

THE SOUTH AFRICAN SCHOOLS COLLECTION

INCLUDING TVET COLLEGES AND TERTIARY INSTITUTIONS

RATE CARD 2022

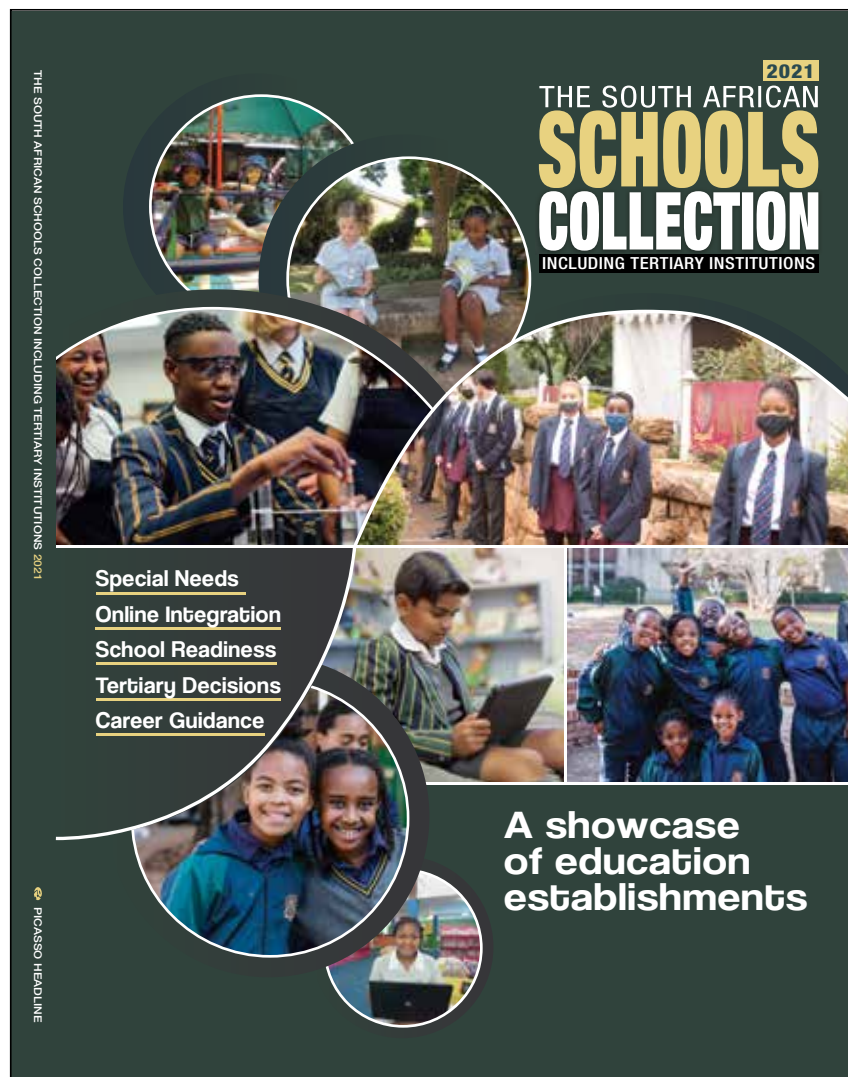
A SHOWCASE OF EDUCATION ESTABLISHMENTS THROUGHOUT SOUTH AFRICA

The 27th edition of The SA Schools Collection is a prestigious annual showcase targeted primarily at educational institutions and parents who need to make crucial decisions regarding their children's future. The publication provides a comprehensive directory of independent and public schools countrywide. Editorial content includes topical issues related to education, highlighting the latest trends in the educational arena. Sections include schools, special needs, online schools, tvet, tertiary and school suppliers.

DISTRIBUTION

- Distributed directly to Business Day Subscribers (LSM 8-10) in May 2022.
- Distribution includes SA domestic and international airports, domestic and international airport lounges, car rentals at the airports, Airport restaurants domestic and international, check-ins, etc (eg. Avis, Hertz, Woodford, Bidvest, Tempest car rentals; Mango, Safair, SA Express, BA, check-ins; SLOW lounges - international and domestic, ORT SL Sandton, Voyager Platinum Lounge, Airlink lounge, Emirates lounge, BA lounge, SAA lounge, Lanseria lounges etc.) coffee shops.
- Distributed via the Department of Foreign Affairs to SA embassies worldwide.
- Over 1000 school bursars, academic and administrative staff and boards of governors
- Distributed with MIMS to paediatricians throughout South Africa
- Distributed with SA Home Owner magazine in retail stores nationwide

CORPORATE



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**PUBLICATION DATE:
MAY 2022**

The SA Schools Collection will be available on Business Media Media Mags

businessmediamags.co.za

as a replica e-zine for 12 months SA Schools Collection will also be showcased on

Sundaytimes.co.za

for 7 days from publication date.

click on website

click on website

BUSINESS LIVE FOR 7 DAYS AFTER PUBLICATION:

Schools is also on the Business Day website: <https://www.businesslive.co.za/bd/business-and-economy/2021-05-10-free-to-read-the-2021-annual-of-education-establishments/>

AVAILABLE ON SA HOME OWNER: <https://www.sahomeowner.co.za/saho-lifestyle-mags/the-south-african-schools-collection/>

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TOTAL PRINT RUN

12 500

DIGITAL

A DIGITAL REPLICA IS AVAILABLE

www.businessmediamags.co.za

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ADVERTISING CONTACT

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CREATIVE EXECUTIONS

**TRIANGLE
(RIGHT OR LEFT CORNER)**
R5 750

ISLAND
R5 750

DPS WRAP AROUND BORDER
R14 500

ADVERTISING RATES

All rates exclude VAT and agency commission.

FULL PAGE R16 500

**INSIDE FRONT COVER
(SINGLE PAGE) R14 000**

DOUBLE PAGE SPREAD R26 500

INSIDE FRONT COVER DPS R 8 250

OUTSIDE BACK COVER R26 200

INSIDE BACK COVER R21 295

**1/2 PAGE HORIZONTAL
/VERTICAL R 9 828**

1/4 PAGE R 4 915

MATERIAL SPECIFICATIONS

	DPS	FCP
Trim	420 x 275mm	210 x 275mm
Bleed	440 x 285mm	220 x 285mm
Safe type area	430 x 215mm	180 x 245mm

All finished advertising material to be supplied as CMYK PDF in PDF/X-1. Resolution must be 300dpi and maximum total ink to be 270%.



420mm x 275mm
CORPORATE DOUBLE PAGE ADVERT



210mm x 275mm
CORPORATE SINGLE PAGE ADVERT



CORPORATE HALF VERTICLE ADVERT



200mm x 128mm

CORPORATE HALF HORIZONTAL ADVERT

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