

# THE LOCAL GOVERNMENT HANDBOOK SOUTH AFRICA 2019



A complete guide to municipalities in South Africa

NINTH 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 at [municipalities.co.za](http://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

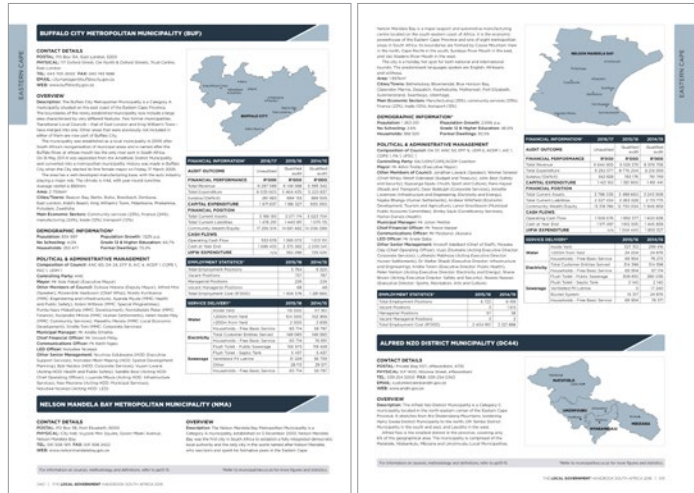
Size: 297 x 210mm (standard A4)  
 Cover: 350gsm - Matt laminated  
 Contents: 80gsm - Matt art  
 Print Run: 7 500 copies  
 Circulation: 16 000 (Print + Online)  
 Distribution Date: February 2019

### 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.

Issuu.com reports the following statistics for past editions:

	READS
<b>2018 EDITION</b> (Feb 2018 - Sep 2018)	6 361
<b>2017 EDITION</b> (Feb 2017 - Aug 2018)	9 437
<b>2016 EDITION</b> (Feb 2016 - Aug 2018)	8 730



## PRINT ADVERTISING RATES

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Full Page Advert	R25 000
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Page in 1st 50 pages	R40 000
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Bookmark - Double Sided (240mm x 55mm)	R80 000

- A 10% discount is available for combined print and website bookings.
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- Special positions are not available for half page adverts.
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- 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 2018**

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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: October*

## WEBSITE ADVERTISING

[municipalities.co.za](http://municipalities.co.za) is South Africa's leading online source of municipal information. Recent website traffic was as follows:

	Jun-18	Jul-18	Aug-18
Page Views	798 148	868 905	929 329
Users	116 510	115 699	137 921

\* Traffic reporting by Google Analytics

Annual traffic projects to more than:

- 10 million Page Views
- 1.4 million Users

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
Platinum	30 000	600 000	12 months	R40 000
Gold	20 000	450 000	12 months	R30 000
Silver	10 000	300 000	12 months	R20 000
Bronze	-	150 000	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	R25 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 designed 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.



**YES!MEDIA**

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