan	pk	83	227	2.64 MB
Great Britain	gb	81	1,149	24.48 MB
Malaysia	my	74	78	424.00 KB
Russian Federation	ru	65	138	2.82 MB
Indonesia	id	53	238	3.56 MB
Azerbaijan	az	52	174	2.99 MB
Canada	ca	48	573	13.60 MB
Egypt	eg	42	117	1.90 MB
Switzerland	ch	42	243	3.92 MB
Others		1023	8391	144.22 MB

Terms and Conditions

- The above prices are monthly advertising rates.
- Six or more inserts entitles you to a 10 % discount as well as complimentary online editorial.
- Rates do not include VAT, Agency Commission or Design and Layout costs.
- Artwork may be supplied via e-mail in Jpeg, Png, Gif, Mpeg & Video formats.
- Please ensure that your advert does not exceed 25KB and Mpegs 3MB.

Distribution

Diplomatic Representation in South Africa

Embassies/High Commission	123
Consulates/Honorary and other	132
Liaison offices	1
International Organizations	35

South African Diplomatic Representatives Abroad

Embassies/High Commission	103
Consulates/Honorary and other	78
Liaison offices	2

South African Government

- The Presidency
- International Relations and Cooperation
- Trade and Industry
- Home Affairs
- Energy
- Tourism
- Environment
- Science and Technology
- Economic Development
- Treasury
- South African Revenue Services
- Arts and Culture
- South African Police
- Defense
- Transport
- Education
- Agriculture
- Health
- 9 Provinces
- 280 Municipalities



Global Representations

Current e-mail database of Diplomatic Missions worldwide – 1118

Institutions

- Industrial Development Corporation
- Development Bank of South Africa
- South African Banking Association
- New Partnership for African Development (NEPAD)
- Pan African Parliament (PAP)
- Johannesburg Chamber of Commerce (JCCI)
- Business Unity South Africa (BUSA)
- The Chamber of Mines
- South African Tourism
- South African Parliament
- University of Pretoria
- University of South Africa (UNISA)
- Gordon Institute of Business Science (GIBS)
- Tshwane University of Technology (TUT)
- University of KwaZulu-Natal (UKZN)
- University of Stellenbosch
- University of Cape Town
- The Royal Bafokeng administration
- The Nelson Mandela Foundation
- South African German Chamber of Commerce and Industry
- Durban Institute of Technology
- African National Congress
- Audit Bureau of Circulations
- African Development Bank
- Emerging Market Focus
- Reserve Bank of South Africa

Local Economic Development Agencies

- Gauteng Economic Development Agency (GEDA)
- Western Cape Growth Agency (WESGROW)
- Mpumalanga Economic Growth Agency (MEGA)
- Trade and Investment KwaZuluNatal (TIKZN)
- Limpopo Economic Development Agency (LEDA)

Media

International and Local Media, Public Relations, Advertising Agencies and Marketing practitioners – 462

