

RATE CARD 2025

BACK *to* BASICS
Media



BACK^{to}**BASICS** an Independent monthly local government magazine in South Africa is distributed monthly (Print) and also available online to all the 278 Municipalities, SOE's(State Owned Enterprises, Provincial and National Government Departments in South Africa.

The publication is designed to highlight,celebrate and inform our readers on the important role played by local government in South Africa. Topics covered relate to all local government related disciplines, including, but not limited to: Water and Sanitation, Infrastructure Development, Information and Communication Technology in Government(ICT), Finance, Housing, Construction, Waste Management, Local Economic Development, Asset Management, Energy, Traffic Management, and Revenue Management at municipal level to name a few. The publication is a knowledge sharing platform and also seeks to raise debates that drives conversation on a national scale.

Editorial content is aligned to the 5 pillars of Municipal Back To Basics programme which serves to promote the following:

- Institutional Capacity
- Public Participation
- Good Governance
- Sound Financial Management and
- Service delivery at local government level

Provinces, Municipalities and SOE's are afforded an opportunity and encouraged to share and showcase their successes and progress on how they implement their various programmes through this platform.

Readership

National and Provincial Reader Audience:

Ministers, Director Generals, Deputy Director Generals, Premiers, Members of the Executive Councils, Chief Directors, Directors and Assistant Directors at National and Provincial level.

Municipal Reader Audience:

Mayors, Mayoral Committee Members, Councillors, Municipal Managers and Directors of various disciplines at municipal level.

Municipal Institutes:

- CIGFARO (Chartered Institute of Government Finance Audit and Risk Officers) - Formerly known as IMFO.
- IMASA(Institute of Municipal Administrators of Southern Africa).

Additional Distribution Points:

- Community Multi Purpose Centers.
- Community Libraries
- Institutions of Higher Learning Centres(Faculties of Public Management and Development).

Print run and Circulation::

- Available online: ***www.backtobasicsmedia.africa***
- 10 000 copies printed monthly
- Electronic version of the publication distributed by emails to all the senior managers in the 3 tiers of government.

Advertising Rates:

Provincial and Municipal Profiles/ write-up

Outside Front Cover: Negotiable

1 x Full Page/Full Colour: R15 500.00

2 x Full Pages/ Full Colour (DPS): R28 500.00

4 x Page Provincial/Municipal Profile/Write-up:
R114 000.00

Please note that the above rates includes write-ups, layout, design and interviews where and when necessary to do so.

Corporate Advertising:

Outside Front Cover: Negotiable

1 x Half Page Vertical/Horizontal: R6 250.00

1 x Full Page/Full color advertisement: R12 500.00

Double Page Spread: R22 500.00

Special Positions:

Inside Front Cover: R18 500.00

Inside Back Cover: R16 500.00

Outside Back Cover: R16 500.00

Material requirements:

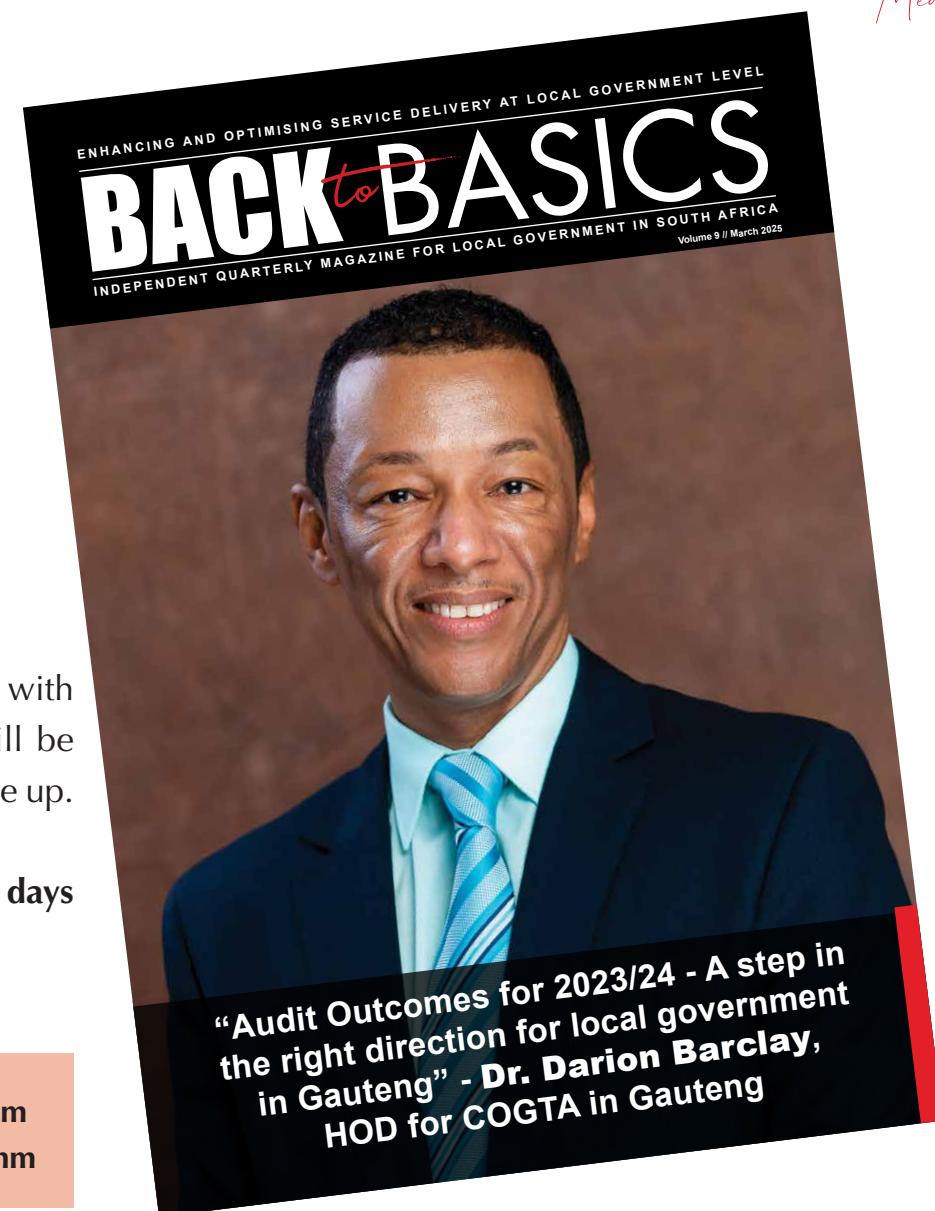
All artwork to be supplied on Jpeg format with high resolution pictures. Production fee will be charged for incomplete or Adverts to be made up.

Material and booking deadline: 3 Working days prior to publishing.

FULL PAGE:

Trim size: 210mm x 297mm

Type area: 190mm x 277mm



Online Content Marketing Packages

All Articles will be live for a period of one (1) month) and includes social post: FB &Tw

SPONSORED CONTENT

Provide ready to publish content for the relevant section/category

1 Article	R 8 000
2 Articles	R 14 000
4 Articles	R 24 000
8 Articles	R 56 000
10 Articles	R 65 000

Supply content: 600 word + 1-3 pic. Supply click through URL
Article posted online & social media

PARTNERED CONTENT

Provide content and creative for editing/adjustment by our content team. Articles will appear in the appropriate section or category.

1 Article	R 12 000
2 Articles	R 22 000
4 Articles	R 40 000
8 Articles	R 72 000
10 Articles	R 80 000

Supply content: 600 word + 1-3 pic.
Supply click through URL. Article posted online & social media

Enhancing and optimizing service delivery at local government level

Lawrence Mofokeng 082 298 2061
Lawrence@backtobasicsmedia.africa
lawrencemofokeng14@gmail.com

www.backtobasicsmedia.africa