

**NATIONAL ASSEMBLY**

**WRITTEN REPLY**

**PARLIAMENTARY QUESTION NO 2983**

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

1. How much did the Industrial Development Corporation (IDC) spend on (a) print, (b) radio, (c) television, (d) online and (e) outdoor advertising in the 2014/2015 financial year;
2. What are the names of every (a)publication, (b) radio station, (c) television station and (d) website and (e) the exact location of every billboard location which carried IDC advertising;
3. What amount was spent on each advertising category?

NW3488E

**REPLY**

The Industrial Development Corporation reports that is spent the following sums on advertising in the 2014/15 financial year, for specified advertising categories:

1. Print media: R9.3 million
2. Radio: R11.8 million
3. Television: R6.3 million
4. Online: R1.1 million
5. Outdoor advertising: nil

**Question 2 and 3**

| **Media category** | **Publication/station** |  |
| --- | --- | --- |
| Digital | BD Live |  |
|  | Cadreon |  |
|  | Clicks2customers |  |
|  | Dash of Lime |  |
|  | Entrepreneur.ZA.Com |  |
|  | Forestry SA.co.za |  |
|  | IOL |  |
|  | ITWEB |  |
|  | Jewellery Biz News |  |
|  | MiningMx |  |
|  | MSN |  |
|  | News 24 |  |
|  | Perform Digital |  |
|  | Pop I Media Innovations |  |
|  | SA Forestry Magazine.co.za |  |
|  | Sowetan Digital |  |
|  | The Times |  |
|  | Yahoo |  |
|  | Yonder Media |  |
|  |  |  |
| Magazine | Agbiz Congress |  |
|  | Business Hi-Lite |  |
|  | Business Times : Beneficiation |  |
|  | Businessbrief |  |
|  | CSI Handbook |  |
|  | Durban Chamber Directory |  |
|  | Engineering News |  |
|  | Food Trade SA Directory |  |
|  | Infocom |  |
|  | Jewellery Biz News Connect (Directory) |  |
|  | KZN Top Business |  |
|  | Mining Weekly |  |
|  | MiningMX |  |
|  | MiningMX Yearbook |  |
|  | Newcastle Chamber of Commerce and Industry |  |
|  | SA Jewellery News |  |
|  | Savca Directory |  |
|  | Sawubona Magazine |  |
|  | The Thinker Magazine |  |
|  | Truesight Communications t/a Hluma Magazine |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
| Newspaper | Alex News |  |
|  | Beeld - Sake Beeld |  |
|  | Brits Pos |  |
|  | Business Day |  |
|  | Business Report (Star, Cape Times, Pretoria News, Mercury) |  |
|  | Cape Argus |  |
|  | Cape Times |  |
|  | Capricon Voice |  |
|  | City Press |  |
|  | City Press - Business |  |
|  | Daily Dispatch |  |
|  | Daily News |  |
|  | Daily Sun |  |
|  | Daily Voice Cape Town |  |
|  | De Aar Echo |  |
|  | Diamond Fields Advertiser |  |
|  | Die Burger - Sake Burger |  |
|  | Die Volksblad |  |
|  | Die Volksblad - Sake Volksblad |  |
|  | Eastern Cape Industrial & Business News |  |
|  | Eastern Cape Today |  |
|  | Eastern Free State Issue |  |
|  | Excelsior News |  |
|  | Free State Sun |  |
|  | Gemsbok |  |
|  | Greater Alex Today Newspaper |  |
|  | Highveld Tribune |  |
|  | Ilanga |  |
|  | Isolezwe |  |
|  | Kalahari Bulletin |  |
|  | Kathu Gazette |  |
|  | Klerksdorp Record |  |
|  | Letaba Herald |  |
|  | Lowvelder/Laevelder |  |
|  | Mafikeng Mail |  |
|  | Mail & Guardian |  |
|  | Mangaung Issue |  |
|  | Middelburg Herald |  |
|  | Mpumalanga News |  |
|  | Noordwester/Oewernuus |  |
|  | Overvaal |  |
|  | Polokwane Express |  |
|  | Polokwane Observer |  |
|  | Pretoria News |  |
|  | Rapport |  |
|  | Rustenburg Herald |  |
|  | Son |  |
|  | Sosh Times |  |
|  | SowetanNewpapers |  |
|  | Sunday Times |  |
|  | Sunday Times-Business Times |  |
|  | The Herald |  |
|  | The Mercury |  |
|  | The Star |  |
|  | Victoria West Messenger |  |
|  | Vukani (Inc) |  |
|  |  |  |
|  | Weekend Post |  |
|  | Weekend Review |  |
|  | Witness |  |
|  |  |  |
| Radio | 702 Talk Radio |  |
|  | Capricorn FM |  |
|  | Energy FM |  |
|  | Kaya FM |  |
|  | KFM |  |
|  | Lesedi FM (Sesotho) |  |
|  | Metro FM |  |
|  | MunghanaLonene FM (Tsonga) |  |
|  | OFM |  |
|  | Power FM |  |
|  | RSG (Radiosondergrense) |  |
|  | SAFM |  |
|  | Ukhozi FM (Zulu) |  |
|  | UmhloboWenene FM (Xhosa) |  |
|  |  |  |
| Television | ANN7 (Africa News Nertworks ) |  |
|  | Business Day TV |  |
|  | ENCA |  |
|  | ETV |  |
|  | MNET |  |
|  | SABC 1 |  |
|  | SABC 2 |  |
|  | SABC 3 |  |
|  | SSHD4 |  |
|  | Supersport HD6 |  |
|  | Supersport 7 |  |
|  | Supersport HD 2 |  |
|  | Supersport HD5 |  |
|  |  |  |
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