

## RATE CARD 2024

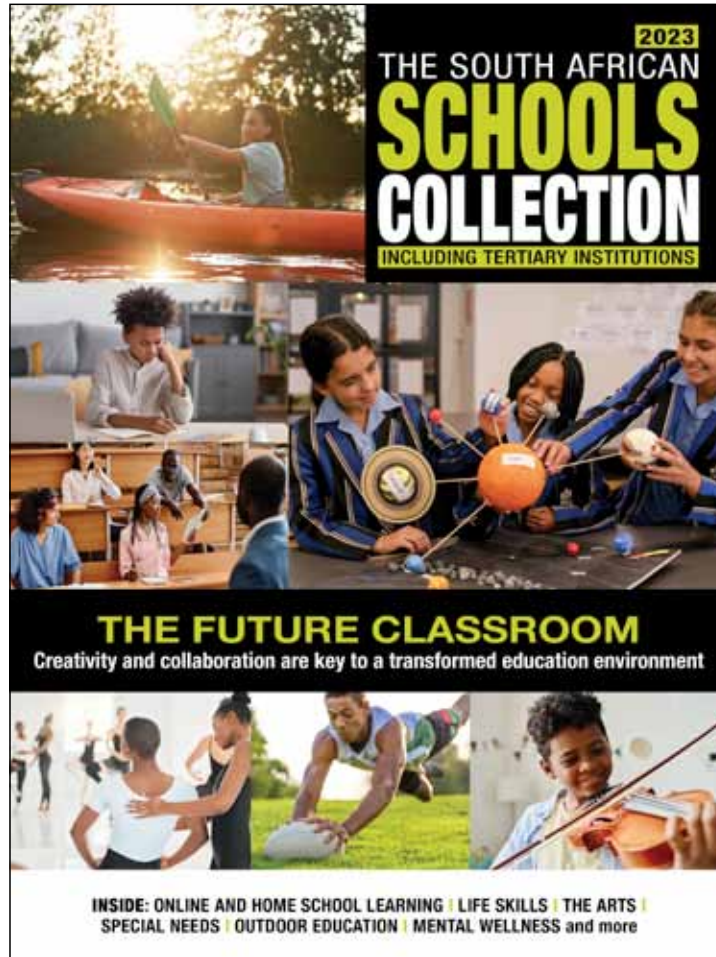
### A SHOWCASE OF EDUCATION ESTABLISHMENTS THROUGHOUT SOUTH AFRICA

The 29th 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, Remedial & Special needs, Online & Home schools, Outdoor education, tertiary institutions and school suppliers.

### DISTRIBUTION

- Distributed directly to Business Day Subscribers (LSM 8-10) in May 2024.
- Distribution includes SA domestic and international airports, domestic and international airport lounges, car rentals at the airports, Airport restaurants and coffee shops, 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.)
- Distributed via the Department of International Relations to SA embassies worldwide.
- Distributed at Learning/education exhibitions
- Over 1000 school bursars, academic and administrative staff and boards of governors
- Distributed with MIMS to paediatricians, orthodontists and GP's throughout South Africa
- Distributed with SA Home Owner magazine in retail stores nationwide

# SCHOOL SHOWCASE



**CLICK COVER TO READ THE LATEST ISSUE**

### DIGITAL

SA Schools Collection e-zine will be available for preview 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 these social media platforms.

SA Schools Collection e-zine will be available on [www.businessmediamags.co.za](http://www.businessmediamags.co.za) for 12 months.

### 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](http://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](http://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**

# THE SOUTH AFRICA SCHOOLS COLLECTION

INCLUDING TVET COLLEGES AND TERTIARY INSTITUTION

## RATE CARD 2024

### 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**

±300 WORDS (PIC INTENSIVE) **R5 000**

**FULL PAGE**

±450 WORDS (TEXT INTENSIVE) **R5 000**

**DOUBLE PAGE SPREAD**

±600 WORDS (PIC INTENSIVE) **R8 750**

**DOUBLE PAGE SPREAD**

±900 WORDS (TEXT INTENSIVE) **R8 750**

**LISTINGS**

SCHOOL NAME, GRADE,  
TELEPHONE ADDRESS,  
EMAIL, WEBSITE

**R 525**

### 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%.

**FOOTPRINTS PREPARATORY SCHOOL (SPECIAL NEEDS)**

WELSHOOF ROAD, SANDHURST  
5 YEARS TENDER TO 12 YEARS

**SHOWCASE SINGLE ADVERT DESIGNED**

**St John's College**

HOUGHTON, JOHANNESBURG  
GRADES 0-12

**Nurturing young minds to excel and lead**

**SHOWCASE DOUBLE ADVERT**

**Holy Rosary School**

Nursery Primary High

**A good education is what happens in the space between the marks**

**SHOWCASE SINGLE ADVERT**

**REDWOOD COLLEGE**

**LEARNING TODAY, LEADING TOMORROW!**

**SHOWCASE DOUBLE ADVERT**

### PUBLISHER

**PICASSO HEADLINE, A PROUD DIVISION OF ARENA HOLDINGS**

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