

**NATIONAL ASSEMBLY**

**WRITTEN REPLY**

**PARLIAMENTARY QUESTION NO 263**

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**Mr M S Mbatha (EFF) to ask the Minister of Economic Development:**

Whether he and/or his department has bought advertising space in *The New Age* in the (a) 2012-13, (b) 2013-14 and (c) 2014-15 financial years; if so, (i) what number of times and (ii) for what amount in each specified financial year? NW267E

**REPLY**

During 2012-13, adverts were placed in New Age by recruitment companies totalling R102 146 for staff posts advertised by the department. This constituted 0,65% of the total advertising costs of the department for the year. Other media outlets used in this period included the Star, Mail & Guardian, City Press, Business Day and Sunday Times.

During 2013-14, infrastructure marketing was placed by Brand SA on behalf of EDD in various media outlets, which included newspapers, radio and television. Adverts and marketing were placed in Sowetan, the Star, Cape Times, Pretoria News, Mercury, Mail & Guardian, Business Day, City Press and the Sunday Times. No advertisements or marketing was placed with the New Age in this period and the amount was accordingly nil.

During 2014-15, infrastructure marketing was placed by Brand SA on behalf of EDD in various media outlets. Adverts for this as well as normal departmental advertising were placed in City Press, The Star, Pretoria News, Cape Times, Mercury, the New Age and Sunday Times. A separate partnership between KPMG and EDD was done, involving the M&G, at no cost to EDD. A sum of R100 000 was paid by EDD to Brand SA for advertisements in the New Age, which was equivalent to 1,6% of EDD’s total advertising spend for the financial year.

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