

# THE LOCAL GOVERNMENT HANDBOOK

## SOUTH AFRICA 2022

A complete guide to municipalities in South Africa

12TH EDITION



### RATE CARD



*The Local Government Handbook: South Africa* is a comprehensive guide to all municipalities in South Africa.

It is aimed at municipal and government officials, local and foreign business representatives, and NGOs, who need a complete, yet concise, reference source to South African municipalities.

The comprehensive municipal directory provides geographical and historical overviews of each municipality; contact details; maps; demographic information; particulars of senior political and administrative management officials; financial information; as well as employment and service delivery statistics.

The information in the Handbook is also made available at [municipalities.co.za](http://municipalities.co.za), South Africa's leading online source of municipal information.

Online flipbooks of past editions can be viewed at [issuu.com/yesmedia](http://issuu.com/yesmedia).

### CIRCULATION

*The Local Government Handbook* has a circulation of more than 15 000 copies across print, online reads and pdf downloads.

### PRINT

Print copies are individually posted to:

- Mayors, Mayco Members, Municipal Managers, CFOs, Communications Officers and senior management in all municipalities in South Africa
- Members of the National Assembly and NCOP
- Ministers, Deputy Ministers, Directors General and other senior officials in National Government Departments
- MECs, Heads of Departments and other senior officials in Provincial Government Departments.

Copies are also distributed via the offices of SALGA and a selection of Investment Promotion Agencies and Business Chambers throughout South Africa.

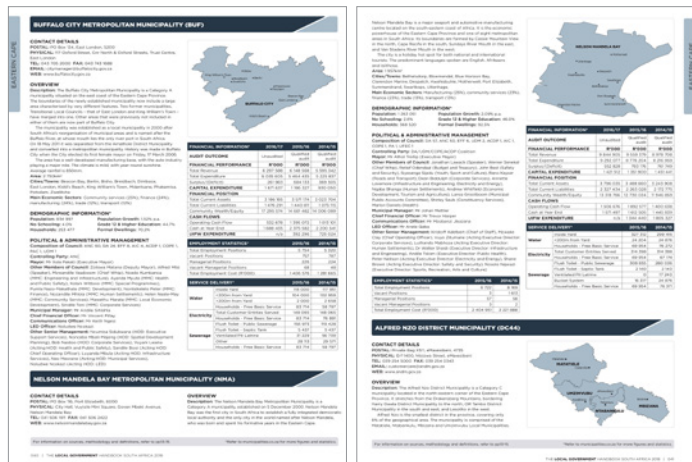
### ISSUU.COM | ONLINE READS

The Handbook is made available as an online book at [issuu.com/yesmedia](http://issuu.com/yesmedia) where it gets ongoing reads for many years. Issuu.com reports the following statistics for past editions:

	READS
<b>2021 EDITION</b> (Feb 2021 - Aug 2021)	9 569
<b>2020 EDITION</b> (Feb 2020 - Aug 2021)	13 365
<b>2019 EDITION</b> (Feb 2019 - Aug 2021)	16 457

### PDF DOWNLOADS

A downloadable pdf of the Handbook is emailed to a database of more than 6 000 senior officials across all three spheres of government.



### PUBLICATION SPECIFICATIONS

- Size: 297 x 210mm (standard A4)
- Circulation: 15 000 (Print + Digital)
- Print Run: 2 500 copies
- Distribution Date: March 2022\*

\*Subject to Local Government Elections being held and certified by 15 November 2021.

## ADVERTISING RATES

Double Page Advert (DPS)	R35 000
Full Page Advert	R25 000
Half Page Advert	R16 000

## PRIME POSITIONS

1st DPS (placed after Title Page)	R50 000
2nd DPS (page 4 & 5)	R50 000
3rd DPS (page 6 & 7)	R45 000
DPS in 1st 40 pages	R42 500
Page next to Foreword	R35 000
Page next to Contents	R35 000
Page in 1st 40 pages	R35 000
Page next Municipal Index or Towns Index	R35 000
Bookmark - Double Sided (240mm x 55mm)	R80 000

- A 10% discount is available for combined print and website bookings.
- A 10% loading fee applies to any other special position or section request.
- Special positions are not available for half page adverts.
- All rates are exclusive of VAT and exclusive of Agency Commission.
- Payment of a 50% deposit is required to complete the order. The balance is invoiced and payable on publication.
- 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 10 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: 4 February 2022**

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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 850 national and provincial departments, institutions, public entities and state-owned enterprises, as well as municipalities. Online versions can be viewed at [issuu.com/yesmedia](https://issuu.com/yesmedia).

### ANNUAL PUBLICATION SCHEDULE

**Local Government Handbook: March**

**National Government Handbook: July**

**Provincial Government Handbook: October**

## WEBSITE BANNER ADVERTISING

Yes Media's government websites, [nationalgovernment.co.za](https://nationalgovernment.co.za), [provincialgovernment.co.za](https://provincialgovernment.co.za) and [municipalities.co.za](https://municipalities.co.za) are South Africa's leading sources of consolidated government information.

Google Analytics reports traffic across the three sites as:

- 17.6 million Page Views per year
- 3.4 million Users per year.

Website advertising is sold as packages that include:

- A guaranteed number of banner impressions over an agreed period
- An optional listing in the Service Providers index
- An optional individual profile page for your organisation including your contact details, logo and profile information.

The following standard packages are available:

Package	Home Page Impressions	Run of Site Impressions	Campaign Period	Price
<b>Platinum</b>	30 000	1 000 000	12 months	R40 000
<b>Gold</b>	20 000	750 000	12 months	R30 000
<b>Silver</b>	10 000	500 000	12 months	R20 000
<b>Bronze</b>	-	250 000	12 months	R10 000

- Campaigns may be booked over a specific site or across any combination of the sites.
- Any campaign period may be specified (depending on availability).
- Google Analytics reports are available on request.
- Google DFP campaign reports are available on request.
- Website packages are invoiced in full upon order.

## MUNICIPAL PROFILES

Municipal profiles allow municipalities to showcase programmes and initiatives not covered by the Handbook's standard editorial information.

1 Page Print Profile & Website	R25 000
2 Page Print Profile & Website	R35 000
Additional Print Pages (per page)	R10 000
Website-only Featured Content	R8 500

- Municipal profile pages are designed by our production team at no additional cost, in accordance with our universal style guide and subject to final client approval.
- Featured Content on the website is booked for a fixed period of one year.
- The exposure on the website includes:
  - A PDF or web page of your Featured Content
  - A link to your Featured Content from the relevant municipal directory page
  - A listing in the Featured Municipalities section.



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