

## **Advertising opportunity: The SAVCA 2016 Private Equity Industry Survey Report**

### **1. About the Publication**

The SAVCA 2016 Private Equity Industry Survey Report will be launched in June 2016.

This report is an essential reference document for fund managers, institutional investors, policymakers and regulators, the media, advisors and other stakeholders in the private equity and venture capital industry.

Based on a comprehensive survey of the Southern African industry, which is conducted on SAVCA's behalf by KPMG, the report lists information on all the aspects of industry activity, including:

- Fund-raising activity
- Investment activity
- Analysis of BEE investments
- Exits
- Private equity investment professionals

### **2. Publication format**

The report format is gloss, high-quality, full-colour A4 and runs to about 68 pages.

### **3. Distribution**

Around 1 000 hardcopies of the report are published. These are distributed by SAVCA at member and stakeholder events and meetings, throughout the year.

A high-resolution PDF version of the report will be available on the SAVCA website ([www.savca.co.za](http://www.savca.co.za)) from the launch date. This electronic version is distributed by SAVCA through all its communication channels, including an official media release, direct email communication, the SAVCA fortnightly newsletter, social media and media partnerships.

Previous versions of this publication are listed on the SAVCA website, and can be viewed by following [this link](#).

### **4. Advertising rates**

Advertising rates factor in the hardcopy and electronic distribution formats and are as follows:

	<b>Price (excluding VAT)*</b>
In the body of the publication (placed on a first-come, first-served basis)	R 23 760
Inside front cover (opposite the Contents page)	R 43 200
Opposite the first "Highlights" page	R 43 200
Opposite second "Highlights" page	R 43 200
Inside back cover	R 32 400
Back cover	R 49 300

**\* Rates exclude agency fees and are payable upon invoicing and before the report goes to print**

## **5. Advert specifications**

A4

Type area: 180 x 267

5mm bleed

300dpi CMYK

Print-quality pdf with crop marks

## **6. Bookings**

To confirm your advert in the SAVCA 2016 Annual Private Equity Industry Survey Report, contact Bukiwe Kabi on [bukiwe@savca.co.za](mailto:bukiwe@savca.co.za) or +27-11-268-0041. The deadline for bookings is Monday, 16 May 2016 and artwork to be received by Wednesday, 18 May 2016.