

## DEMOGRAPHICS



**Established:** 1997  
**Frequency:** Monthly (12 issues)  
**Size:** Tabloid (39cmx7columns)  
**Specification:** Full colour  
**Print Quantity:** 5000 copies

**Distribution:** Free to Foreign Missions in South Africa and South African Missions Abroad, DIRCO, SA Parliament, Strategic Government Dept. Officials and other dignitaries relevant to International Relations and Cooperations

**Editorial Policy:** To reflect an aspect of the human diversity that occurs within the diplomatic society. Contributions received from missions in South Africa as well as from South African missions abroad are also published.

### Some Say

- Foreign Exchange is the lead facilitator of the opinions of our diplomatic community. *(Minister Dlamini Zuma)*
- South Africa has one of the highest foreign representations in the world, second only to Washington DC, USA. *(Dean of the Diplomatic Corps. SA)*
- Diplomats add R5 billion annually to SA economy *(SA Reserve Bank)*
- 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 - Dirco)*
- 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. *(The Pretoria Diplomatic Association)*

The work of the Diplomatic Corps is a key focus of this custom medium. The captured audience is engaged in International Relations in all its facets. Economics – Trade, Tourism and Investment make up the bulk of their interaction with the aim of increasing bi-lateral exchanges.

The conceptualizing, drafting, signing and facilitation of agreements are their responsibility.

They travel the globe delivering presentations, researching and compiling data seeking out opportunities creating ground for trade, investment, innovation and entrepreneurship.

This 'Economic Diplomat' also understands the immense value of people to people interaction through the arts, culture, sport and other social activities.

### Captive Audience

Audit Bureau of Circulation Monthly Print Distribution, Weekly Electronic Newsletter and Online

### 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 and Training
- Agriculture
- Health
- 9 Provinces
- 280 Municipalities

## **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

## **Global Representations**

Current e-mail database of Diplomatic Missions worldwide – 1118

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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)

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