

LEADERS' LAB RATE CARD

WHERE LEADERS GROW



ABOUT THE USB LEADERS' LAB

USB Leaders' Lab a topical, user-friendly journal containing research and new thinking published by the University of Stellenbosch Business School (USB).

It provides readers with the latest organisational leadership knowledge and research generated at the USB by its academics and PhD, MBA and other Master's students. Insights from other local and international academics and experts associated with this institution are also published.

AIM: The publication emanates from the USB's research culture aimed at producing organisational leaders and providing solutions for modern management challenges. Through *USB Leaders' Lab*, the USB disseminates research – vital to accelerate the development of South Africa and Africa – to current and future leaders.

TARGET READERSHIP: *USB Leaders' Lab* targets progressive thinkers in all industries. It is particularly suited for leaders in the private, public and non-profit sectors, such as managers on all levels, entrepreneurs, consultants, coaches, developers and postgraduate students.

CONTENTS AND STYLE: The contents is presented in a reader-friendly and accessible way, with illustrations, tables and graphs.

READER PROFILE

Circulation: 10 000
 Nationality (percentage of graduates)
 South African 78.14
 International 21.86

FREQUENCY, LENGTH AND DESIGN

Biannual, appearing October and April
 American A4; 32 pages; full colour on self-cover; 2 spot colours inside and full-colour panels for advertisers, where required.

ADVERTISING RATES FOR 2010

Description	Rate
Outside back cover	R18 950
Double page spread	R21 500
Inside front cover	R18 950
Inside back cover	R15 150
Full page	R13 800

(All rates exclude VAT and include advertising agency commission)

CONTACT

Advertising Sales: Gina Borthwick
 cell: 083 600 3523
 tel: 086 111 4626
 email: eric@ballyhoomedia.co.za
 fax: 086 670 6429

www.usb.ac.za/leaderslab