

Measurements read: width x height in mm

COST PER INSERTION (excluding VAT) • FULL COLOUR THROUGHOUT

SIZE	CASUAL	2-4	5-8	9-11	TYPE AREA	TRIM AREA	BLEED AREA
Full Page	10 340	10 030	9 620	9 310	180 x 267	210 x 297	216 x 303
Double Page Spread	18 620	18 050	17 310	16 750	390 x 267	420 x 297	426 x 303
Half Page Horizontal Vertical	7 240	7 020	6 730	6 510	180 x 130 86 x 267	N/A	N/A
Half Double Page Spread	13 030	12 640	12 120	11 730	390 x 130	N/A	N/A
Quarter Page Horizontal Vertical	4 340	4 210	4 040	3 910	180 x 62 86 x 130	N/A	N/A
Quarter Double Page Spread	7 820	7 580	7 270	7 040	390 x 62	N/A	N/A
Two-Third Page Two Columns	8 960	8 690	8 340	8 060	117 x 267	N/A	N/A
One-Third Page Horizontal Vertical	4 830	4 680	4 490	4 340	180 x 86 55 x 130	N/A	N/A
One-Sixth Page Half Single Column	2 410	2 340	2 250	2 170	55 x 130	N/A	N/A
SPECIAL POSITIONS: Profile Package Front Cover Inside Front Cover Inside Back Cover Outside Back Cover	Negotiable 14 480 12 930 15 510	14 040 12 540 15 050	13 460 12 020 14 420	13 030 11 630 13 960	180 x 267 180 x 267 180 x 267 180 x 267	210 x 297 210 x 297 210 x 297 210 x 297	216 x 303 216 x 303 216 x 303 216 x 303

Orders for 2013 will carry a 8% rate increase

BOOKINGS:

Malnor (Pty) Ltd

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www.educationsouthafrica.co.za

DEADLINES:

Published monthly

Closing Date: 10th of month prior for bookings and advertisements to be made up and five days later for complete material.

TECHNICAL REQUIREMENTS:

All material should be of high quality (300dpi) and in process colours (CMYK). Please adhere to type area for all import information like contact details including websites. Include 3mm bleed when applicable on full page and double page spreads.

Material can be supplied in the following formats

- PrintOptimized PDF with bleed, NO cropmarks and NO embedded ICC profiles. Also set white text to knockout
- Uncompressed JPG, EPS or TIF files
- All fonts to be converted to curves, paths or embedded when applicable (Freehand, Illustrator and CorelDraw).

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EDUCATION

Southern Africa
Life Long Learning

RATE CARD

JAN - NOV 2012
(All previous tariffs cancelled)

We are the voice of education. Established for six years we are a well known, used and trusted platform. We correspond to the national education department's trends and policies, following the direction and growth of education in every sector in Southern Africa.

Education Southern Africa is a monthly business to business publication with a distribution of 5000+ copies to a national readership. Our distribution is targeted to the following to give our advertisers the best return on investment:

- 23 registered universities and their subsidiary campus'
- 450 FET colleges and 50 public FET colleges
- 1200 Private school
- 1400 Primary schools (public schools)
- 1900 Secondary schools (public)
- 200 copies to the top 500 corporates involved in Education
- 150 copies to relevant national and provincial government departments (higher education, basic education, dept. of labour, science and technology, etc.)

Our readership includes:

- Education managers, (Principals, Vice Chancellors, Decision makers)
- Government officials (Ministers, Premiers and District officials.)
- Corporate representatives (CEO's, Directors and Presidents.).

The magazine has an average pass-on rate of 3 - 5. This means we have an effective readership of 15 000 to 25 000. The magazine is passed on to relevant departments according to the sections appearing monthly, which are as follows:

- Education policy (administrators)
- Special focus - New ideas, products, services or events. (all departments)
- Featured education provider of the month. (Guidance & career councillors)
- Tertiary Focus (Guidance & career councillors, Deans, Vice Chancellors)
- Sport parade (Coaches, Physical education.)
- E learning and ICT (computer lab, ICT Department)
- Safety & security (Administrators and grounds management and security)
- Facilities and ground management (Administrator & Maintenance dpt.)



A1 Wall Calendar – R6 000 per block ad

Furthermore, we reach another **12 000** schools through our Newsletter and online publication. For our advertisers, we place all the ads that appear in the magazine on the newsletter to increase their visibility. This gives an effective audience of 31 – 41 000 readers.

With Education Southern Africa we aim to inspire dialogue between and with educators, administrators, policy makers, parents, learners, governing bodies and communities, and to provide stakeholders with valuable, current coverage of educational issues at all levels.

Any corporate, business sports or academic provider that is involved with education, either through their product and service offering, systems management and consulting or their CSI Projects should be showcased in Education Southern Africa magazine for maximum exposure in this industry.

Advertising options include:

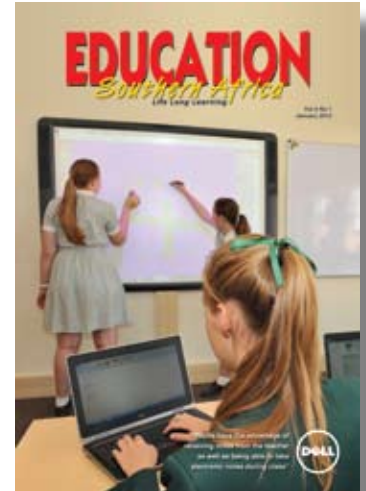
- Branded Pages: full, half, quarter, and third page ads
- Prime positions: front cover, outside back, inside back, inside front, opposite contents.
- Product Reviews
- Advertorials;
- Sponsored Stories
- Section Sponsors
- Published Testimonials and more.

Education Southern Africa has been in print for 6 years and is the youngest of eight magazines that is published by Malnor (Pty) Ltd. The company was established in 1973 and is the leading publisher of business-to-business publications.

We publish 10 000 copies of our annual wall calendar. Due to its popularity we suggest you book your space for the 2013 calendar in advance to avoid disappointment.

Money matters: Payment for your ad is only due in the month of publication. In other words if you book your add in January to appear in June, payment for the ad will only be due end of June. The same applies for contracts of two or more ad placements. The booking form is for booking and ensuring add space and position.

Contact us to find out about special offers for booking your 2012 marketing campaign



Published Monthly
January - November