

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.

PRINT 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
 Print Run: 7 500 copies
 Circulation: 15 000 (Print + Online)
 Distribution Date: Approx. three months after the 2019 General Elections

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 (Jul 2017 - Sep 2018)	7 278
2016 EDITION (Jul 2016 - Sep 2018)	9 886
2015 EDITION (July 2015 - Sep 2018)	11 129



PRINT ADVERTISING RATES

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Half Page Advert	R16 000

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- 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: 2 Months after the 2019 Elections

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WEBSITE ADVERTISING

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

Recent website traffic was as follows:

	Jul-18	Aug-18	Sep-18
Page Views	245 785	270 695	237 298
Users	66 578	79 048	65 807

* Traffic reporting by Google Analytics

Annual traffic projects to more than:

- 3 million Page Views
- 800 000 Users

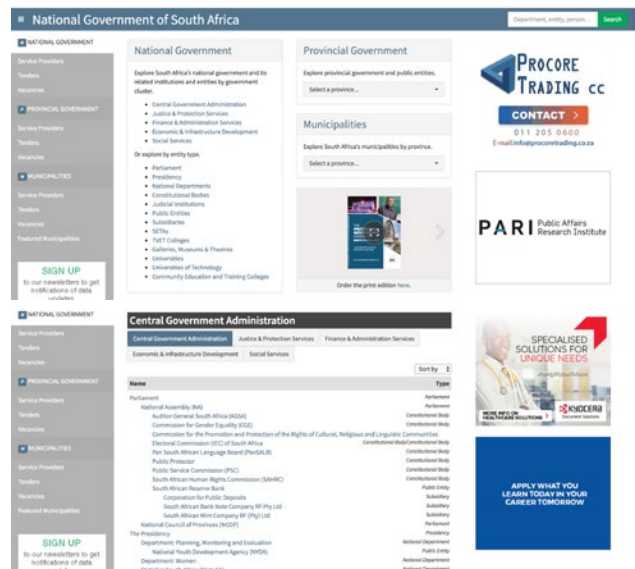
Website advertising is sold as packages that include:

- A listing in the Service Providers index
- An optional individual profile page for your organisation including your contact details, logo and profile information
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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.



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: October



YES!MEDIA

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