



# CITY OF DURBAN PUBLICATION

Celebrating 25 years  
of exemplary  
service delivery

# RATE CARD 2019

From eThekweni Metropolitan Municipality in collaboration with 3S Special Projects



In association with







# What it's about



The Port of Durban handles over 60% of total container traffic to and from South Africa



EThekwini is a lynchpin of the South African and sub-Saharan African economy, with the Port of Durban and its linked national and international transport routes being among the most heavily trafficked corridors in the region.



EThekwini Municipality has maintained its AA+ credit rating for the long term and an A1+ in the short term, with the city having a stable outlook.

## ABOUT ETHEKWINI

EThekwini is home to Africa's best-managed, busiest port.

Through this special publication, the city intends to unpack its 2030 Vision and IDP plan highlighting upcoming project plans, while showcasing potential opportunities for the city's partners and suppliers.

At the heart of eThekwini lies the key economic centre of Durban, which is the global gateway to South Africa, Africa and the world. Not only home to Africa's busiest port and the continent's top international conference centre, Durban boasts a world-class manufacturing sector and the second largest industrial concentration in South Africa. The city was recently highlighted by Mercer as one of the world's evolving business centres.

Within this publication, the Executive Mayor and her Heads of Department will reveal eThekwini's current and future plans, which may cover the following areas:

- Tourism
- Finance
- Economic Development
- ICT
- Energy
- Housing
- Water and Sanitation
- Solid Waste Management
- Community Safety
- Health and Welfare
- Environment
- Agriculture
- Sports, Recreation and Culture





## EXECUTIVE MAYOR

“The new council shall continue to improve people’s lives through the acceleration of service delivery, economic growth, job creation and rural development.” – Executive Mayor Zandile Gumede



**As a partner and supplier to eThekweni Municipality, you are invited to partake in this municipal publication to showcase your products and services. The city, through private and public funding, looks forward to injecting major investment into the many exciting projects that are planned over the next few years, from which its partners and suppliers could derive great benefit.**

## Upcoming projects

- Suncoast Casino
- New cruise ship terminal
- Finningley Growth Sphere
- Illovo Auto Supplier Park
- Clairwood Logistics Park
- Warwick Node
- Amoati housing project
- Cornubia Project
- KwaMashu Bridge City Urban Hub
- 4th Industrial Revolution Projects



**This year, eThekweni Metro once again received a clean audit for good governance and service delivery**

## TOURISM

Tourism remains one of the most significant components of the eThekweni economy. A new turnaround strategy is in place to attract more tourists to the city. Durban Tourism has launched a three-year marketing plan called Discover Durban, with the goal of making the city the number one tourist destination in Africa and number 20 in the world.

## WHAT THE WORLD SAYS ABOUT DURBAN:

- “Durban is SA’s secret jewel with its spectacular beaches, uShaka Marine World and five world-leading hotels and restaurants.” – New York Magazine
- SA’s friendliest and most welcoming city – Roper Brand Index
- Voted 1 of the top 10 cities to visit – New York Times
- Rated as Africa’s top city, as a business/tourist destination for both meetings and events – ICCA
- Voted as one of the world’s top 10 most underrated cities – CNN
- Durban is South Africa’s most liveable city – Mercer Quality of Living Report 2018



**eThekweni will host the 2022 Commonwealth Games, which is expected to generate over R2 billion for the local economy**



## PRINT & DIGITAL DISTRIBUTION

EThekweni Municipality	3 000
3S Media publications and related events	4 000
National and Provincial Government Departments	1 000
DIGITAL REACH Website page views per month	76 801
<b>TOTAL</b>	<b>84 801</b>

Other bodies receiving copies:

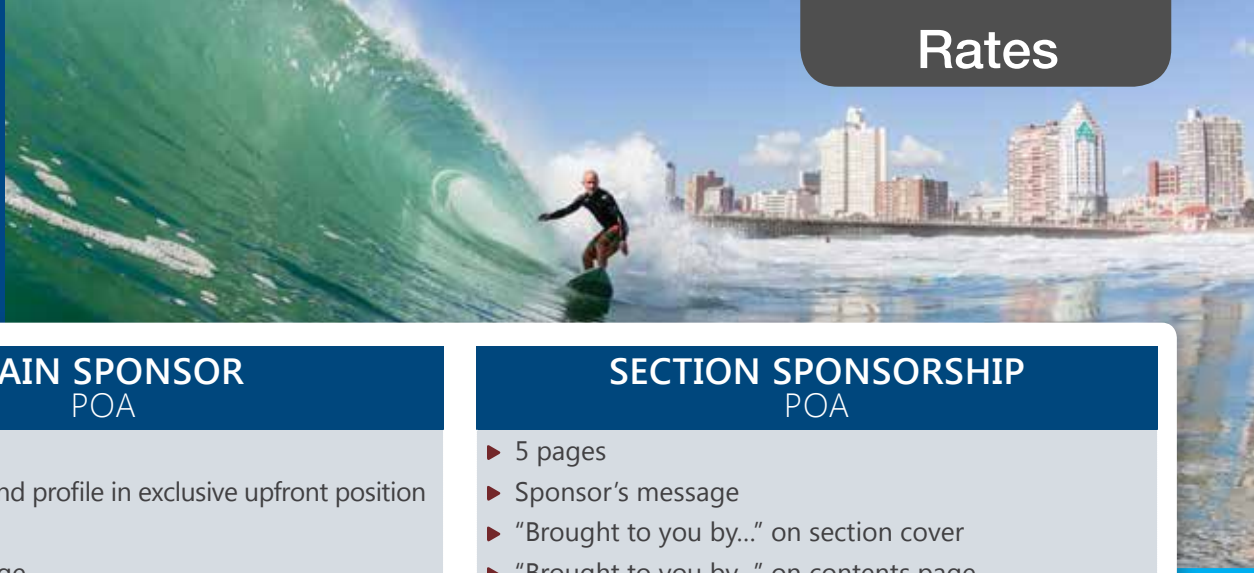
- Durban Chamber of Commerce
- Durban International Convention Centre
- Durban Tourism
- University of South Africa
- University of KZN
- Durban University of Technology

## EVENTS

- African Utility Week 2019
- Breakbulk Africa 2019
- Infrastructure Africa 2019
- Africa Travel Indaba 2019
- Power and Electricity Africa 2019
- Totally Concrete 2019
- World Travel Week 2019

The publication will also be available on eThekweni Municipality’s website.





## MAIN SPONSOR POA

- ▶ 9 pages
- ▶ Divisional cover and profile in exclusive upfront position
- ▶ Inside front DPS
- ▶ Sponsor's message
- ▶ Includes digimag upload
- ▶ 40 x print copies

## SECTION SPONSORSHIP POA

- ▶ 5 pages
- ▶ Sponsor's message
- ▶ "Brought to you by..." on section cover
- ▶ "Brought to you by..." on contents page
- ▶ Includes digimag upload
- ▶ 20 x print copies

**PLATINUM**  
R72 000

**GOLD**  
R62 000

**SILVER**  
R52 000

**BRONZE**  
R42 500

**PARTNER**  
R35 000

### WHAT YOU GET

#### 7 pages made up of:

- ▶ Cover (1 page)
- ▶ 4 pages including branded content
  - 2 interviews to be conducted
- ▶ 2 display adverts
- ▶ Includes digimag upload
- ▶ 20 x print copies

#### 5 pages made up of:

- ▶ Cover (1 page)
- ▶ 3 pages including branded content
  - 1 interview to be conducted
- ▶ 1 display advert
- ▶ Includes digimag upload
- ▶ 15 x print copies

#### 4 pages made up of:

- ▶ Cover (1 page)
- ▶ 2 pages including branded content
- ▶ 1 display advert
- ▶ Includes digimag upload
- ▶ 10 x print copies

#### 3 pages made up of:

- ▶ 2 pages of branded content
- ▶ 1 display advert
- ▶ Includes digimag upload
- ▶ 10 x print copies

#### 2 pages made up of:

- ▶ 2 pages of branded content
- ▶ Includes digimag upload
- ▶ 5 x print copies

### DISPLAY ADVERTS COST

Full-page	25 000
Half-page	17 000
Third-page	14 000

### ADVERT DESIGN

Necessary elements (images, copy, logo, etc. to be supplied by client)

### MATERIAL DEADLINES

Sold content booking deadline	28 March 2019
Display advert booking deadline	2 April 2019
Material deadline	5 April 2019

### SPECIAL POSITIONS PUBLICATION COVERS COST

Inside front cover DPS	52 500
Inside back cover DPS	50 000
Outside back cover	35 000
Inside front cover	32 500
Inside back cover	30 000
Opposite contents page	32 500

### ADVERT SPECIFICATIONS

(To be supplied as press-optimised, high-resolution PDF file, 300 dpi)

TRIM AREA	BLEED AREA (3MM)	TYPE AREA WITH BLEED
210 mm wide x 297 mm high	3 mm all around: 216 mm wide x 297 mm high	190 mm wide x 277 mm high

#### Print Terms And Conditions

Please note that if an agency is contracted to manage an advertising booking on behalf of a client that has made a direct booking, the initial booking will not be renegotiated until expiry of the existing contract. All bookings are subject to the terms and conditions to be provided with the booking form.

**Advertising display rates include design.**