

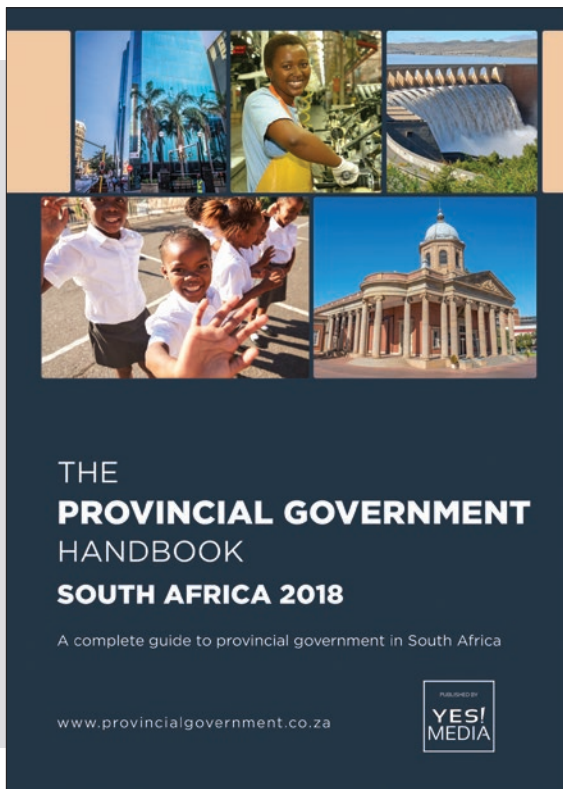
# THE PROVINCIAL GOVERNMENT HANDBOOK SOUTH AFRICA 2019



A complete guide to provincial government in South Africa

SIXTH EDITION

## RATE CARD



The Provincial Government Handbook: South Africa is a complete guide to all the government departments and entities that comprise the provincial sphere of government in South Africa. With over 200 departments, institutions, boards, councils, enterprises, authorities, funds, agencies, etc., the provincial sphere encompasses a broad 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 provincial government layer.

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

### PRINT DISTRIBUTION

The Provincial Government Handbook is distributed to:

- MECs, Heads of Departments and senior officials in all Provincial Government Departments
- Board Members, CEOs and senior management of all Provincial Government Entities
- Members of the National Assembly and National Chamber of Provinces
- Members of Provincial Legislatures
- Ministers, Deputy Ministers, Directors General and other senior officials in National 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: October 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> (Oct 2017 - Sep 2018)	7 201
<b>2017 EDITION</b> (Feb 2017 - Sep 2018)	6 208
<b>2016 EDITION</b> (Oct 2015 - Sep 2018)	7 388



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## ADVERT SPECIFICATIONS

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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: 20 September 2019**

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## WEBSITE ADVERTISING

provincialgovernment.co.za is South Africa's leading online source of consolidated provincial government information.

Recent website traffic was as follows:

	Jul-18	Aug-18	Sep-18
<b>Page Views</b>	335 170	357 569	319 126
<b>Users</b>	73 977	84 205	73 409

\* Traffic reporting by Google Analytics

Annual traffic projects to more than:

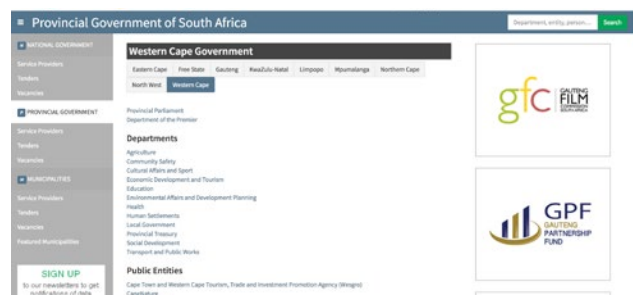
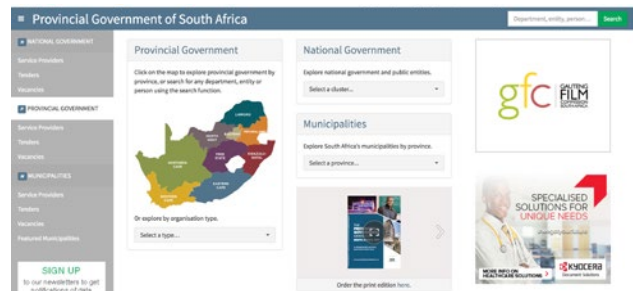
- 4 million Page Views
- 900 000 Users

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<b>Silver</b>	10 000	300 000	12 months	R20 000
<b>Bronze</b>	-	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](http://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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