



**little  
issue**

**young minds matter**

Rate card 2021/2022



**Join the  
magazine  
revolution  
for SA kids**

### **Introduction to *little issue***

*little issue* is a quarterly magazine aimed at learners in the foundation phase (Grade R-3). The magazine supports foundation phase learners with fun, interactive learning material that supports their early learning. Content is aligned to the Department of Basic Education's National Curriculum Framework for the foundation phase.

**THE BIG  
ISSUE**

**little  
issue**

  
MIKATEKO  
media



## Why advertise in *little issue*?

When you advertise in the *little issue* magazine, you're reaching thousands of parents, schools, teachers and children in a unique way. You also demonstrate that your company is intentional about changing the destiny of Grade 4 learners in South Africa, of whom currently 78% cannot read for meaning (PIRLS 2016).

The *little issue* circulation includes:

- ⑥ 5 000 free copies to 31 schools in the Tshwane South District and to 16 schools in the Western Cape Metro South district.
- ⑥ Free distribution to schools in other provinces will be scaled in a phased approach from September 2020 to September 2024.
- ⑥ 3 500 copies (free and paid) via national networks of early learning and literacy organisations in South Africa.
- ⑥ Copies sold by vendors across the Cape Metropole through The Big Issue organisation's employment programme. Vendors buy the magazine for R12,50 and sells it for R25,00 thereby making 100% profit.

## TAX EXEMPTION OR SECTION 18A CERTIFICATE

The *little issue* is the second magazine in the stable of The Big Issue, a 24-year old public-benefit organisation (PBO) in the Western Cape. If you wish to allocate a fraction of your CSI spend as a financial donation to *little issue*, we are certified to issue a Section 18A or Tax Exemption Certificate because of The Big Issue's PBO status.



# RATES & SPECIFICATIONS

## ADVERTISING RATES

### REGULAR POSITIONS

Full page	R12 500
Double page spread (DPS)	R22 500
Half page vertical	R7 500
Half page horizontal	R7 500
Quarter page vertical	R4 500

### PREMIUM POSITIONS

Outside back cover	R15 000
Inside back cover	R13 750
Inside front cover	R14 375
Inside front cover DPS	R26 875

### MATERIAL REQUIREMENTS

- Advert supplied in PDF/X-1a format in high res of 300 dpi and sent via ADSTREAM or ADSEND.
- A digital proof at 100% of the very same PDF/X-1a file must be supplied for colour purposes.
- If a colour proof is not supplied the printer/publisher will not accept responsibility for the colour validity of the printed result.
- Convert all type to paths if using Corel Draw, Illustrator etc., or create outlines if using InDesign. Note that a fee will be charged to send ads via Adstream or Adsend

### MATERIAL DELIVERY

**Bradley Bault**  
bradley.bault@mikatekmedia.co.za  
084 732 9744  
021 417 1164

**Adstream**  
Danny Hodden  
011 799 7846  
ads.za@adstream.co.za

**Adsend**  
Technical support  
011 712 5700  
support@adsend.co.za

## ARTWORK SPECIFICATIONS

### (MM) HEIGHT X WIDTH

Full page  
Trim: 275 x 210  
Type: 260 x 190  
Bleed: 290 x 220



DPS  
Supply two single pages  
Inside front cover DPS  
Supply two single pages



Half page horizontal  
Trim: 120 x 188



Half page vertical  
Trim: 275 x 105  
Bleed: 290 x 115



Third page vertical  
Trim: 275 x 70  
Bleed: 290 x 80



Quarter block  
Trim: 124 x 91.5w



## LITTLE ISSUE PACKAGE :

**R22 500**  
(Monthly R7 500 x 3 months)

### PRINT/DIGITAL

Full page in *little issue* magazine, **printed** quarterly (4 per year)

Full page in *little issue* magazine, **digital** quarterly (4 per year)

### DIGITAL

Banner/carousel ad on little issue website

Social media monthly postings:  
Facebook x1 per month  
Instagram x1 per month

## LITTLE ISSUE (DIGITAL ONLY)

**R7 500 PER MONTH**

Banner or carousel ad on [www.littleissue.org.za](http://www.littleissue.org.za)

## TO ADVERTISE PLEASE CONTACT

### CANDICE MARTIN

**COMMERCIAL MANAGER**

candice.martin@mikatekmedia.co.za  
082 077 6815