The award-winning Leadership cover in the international Tabbi Awards 2012’s Cover Photograph category. The judges commented on the cover as follows: “This photograph of Tutu tells a story all on its own. The expression on his face is capturing and draws the reader right in. The large amount of additional copy was placed in such a way that it’s not distracting and it frames the photograph nicely.”

The award-winning Leadership cover celebrated the birthday of the late, Nelson Mandela. Madiba, as he is more commonly known, was dubbed the father of our great nation thanks to his exploits in unifying the nation. Last year (2018) would have seen Madiba reach the age of 100, but despite him no longer being with us, his leadership and mentoring skills are still used by many across the globe.

The current Editor (and first black Editor) of Leadership magazine, Evans Manyonga is a trendsetter and media influencer. He is the former Editor-In-Chief of Fast Company SA. He was the founding Editor in South Africa of the global franchise (the only English franchise title outside the USA) and produced 34 issues of the magazine. In 2017 he was voted one of the 100 Most Influential people in South African under 40 by Avance Media. Evans holds a BA in Film and Media Studies from the University of Cape Town, a B.Phil. in Journalism and Multimedia from the University of Stellenbosch and a Master of Arts degree in Corporate and Political Communication from the University of Cape Town.

An astute organiser, his knack for versatility in his media ventures and receptive attitude—in tandem with his youthful vigour and zest for excellence—have aided a glittering career. He has worked across various publishing and media disciplines: from marketing and production, to Business Journalist, Business Development Editor, Content Manager, Project Manager for the Tomorrow’s Leaders Convention, Editor of Achiever magazine, Deputy Editor of Leadership magazine and Editor-In-Chief of African Independent Magazine.

In addition, Evans is a media trainer who has worked with notable South African CEOs and run media training courses for nanotechnology scientists enrolled at the top universities in the country.

For the past 37 years, Leadership magazine has been a vital part of publishing in South Africa. Proudly South African and brimming with insights, intelligence and interviews with leaders at the cutting edge of all aspects of our society, it is little wonder that it has scooped up numerous prestigious awards, both locally and globally.

When Cape Media bought this iconic magazine in 2007, it had a reputation for high standards of integrity and journalistic excellence set by its founder, the late Hugh Murray—but it was in serious financial difficulty. Cape Media turned it into a profit-making publication, along with the help of acclaimed Editor, Robbie Stammers, all the while maintaining a top-notch editorial offering. The publication is a must-read for leaders across a broad swathe of industry, business, politics and other spheres and has a plethora of top awards to its credit.

These include a record 13 PICA Awards, including Business Magazine of the Year, Best Publication Professional Services, Business Magazine Editor of the Year, Business Magazine Design of the Year and Best Front Cover. Leadership has also won a record 17 International Tabbie Awards, including Best Single Issue of the Year, Best Feature Article, Best Opening Spread and Best Front Cover, as well as a record 14 Mondi Premier Awards.

“The great thing about Leadership is that since its inception in 1983, when Apartheid was in full swing, it has had a reputation for integrity and high journalistic enquiry. In those times, standing up to apartheid was a refreshing and courageous thing to do. South Africa has, of course, changed radically and there are new heroes, and new scoundrels. Leadership has steered into a new direction and is, today, a great financial success.”

Leadership magazine in its 400th edition is still aimed at a dynamic readership who are not afraid to take life by the proverbial horns, entrepreneurs and those who aspire to leadership roles, across all sectors of the economy. It gives you a ‘one on one’ with leaders within South Africa and from around the world.

Leadership magazine’s insights and analyses of situations and people within the country bring forth an intelligent interaction with what is happening in the world today.

Leadership was selected to produce the Special Funeral Edition for Nelson Mandela’s funeral, Farewell Madiba. For a relatively small Cape-based publishing house to be asked to produce a publication of this nature, celebrating the life of South Africa’s greatest ever son, this stands out as one of Leadership’s most outstanding achievements and speaks volumes about the esteem in which the magazine is held.
Leadership

- Mailed by name to top business and political leaders in South Africa
- HOD of local, national and provincial government, as well as Ministers
- Mid-to-top management of 380 JSE-listed companies, including HR and health safety officers
- Subscribers
- All SA embassies abroad
- Across 6 airports VIP & business lounges
- Absolute Advantage Private jet airport lounges
- Emirates business lounges/boarding gates
- Given out on board Taag and Singapore Airlines to first class and business class passengers
- Chambers of Commerce nation wide
- Tertiary and research education institutions & Sector Education Training Authority (SETAS)
- The hospitality sector (over 600 locations)
- Businesses (over 300 locations)
- Selected local newssagents (Exclusive Books and CNA)
- Electronic edition of Leadership via media-carrier app across the world in leading hotels and airports

The Quarterly Energy Forecast Focus Supplement will be distributed to:

- The full Leadership distribution
- The South African Association of Energy Efficiency (SAEE) and members
- The Sustainable Energy Society of South Africa (SESSA) and members
- The South African Photovoltaic Industry Association (SAPVIA) and members
- The South African Wind Energy Association (SAWEA) and members
- The South African Oil and Gas Alliance (SAOGA) and members

The Quarterly Mining Prospectus Supplement will be distributed to:

- The full Leadership distribution
- All members of the South African Minerals Council
- Mining companies in the SADC countries
- Exploration & Excavation companies
- Mining affiliated companies in the private & public sector

The Quarterly Service, Leadership in Local Government Supplement will be distributed to:

- The full Leadership distribution
- The following public servants in local Government - District Municipality Mayors - Executive Mayors - Municipal Managers - Procurement Officers

Leadership

- Interviews with premier business and political leaders, entrepreneurs, visionaries and achievers
- Economic development and investment
- Transformation and equality
- Finance

Content

- Interviews with premier business and political leaders, entrepreneurs, visionaries and achievers
- Economic development and investment
- Transformation and equality
- Finance
- Logistics
- Mining
- Infrastructure/construction
- Agriculture and water
- Risk management
- Future watch
- Motivation
- Energy and Sustainability issues
- Leaders in luxury/lifestyle/leisure
- ICT/technology
- Motoring
- Tomorrow’s leaders
- Education/skills development
- Leadership in Sport
- Current events in corporate and political South Africa

Distribution

SA’s top award-winning business magazine

PICA AWARDS
- 2012 Highly Commended for Publishing Excellence Professional Services
- 2012 Highly Commended for Business Magazine Editor of the Year
- 2011 Overall Business Magazine Design of the Year
- 2010 Business Magazine of the Year
- 2010 Business Magazine Editor of the Year
- 2010 Best Supplement of the Year (Leadership in Sport)
- 2010 Best Design and Layout of the Year Final Nominee
- 2010 Highly Commended Cover Design of the Year
- 2009 Business Magazine of the Year
- 2009 Business Magazine Editor of the Year
- 2009 Best Publication Professional Services
- 2008 Best Publication Professional Services
- 2008 Highly Commended for Cover Design

INTERNATIONAL TABBIE AWARDS
- 2017 Best Global Single Issue Bronze Award
- 2013 Feature Article Silver Award
- 2013 Front Cover Photograph Honorable Mention Award
- 2013 Best Single Issue Honorable Mention Award
- 2012 Front Cover Photograph Silver Award
- 2012 Best Global Single Issue Honorable Mention Award
- 2011 Best Global Single Issue Silver Award
- 2010 Best Global Single Issue Gold Award
- 2009 Best Global Single Issue Honorable Mention Award
- 2016 Best Bronze Global Single Issue Award

MONDI PREMIER AWARDS
- A record 14 Mondi Premier Awards

PRINT RUN: 10 000
FREQUENCY: Monthly
Advertising Rates 2019

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<td>FP Prime Position</td>
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The rates above are inclusive of agency commission but exclude VAT

Focus Specials
Can include a full page, full colour advert

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Rates exclude agency commission and VAT

Leadership Schedule 2019

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<th>Material Deadline</th>
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Material sizes (width X height)

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<td>FP</td>
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(Digital material only)

1. Printing: Sheetfed Offset in CMYK at 175 screen ruling. No RGB, LAB, spot or Pantone colours will be accepted.
2. Material: Print-optimised PDF (preferably PDF/X-1a:2001) with fonts embedded, images CMYK at 300 dpi resolution, have no ICC profile embedded or live transparency black text set to overprint and white text to knock-out.
3. Material can be sent via an accredited clearing house such as Websend (telephone 011-712 5700). Artwork can also be sent via YouSendIt (yousendit.com) or delivered to Cape Media House attention of Lizel Olivier.

Notes

1. All rates quoted exclude VAT.
2. All positions are at the publisher’s option. In no event will adjustments, reinstatements or refunds be made because of the position and/or section in which the advertisement has been published. Leadership will seek to comply with position requests and other stipulations that appear on insertion orders but cannot guarantee that they will be followed.
3. All advertisement sales are subject to Leadership standard terms and conditions of sale and credit approval procedures.
4. A commission of 16.5% is paid on display advertising placed by advertising agencies accredited with the Magazine Publishers Association on condition that completed material is supplied.
5. Contract rates available on request.