

THE PROVINCIAL GOVERNMENT HANDBOOK SOUTH AFRICA 2018



A complete guide to provincial government in South Africa
FIFTH 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.

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
Circulation: 7 500 copies
Distribution date: September 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 (Oct 2017 - May 2018)	4 518
2016 EDITION (Feb 2017 - May 2018)	5 032
2015 EDITION (Oct 2015 - May 2018)	6 888



PRINT ADVERTISING RATES

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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: 31 August 2018

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WEBSITE ADVERTISING

provinciagovernment.co.za is South Africa's most comprehensive online source of consolidated provincial government information. Recent website traffic was as follows:

	Mar-18	Apr-18	May-18
Page Views	276 682	226 106	349 883
Users	77 284	69 613	79 421

* Traffic reporting by Google Analytics

Annual traffic projects to more than:

- 900 000 Users
- 3.2 million Page Views

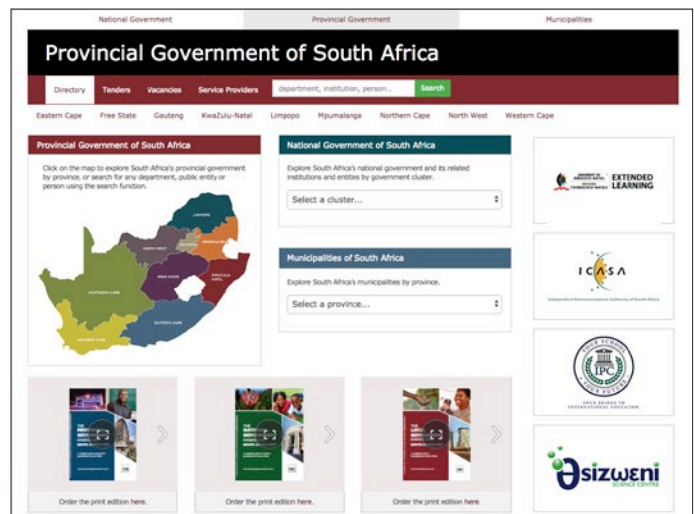
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Package	Home Page Impressions	Run of Site Impressions	Campaign Period	Price
Platinum	30 000	600 000	12 months	R40 000
Gold	20 000	450 000	12 months	R30 000
Silver	10 000	300 000	12 months	R20 000
Bronze	-	150 000	12 months	R10 000

- Alternative campaign periods may be agreed depending on availability.
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- 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: September



YES!MEDIA

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