

# Rate Card 2011



## About Bana Balang

Bana Balang is a mother tongue magazine for Setswana speaking youth.

Bana Balang recognizes that learners are multi-faceted individuals with a variety of interests. In response the publication offers interesting, actual and entertaining information to the widest variety of taste, as well as sms competitions, etc.

- Bana Balang is a full colour A4 magazine.
- 100,000 copies are printed per issue.
- Issued 8 times per year (2 per school quarter).
- 800 000 copies per annum.
- Distributed to 300 000 learners in more than 483 schools in urban and remote rural areas in the North West and Northern Cape Provinces.
- Language is mainly Setswana and English.
- Reading matter to Setswana speaking learners in their mother tongue.
- An estimated readership of over 2,000 000 readers annually; hence the magazine is also read by parents and friends outside the school.
- Target Group: Grade 1-12



With a readership as mentioned, Bana Balang is ideally suited as the delivery vehicle of choice for information and educational aids to learners and educators.

Bana Balang is a project of Ithuteng Dipuo Foundation (IDF) – registered as the Ithuteng Dipuo Foundation, Association Incorporated (2004/028157/08, in terms of Companies Act, Act 61 of 1988), with its administrative office in Potchefstroom. IDF is a registered Public Benefit Organization in terms of Section 30 of the Income Tax Act (No 58 of 1962). File no: 930 017 563.

Donors (individuals or companies) who are South African taxpayers, will be entitled to deduct the total value of their donations to a Section 18A approved organisation (PBO) in any tax year, up to a limit of 10% of their taxable income for that tax year.

IDF realizes the importance of establishing and nurturing a love for reading within our youth.



## Advertisement opportunities

Placement	Size
Double Spread *	420 x 297mm
Full page: Inside *	210 x 297mm
Full page: Back cover	210 x 297mm
½ page (landscape) *	210 x 148mm
½ page (portrait) *	105 x 297mm
¼ page (landscape)	210 x 74mm
¼ page (portrait)	105 x 148mm
Banner	210 x 50mm
1 Insert per magazine	Per 1 000
2 Inserts per magazine	Per 1 000
* Advertorial (min ½ page): Advertising Rate minus 15%	
** All rates exclude 14% VAT	

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