

T H E S O U T H A F R I C A N
SCHOOLS COLLECTION

INCLUDING TVET COLLEGES AND TERTIARY INSTITUTIONS 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), 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
- BusinessMediaMags website (www.businessmediamags.co.za).



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TERTIARY INSTITUTES

FORMAT

- Tertiary DPS
 - 1 x full-colour advert
 - 1 x full-colour advertorial

RATE (excl. VAT)

R12 700

- Full-colour page

R8 500

- Listings:

School name, grade range, telephone, address, email, website

R525

CONTACT DETAILS

Project Manager: Tarin-Lee Watts

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PICASSO HEADLINE (Pty) Ltd. Reg: 59/01754/07

A Tiso Blackstar Group Brand

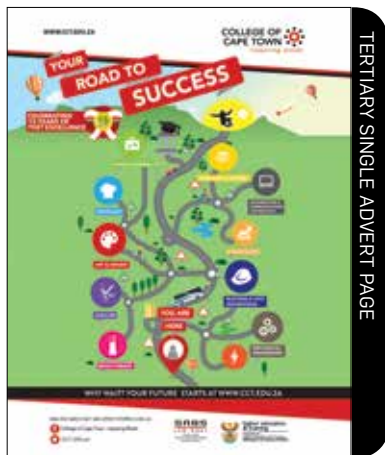
13th Floor, 2 Long Street,

Cape Town 8000

PO Box 12500, Mill Street 8010



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TERTIARY SINGLE ADVERT PAGE



TERTIARY DPS ADVERT



TERTIARY DOUBLE ADVERT & ADVERTORIAL