

# The South African Journal of Financial Planning



Wealth managers are called upon to perform a multitude of highly specialised tasks: for example, coordinate retail banking, estate planning, legal resources, tax professionals and investment management. Consequently, keeping abreast of industry developments is a professional must—and how better to stay current than receive communication directly from key industry influencers and stakeholders?

Blue Chip Journal, which has earned an enviable reputation as a quarterly journal to be relied upon by key movers and shakers in business over the past 12 years, is dedicated to

providing a vehicle for wealth managers—financial planners, investment portfolio managers, and aggregated financial services providers—to communicate directly with each other. Cutting-edge research, opinion and analysis is displayed to its best advantage in an attractive, glossy, high-quality magazine format produced by an award-winning design team. This is high-impact content with a long-term effect, putting Blue Chip in a class of its own in business-to-business publishing.

Typical content includes projections, forecasting and analytics primarily pertaining to cash flow management, retirement planning, investment planning, financial risk management, insurance planning, tax planning, estate planning and business succession planning, as applied across a broad spectrum of business sectors from healthcare to investment banking.

Blue Chip is directly mailed to a dedicated readership of wealth management professionals, including all members of the Financial Planning Institute, as well as investors, prospectors and speculators, CEOs, CFOs, Directors, Board Members, HR management, academics and higher educators. BlueChip's distribution is 100% ABC audited.

The Financial Planning Institute sees great value in the publication and, under a special agreement with the publisher, is actively promoting the benefits of Blue Chip to its membership.

Blue Chip also enjoys a loyal following in the public sector and is mailed to the office of the President, Ministers, Premiership & Mayoral Offices, Director Generals, Financial and Economic Development Directors, Procurement Directors, HR Officers, HODs & COOs, Government Agencies and Selected NGOs.

The title has received FPI accreditation for continuous professional development (CPD).



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