

THE NATIONAL GOVERNMENT HANDBOOK

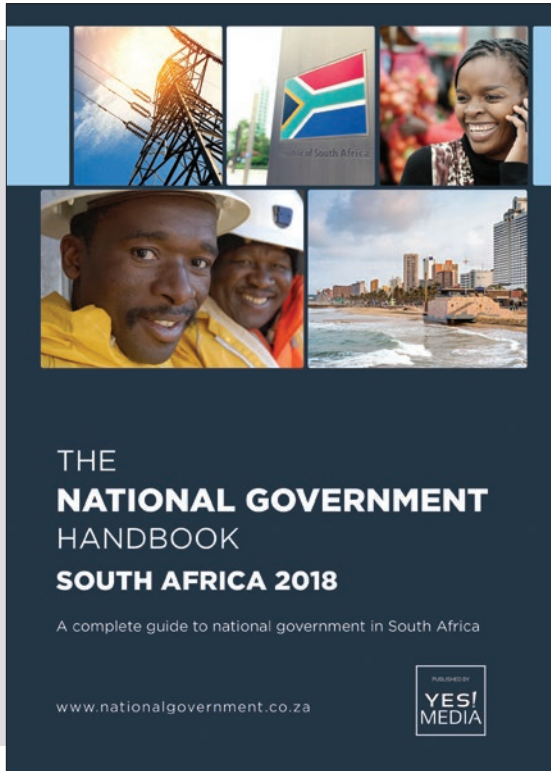
SOUTH AFRICA 2019

A complete guide to national government in South Africa

FIFTH EDITION



RATE CARD



The National Government Handbook: South Africa is a complete guide to all the government departments and entities that comprise the national sphere of government in South Africa. With over 340 departments, institutions, boards, councils, enterprises, authorities, funds, agencies, etc., the national sphere encompasses a vast range of activities and responsibilities.

The Handbook provides a detailed synopsis of each department or public entity. It includes contact details, descriptive overviews, particulars of senior office bearers, as well as financial and other performance-related information.

The Handbook is aimed at government officials, local and foreign business representatives, investors and NGOs, who need a complete, yet concise, reference source to South Africa's national government layer.

Online flipbooks of past editions can be viewed at www.issuu.com/yesmedia.

DISTRIBUTION

The National Government Handbook has a combined circulation of 15 000 copies across print, pdf downloads, and issuu.com:

PRINT

Print copies are individually posted to:

- Members of the National Assembly and NCOP
- Ministers, Deputy Ministers, Directors General, Chiefs of Staff and other senior officials in National Government Departments
- CEOs and senior management of State-Owned Entities
- Senior officials at national Judicial Institutions and Constitutional Bodies
- MECs, Heads of Departments and other senior officials in Provincial Government Departments.

Copies are also distributed via the offices of SALGA and a selection of Investment Promotion Agencies and Business Chambers throughout South Africa.

ISSUU.COM

The Handbook is made available as an online flipbook at www.issuu.com/yesmedia, where it gets ongoing traffic and visitors for many years. Issuu.com reports the following statistics for past editions:

	READS
2018 EDITION (Jul 2018 - Jan 2019)	3 723
2017 EDITION (Jul 2017 - Jan 2019)	8 023
2016 EDITION (Jul 2016 - Jan 2019)	10 755

EMAIL AND PDF DOWNLOADS

A downloadable pdf of the Handbook is emailed to a database of more than 8 000 senior officials across all three spheres of government. Individual downloads are monitored and statistics will be available in future.



PUBLICATION SPECIFICATIONS

Size: 297 x 210mm (standard A4)
 Circulation: 15 000 (Print + Digital)
 Print Run: 6 000 copies
 Distribution Date: August 2019

ADVERTISING RATES

Double Page Advert (DPS)	R35 000
Full Page Advert	R25 000
Half Page Advert	R16 000

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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: 28 June 2019

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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 850 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.

ANNUAL PUBLICATION SCHEDULE

Local Government Handbook: February

National Government Handbook: August

Provincial Government Handbook: October

WEBSITE ADVERTISING

nationalgovernment.co.za is South Africa's leading online source of consolidated national government information.

Recent website traffic was as follows:

	Sep-18	Oct-18	Nov-18
Page Views	237 298	228 232	233 821
Users	65 807	69 114	58 512

* Traffic reporting by Google Analytics

Annual traffic projects to more than:

- 3 million Page Views
- 800 000 Users

Website advertising is sold as packages that include:

- A guaranteed number of banner impressions over an agreed period
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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
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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.

The screenshot shows the homepage of the National Government of South Africa website. It features a navigation menu with sections for National Government, Provincial Government, and Municipalities. Below the navigation, there are several content blocks including a 'SIGN UP' button, a 'National Government Administration' section listing various departments and entities, and a 'Provincial Government' section. There are also advertisements for Procore Trading CC and PARI Public Affairs Research Institute.



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