

TaxTalk diversifies into three publications, produced in-house

As the new requirements for the Tax Amendment Act have come into place, the South African Institute of Tax Practitioners (SAIT) will relaunch TaxTalk magazine and produce three separate titles from April onwards.

According to Stiaan Klue, chief executive SAIT, the magazine, which serves as the official journal of the institute, will be produced in-house to ensure a new direction for the look, feel and content of the publication. "Membership numbers have rocketed and the previous incarnation of the magazine was in danger of losing its relevance to a wider audience.

"There have been significant changes to the tax environment since the Tax Amendment Act was passed in December 2012. SAIT was recognised as both a professional body and as national adjudicators for tax practitioners and, to signify our new status, we have rebranded ourselves with a new logo and re-purposed the stable of magazines as top quality publications that will each serve as a source of valuable information for the educated reader in an aesthetically pleasing format."

Frequency will ramp up to a monthly publication from June onwards and the expansion in content will aim for a more inclusive readership. "Apart from jargon free insight on tax related issues, a new lifestyle section will review special places and unique activities where one can enjoy the fruits of one's labour."

Annual budget issue, students' version

SAIT has also introduced an annual budget edition, which dissects the 2013/2014 Budget Speech in detail. This high quality publication will serve as a valuable and attractive resource that highlights new implications for tax professionals, entrepreneurs and taxpayers alike.

The TaxTalk Student magazine aims to demystify the tax landscape for university learners in a format that is accessible and relevant. "There is an urgent need to prepare and educate all students for the tax realities that they will face in their workplace and personal lives, not just those students studying law and finance," comments Professor Sharon Smulders, head of tax technical and research at SAIT.

Distributed to over 5000 subscribed professionals in the financial, law and tax industries, the magazine will appeal to advertisers looking for a tightly defined audience. TaxTalk Student magazine is distributed nationwide to universities and enjoys an audience of 3000 students in the financial and tax fields of study.