

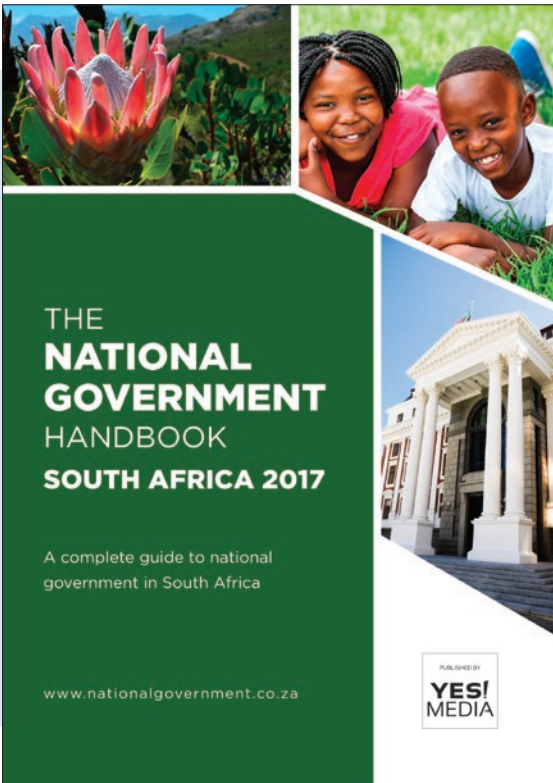
THE NATIONAL GOVERNMENT HANDBOOK

SOUTH AFRICA 2018



A complete guide to national government in South Africa
FOURTH 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 is distributed to:

- Members of the National Assembly and National Chamber of Provinces
- Ministers, Deputy Ministers, Directors General, Chiefs of Staff and other senior officials in National Government Departments
- Board Members and CEOs 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
- 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: June 2018

ELECTRONIC DISTRIBUTION

The Handbook is also made available as an online flipbook on our publisher's page 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
2017 EDITION (July 2017 - Feb 2018)	3 922
2016 EDITION (July 2015 - Feb 2018)	7 922
2015 EDITION (July 2014 - Feb 2018)	9 746



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- 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: 4 May 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.

ANNUAL PUBLICATION SCHEDULE

Local Government Handbook: February

National Government Handbook: June

Provincial Government Handbook: September

YES! MEDIA

WEBSITE ADVERTISING

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

Recent website traffic was as follows:

	Dec-17	Jan-18	Feb-18
Page Views	49 073	108 295	133 034
Users	19 607	42 847	50 725

* Traffic reporting by Google Analytics

Annual traffic projects to more than:

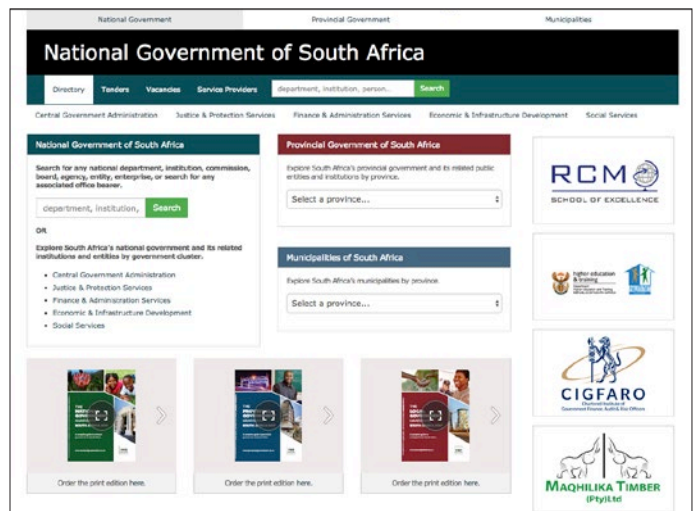
- 500 000 Users
- 1.4 million Page Views

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Package	Home Page Impressions	Run of Site Impressions	Campaign Period	Price
Gold	20 000	450 000	12 months	R30 000
Silver	10 000	300 000	12 months	R20 000
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- Alternative campaign periods may be agreed depending on availability.
- Campaign reports are available on request. Impressions will be calculated by dividing total page views (according to Google Analytics reporting) by all active advertisers.
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