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**NATIONAL ASSEMBLY**

**WRITTEN REPLY**

**PARLIAMENTARY QUESTION: 2841**

**DATE OF PUBLICATION: 15 September 2017**

**Dr M J Cardo (DA) to ask the Minister of Economic Development:**

(a) what amount did the Industrial Development Corporation (IDC) spend (i) in total and (ii) in each medium on advertising in the 2016-17 financial year and (b) what was the IDC’s budget for advertising in the specified financial year? NW3148E

**Reply**

I have been furnished with a reply by the CEO of the IDC, Mr Geoffrey Qhena, to the question, which follows below.

1. The total amount spent by IDC on advertising was **R33 833 079.89** in the 2016-17 financial year (see table below).
2. (b) The IDC’s budget for advertising in the specified financial year (2016/17) was **R38 000 000.**

IDC Advertising spend:

|  |  |  |
| --- | --- | --- |
| Digital | Yonder Media – nett | 74 666,67 |
| Reprise - nett | 296 804,79 |
| LinkedIn | 120 000,00 |
| IOL | 40 000,00 |
| Gagasi Radio | 23 850,00 |
| CSRNEWSSA | 15 544,91 |
| Cadreon – nett | 428 526,90 |
|  | TOTAL DIGITAL | 999 393,27 |
|  | The Mercury | 48 688,00 |
| The Herald -17% | 17 991,62 |
| Stellander -17% | 3 821,30 |
| Rustenburg herald -Herout -17% | 19 424,94 |
| Loose Inserts (Newspaper) | Polokwane Observer | 3 592,81 |
| Platinum Weekly | 13 600,00 |
| Phalaborwa Herald - 17% | 3 154,00 |
| Mopani Herald - 17% | 3 320,00 |
| Mafikeng Mail -17% | 9 553,25 |
| Letaba Herald - 17% | 4 399,01 |
| Klerksdorp record -17% | 12 737,67 |
| Isolezwe | 161 530,00 |
| Hoedspruit Herald - 17% | 2 656,00 |
| Highvelder 17% | 13 928,10 |
| Gemsbok - Nett | 28 651,15 |
| Diamond Fields Advertiser | 100 838,32 |
| Capricorn Voice - 17% | 7 453,77 |
| Cape Times | 197 604,79 |
| Brits pos -17% | 5 731,95 |
| Bosveld Review - 17% | 3 320,00 |
|  | TOTAL INSERTS | 661 996,68 |
| Magazine | The Thinker Magazine | 29 928,14 |
| SA Grain/Graan | 21 050,00 |
| Public Sector Manager | 32 935,00 |
| Outlook Publishing | 83 826,35 |
| North West Business | 35 868,00 |
| Nelson Mandela Bay Business Chamber | 10 778,45 |
| MiningMX Yearbook | 55 743,85 |
| Landbouweekblad | 39 650,00 |
| KZN Top Business | 52 163,66 |
| Kazibiz | 35 930,00 |
| Infocom | 4 670,66 |
| Forbes Africa Women | 53 892,22 |
| Finweek - nett | 147 852,00 |
| Finweek | 49 284,00 |
| Financial Mail -17% | 318 203,11 |
| Financial Mail | 60 030,00 |
| Entrepreneur | 78 560,00 |
| Destiny Man | 161 676,65 |
| Destiny | 203 592,81 |
| CSI Handbook | 35 928,14 |
| CSI - The Human Face of Business | 27 905,00 |
|  | Africa's Most Influential Women in Business & Government | 20 360,00 |
| African Leader | 18 000,00 |
| ACUMEN | 301 724,99 |
|  | TOTAL MAGAZINE | 1 879 553,04 |
| Newspaper | Weekend Post 17% | 27 017,25 |
| Volksblad -nett | 57 142,99 |
| The Star | 110 189,52 |
| The Herald -17% | 77 777,46 |
| Sunday World -17% | 35 104,53 |
| Sunday Times-Business Times | 448 092,00 |
| Sunday Times - Business Times - 17% | 1 113 522,04 |
| Sunday Times - 17% | 394 845,41 |
| Sunday Sun -nett | 39 513,77 |
| Sowetan Newspaper - 17% | 481 930,41 |
| Sowetan Newspapers | 62 694,00 |
| Mail & Guardian - Business | 315 900,00 |
| Mail & Guardian | 0,00 |
| Lowvelder | 158 676,60 |
| Isolezwe - KZN Edition | 158 024,71 |
| Isolezwe - Eastern Cape Edition | 100 396,80 |
| Diamond Fields Advertiser | 37 548,00 |
| Daily News | 53 035,92 |
| Daily Dispatch - 17% | 162 801,27 |
| Daily Dispatch | 23 328,00 |
| City Press - nett | 649 331,74 |
| City Press - Business | 201 517,20 |
| Cape Business News | 54 720,00 |
| Cape Argus | 69 672,96 |
| Business Report (Star, Cape Times, Pretoria News, Mercury) | 473 911,20 |
| Business Report (Inc) | 483 643,39 |
| Business Day - 17% | 330 272,41 |
| Business Day | 47 466,00 |
| Bua Sedibeng News (Direct) | 15 300,00 |
| African Independent | 42 325,25 |
|  | TOTAL PRESS | 6 225 700,81, |
|  |  |  |
| Out of Home | Provantage Media | 305 389,22 |
| PRIMEDIA Outdoor | 928 742,98 |
| Mall Media Company | 173 652,69 |
| JC Decaux South Africa Outdoor Advertising | 934 131,74 |
| Impact Outdoor Media | 161 676,65 |
| Face First Media | 64 670,66 |
| Connect Media Advertising Pty Ltd | 59 881,44 |
| Brand IQ | 97 005,99 |
| Boo Media - Billboards And Wraps | 243 736,53 |
| Ad Outpost (Pty) Ltd | 136 526,95 |
|  | TOTAL OOH | 3 105 414,84 |
| Radio | YFM | 231 815,00 |
| Vuma 103 FM | 28 742,52 |
| Umhlobo Wenene FM (Xhosa) | 1 110 192,00 |
| Ukhozi FM (Zulu) | 1 528 410,00 |
| Trufm | 48 720,00 |
| Thobela FM (N.Sotho) | 561 444,00 |
| SAFM | 71 310,00 |
| RSG (Radiosondergrense) | 293 595,00 |
| Radio Teemaneng - nett | 69 820,36 |
| Radio Riverside-nett | 61 077,84 |
| Phalaphala FM (Venda) | 223 158,00 |
| OFM | 88 272,00 |
| North West FM - 17% | 38 647,19 |
| Munghana Lonene FM (Tsonga) | 248 157,00 |
| Motsweding FM (Setswana) | 1 031 092,00 |
| Metro FM | 1 096 710,00 |
| Lotus FM | 41 640,00 |
| Ligwalagwala FM (Seswati) | 914 569,00 |
| Lesedi FM (Sesotho) | 1 020 201,00 |
| Kaya FM 95.9 | 345 240,00 |
| Ikwekwezi FM (Ndebele) | 253 227,00 |
| Heart 104.9 | 126 780,00 |
| Good Hope (Ghfm) | 97 710,00 |
| Gagasi Radio | 523 217,64 |
| FORTE FM | 7 904,19 |
| Energy FM | 63 031,83 |
| Capricorn Radio Direct - nett | 130 000,00 |
| Capricorn FM | 137 700,00 |
|  | Bosveld FM | 12 594,45 |
| BDA FM 17% | 2 341,89 |
| ALGOA FM-17% - united stations | 110 427,98 |
| 5fm | 357 600,00 |
|  | TOTAL RADIO | 10 875 347,89 |
| Television | SABC 3 | 1 189 656,00 |
| SABC 3 | 351 819,00 |
| SABC 2 | 2 242 881,00 |
| SABC 1 | 3 676 104,00 |
| ETV | 1 941 049,68 |
| ENCA | 684 181,68 |
|  | TOTAL TVC | 10 085 691,36 |
| Grand Total | 33 833 097,89 |

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