

# THE LOCAL GOVERNMENT HANDBOOK SOUTH AFRICA 2018



A complete guide to municipalities in South Africa

EIGHTH EDITION

## RATE CARD



*The Local Government Handbook: South Africa* is a comprehensive guide to all municipalities in South Africa.

It is aimed at municipal and government officials, local and foreign business representatives, and NGOs, who need a complete, yet concise, reference source to South African municipalities.

The comprehensive municipal directory provides geographical and historical overviews of each municipality; contact details; maps; demographic information; particulars of senior political and administrative management officials; financial information; as well as employment and service delivery statistics.

The information in the Handbook is also made available on [www.municipalities.co.za](http://www.municipalities.co.za), South Africa's leading online source of municipal information.

Online flipbooks of past editions can be viewed at [www.issuu.com/yesmedia](http://www.issuu.com/yesmedia).

## PRINT DISTRIBUTION

*The Local Government Handbook* is distributed to:

- Mayors, Mayco Members, Municipal Managers, CFOs, Communications Officers and LED Officers in all municipalities in South Africa
- National and provincial offices of SALGA
- Members of the National Assembly and NCOP
- Ministers, Deputy Ministers, Directors General and other senior officials in National Government Departments
- Senior Treasury-, Economic Development-, and Cooperative Government officials in all provincial government administrations
- CEOs and Managing Directors of 1 000 of South Africa's largest companies
- A selection of Investment Promotion Agencies and Business Chambers throughout South Africa.

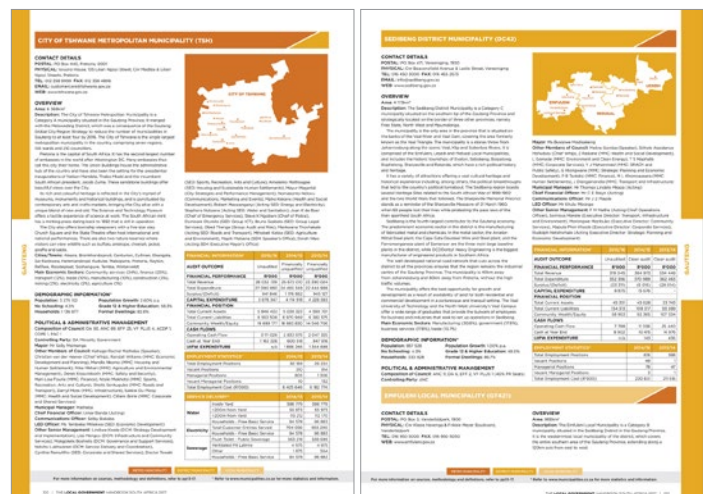
## PUBLICATION SPECIFICATIONS

Size: 297 x 210mm (standard A4)  
 Cover: 350gsm - Matt laminated  
 Contents: 80gsm - Matt art  
 Circulation: 7 500 copies  
 Distribution date: February 2018

## ELECTRONIC DISTRIBUTION

The Handbook is also made available as an online flipbook on our publisher's page at [www.issuu.com/yesmedia](http://www.issuu.com/yesmedia), where it gets ongoing traffic and visitors for many years. As at October 2017, [issuu.com](http://issuu.com) reports the following statistics for the past three editions:

	READS
<b>2017 EDITION</b> (Feb 2017 - Oct 2017)	5 553
<b>2016 EDITION</b> (Feb 2016 - Oct 2017)	7 785
<b>2015 EDITION</b> (Feb 2015 - Oct 2017)	9 602



## PRINT ADVERTISING RATES

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Page in 1st 50 pages	R40 000
Page next to Municipal Index or Towns Index	R50 000
Bookmark - Double Sided (240mm x 55mm)	R80 000

- A 10% discount is available for combined print and website bookings.
- A 10% loading fee applies to any other special position or section request.
- Special positions are not available for half page adverts.
- All rates are exclusive of VAT and inclusive of Agency Commission.
- Payment of a 50% deposit is required to complete the order. The balance is invoiced and payable on publication.
- Rates do not include the design or making up of adverts. Any design work performed will be additionally charged for.
- Print rates include up to 20 complimentary copies of the Handbook. Additional copies are available at R50 per copy.

## ADVERT SPECIFICATIONS

Size (W x H)	Trim (mm)	Bleed (mm)	Safe Type (mm)
Full Page Advert	210 x 297	220 x 307	170 x 267
Double Page Advert	420 x 297	430 x 307	170 x 267 (per page)
Half Page Advert	210 x 148	220 x 158	170 x 128
Web Banner	300 x 250 pixels		

**Material Deadline: 15 December 2017**

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Yes Media's annual Government Handbooks are South Africa's most comprehensive guides to government. Each publication focuses on a particular layer of government, and together they provide detailed information on more than 800 national and provincial departments, institutions, public entities and state-owned enterprises, as well as municipalities. Online versions can be viewed at [www.issuu.com/yesmedia](http://www.issuu.com/yesmedia).

### ANNUAL PUBLICATION SCHEDULE

**Local Government Handbook:** February

**National Government Handbook:** June

**Provincial Government Handbook:** September

## WEBSITE ADVERTISING

[www.municipalities.co.za](http://www.municipalities.co.za) is South Africa's leading online source of municipal information. Website traffic from August to October 2017 was as follows:

	Aug	Sep	Oct
<b>Page Views</b>	446 258	384 098	399 086
<b>Users</b>	135 552	116 972	122 649

\* Traffic reporting by Google Analytics

Annual traffic projects to more than:

- 1.5 million Users
- 5 million Page Views

Website advertising is sold as packages that include:

- A listing in the Service Providers index
  - An optional individual profile page for your organisation including your contact details, logo and profile information
  - A guaranteed number of banner impressions over an agreed period.
- The following packages are available:

Package	Home Page Impressions	Run of Site Impressions	Campaign Period	Price
<b>Platinum</b>	30 000	500 000	12 months	R40 000
<b>Gold</b>	20 000	375 000	12 months	R30 000
<b>Silver</b>	10 000	250 000	12 months	R20 000
<b>Bronze</b>	-	125 000	12 months	R10 000

- Alternative campaign periods may be agreed depending on availability.
- Google DFP campaign reports are available on request.
- Website packages are invoiced in full upon order.

## MUNICIPAL PROFILES

Municipal profiles allow municipalities to showcase programmes and initiatives not covered by the Handbook's standard editorial information.

1 Page Print Profile & Website	R24 000
2 Page Print Profile & Website	R35 000
Additional Print Pages (per page)	R10 000
Website only Featured Content	R8 500

- Municipal profile pages are produced by our production team at no additional cost, in accordance with our universal style guide and subject to final client approval.
- Featured Content on the website is booked for a fixed period of one year.
- The exposure on the website includes:
  - A PDF or web page of your Featured Content
  - A link to your Featured Content from the relevant municipal directory page
  - A listing in the Featured Municipalities section.

