

T H E S O U T H A F R I C A N
SCHOOLS COLLECTION
INCLUDING TVET COLLEGES AND TERTIARY INSTITUTIONS 2017/2018



SHOWCASE OF EDUCATION ESTABLISHMENTS THROUGHOUT SOUTHERN AFRICA

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TARGETED READERSHIP

The **SA Schools Collection** is a **prestigious annual showcase** publication targeted primarily at parents who need to make crucial decisions concerning their children's future.

Providing a comprehensive directory of independent and public schools countrywide, the magazine showcases the facilities, ethos and foundations of many of **South Africa's educational institutions**, including universities, universities of technology and FET colleges.

Topical issues relating to education are included in the editorial content and are aimed specifically at bringing parents **up to date with current trends in the education arena**.

ADVERTISING OPPORTUNITIES

While the majority of advertisers are schools, limited advertising opportunities are available to a select number of advertisers of education related products and services. The following are an example of advertisers who would benefit by reaching this market:

- Suppliers of learning materials
- Suppliers of stationery
- Suppliers of computer software and hardware
- Suppliers of clothing, uniforms and sporting goods
- Extra-curricular learning centres such as sport, occupational therapies, speech, drama and music
- Companies providing financial assistance/insurance/savings products for educational needs.



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CIRCULATION AND DISTRIBUTION

The SA Schools Collection, with sections for schools, special-needs schools, schools in neighbouring countries, FETs and tertiary institutions is published annually in April.

SOUTH AFRICA: Central News Agency, Exclusive Books and selected retail stores.

AFRICA: Namibia, Botswana, Swaziland, Lesotho, Zambia, Zimbabwe, Mozambique, Mauritius.

DISTRIBUTION INCLUDES:

- Educational institutions, more than 1 000 school bursars, academic and administrative staff and boards of governors;
- South African embassies via the Department of Foreign Affairs;
- Learning exhibitions, such as Education Week, countrywide; and
- Distribution partnerships with relocation agents for the publication to be included in their welcome packs for families relocating to South Africa e.g. Crown Relocations, Relocation Africa etc.

ONLINE PRESENCE:

- Official website (www.saschoolscollection.co.za), which includes click-throughs to advertiser's website and contact details;
- Education Week website (www.educationweek.co.za);
- Financial Mail website (www.financialmail.co.za), under Special Reports;
- TimesLive (www.timeslive.co.za); and
- BusinessMediaLIVE website (www.businessmedialive.co.za).



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CORPORATE RATES

| FORMAT | RATE (excl. VAT) |
|--|------------------|
| • Double-page spread | R26 500 |
| • Full page | R16 500 |
| • Half-page horizontal/vertical | R9 828 |
| • 1/4 page | R4 915 |
| • Corporate Listing (1/8 page) excl. VAT. (50-100 words, a small pic, contact details and logo) | R1 800 |
| • Inside front cover double page spread | R29 295 |
| • Inside back cover | R21 295 |
| • Outside back cover | R26 200 |

CONTACT DETAILS

Project Manager: Tarin-Lee Watts

Tel (switchboard): 021 469 2400

Tel (direct): 021 469 2462

Cell: 079 504 7729

Email: wattst@picasso.co.za

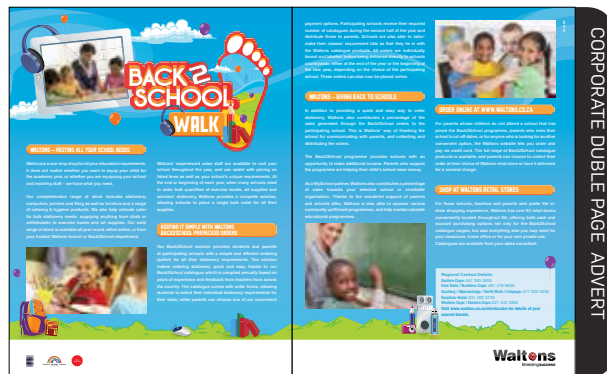
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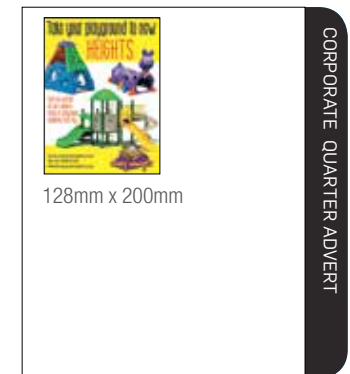
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128mm x 200mm



128mm x 200mm



128mm x 200mm