

## RATE CARD 2025

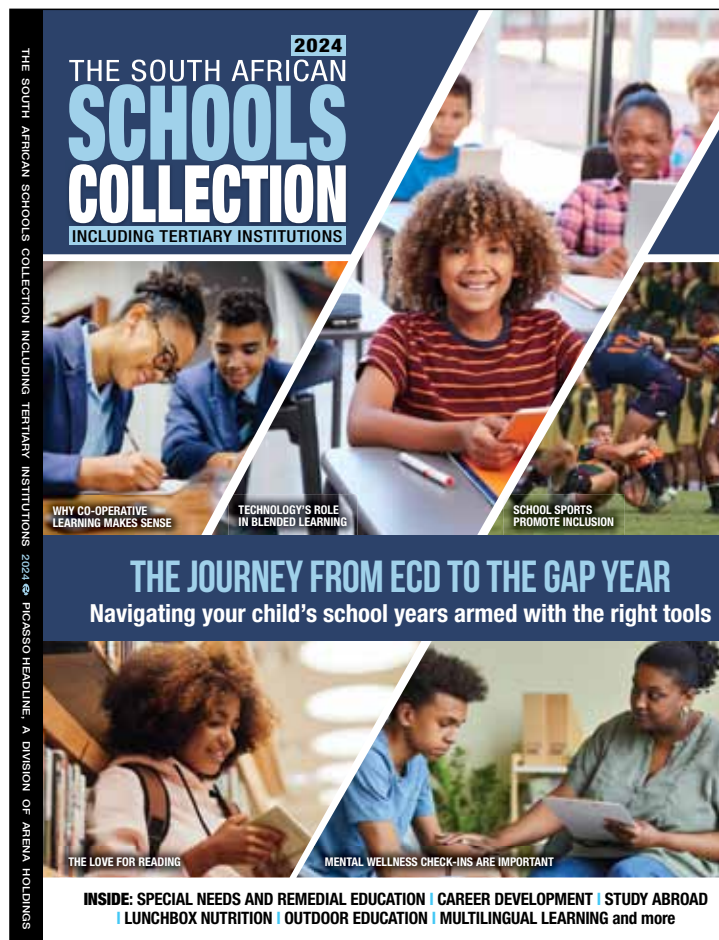
### A SHOWCASE OF EDUCATION ESTABLISHMENTS THROUGHOUT SOUTH AFRICA

The 30th 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 2025.
- 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

# CORPORATE



**CLICK COVER TO READ  
THE LATEST ISSUE**

### DIGITAL

SA Schools Collection e-zine will be available for preview on  
**BusinessLIVE**  
**TimesLIVE**  
**HeraldLIVE**  
**DispatchLIVE**  
**SA Home Owner**  
**BusinessMediaMAGS**

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

**BusinessLIVE**

[www.businesslive.co.za](http://www.businesslive.co.za)

Users: 1,275,842

Pageviews: 3,825,701

Facebook followers: 122,370

**TimesLIVE**

[www.timeslive.co.za](http://www.timeslive.co.za)

Users 2,177,438

Pageviews 7,148,700

Facebook followers 1,757,176

**HeraldLIVE**

[www.heraldive.co.za](http://www.heraldive.co.za)

Total users 789 559

Pageviews 2,094, 32

**DispatchLIVE**

[www.dispatchlive.co.za](http://www.dispatchlive.co.za)

Total users 319,223

Pageviews 682,755

**SA Home Owner**

[www.sahomeowner.co.za](http://www.sahomeowner.co.za)

Unique browsers (users) 41 419

Pageviews 64 153

**Business Media MAGS**

[www.businessmediamags.co.za](http://www.businessmediamags.co.za)

Direct page views 22 973

Unique views 12 827

Facebook followers 36 042

THE SOUTH AFRICA  
**SCHOOLS COLLECTION**  
 INCLUDING TVET COLLEGES AND TERTIARY INSTITUTION

**RATE CARD 2025**

**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 R29 295**

**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%.



CORPORATE DOUBLE PAGE ADVERT

420mm x 275mm



CORPORATE SINGLE PAGE ADVERT



CORPORATE SINGLE PAGE ADVERT



CORPORATE SINGLE ADVERT DESIGNED

210mm x 275mm



CORPORATE HALF HORIZONTAL ADVERT

200mm x 128mm

**PUBLISHER**

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