

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 publication 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;
- Extracurricular learning centres such as sport, occupational therapies, drama and music; and
- 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), including click-through links 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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SCHOOL SHOWCASES RATES

FORMAT

- Full-colour page ±300 words (Pic intensive)
- Full-colour page ±450 words (text intensive)
- Double-page spread ±780 words (Pic intensive)
- Double-page spread ± 860 words (text intensive)
- Listings:
School name, grade range, telephone, address, email, website

RATE (excl. VAT)

R4 650

R8 250

R525

CONTACT DETAILS

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