

# THE SOUTH AFRICAN SCHOOLS COLLECTION

INCLUDING TVET COLLEGES AND TERTIARY INSTITUTIONS

## RATE CARD 2023

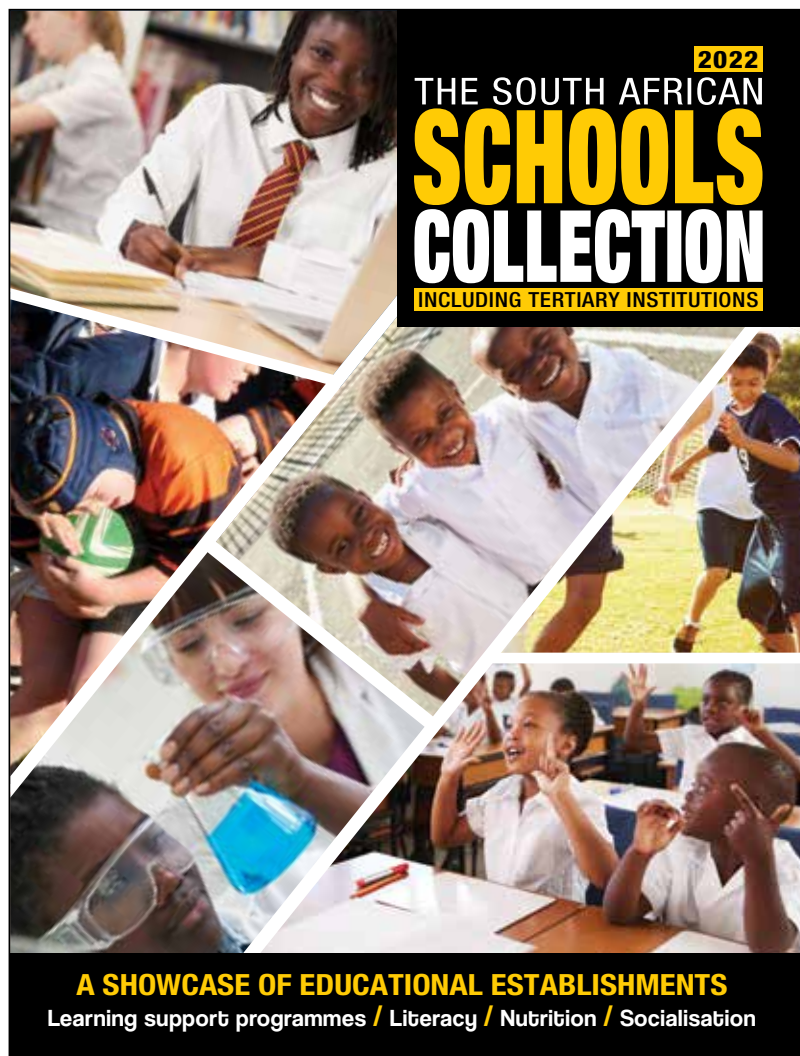
### A SHOWCASE OF EDUCATION ESTABLISHMENTS THROUGHOUT SOUTH AFRICA

The 28th 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 2023.
- 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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### DIGITAL

SA Schools Collection e-zine will be available for preview for one week on  
**www.businesslive.co.za** on  
**www.timeslive.co.za** and  
**www.sahomeowner.co.za**  
SA Schools Collection e-zine will also be promoted across it's social media platforms.

SA Schools Collection e-zine will be available on  
**www.businessmediamags.co.za**  
for 12 months.

SA Schools Collection e-zine will be sent directly to all Business Day Pressreader subscribers.

### STATS

Source: Narrative (SA audience data)  
**BusinessLIVE**

Unique browsers **2 714 075**  
Page views **7 636 356**  
Facebook **126 636**  
Twitter **295 86**

### TimesLIVE

Unique browsers **4 914 864**  
Page views **21 098 812**  
Social Media  
Facebook **1 385 406**  
Twitter **508 925**  
Instagram **16 454**

### Business Media MAGS

**www.businessmediamags.co.za**

Direct page views: **25,021**  
Unique website views: **20,272**  
Facebook  
**33, 219** Likes  
**33, 501** Followers  
**176, 269** Reach  
**12, 872** Engaged  
Twitter  
**1,347** Followers  
Instagram: **387** Followers  
LinkedIn: **486** Followers

### SA Home Owner

**www.sahomeowner.co.za**

Users: **24, 553**  
Pageviews: **106, 392**  
Unique views: **45, 723**  
Time spent on page: **00:00:59**  
Facebook: **400, 333**  
Twitter: **11, 892**  
Instagram: **61, 000**

### Pressreader

Business Day subscribers: **4 439**

# THE SOUTH AFRICAN SCHOOLS COLLECTION

INCLUDING TVET COLLEGES AND TERTIARY INSTITUTIONS

## RATE CARD 2023

### 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%.

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### PUBLISHER

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