



water & sanitation

Department:
Water and Sanitation
REPUBLIC OF SOUTH AFRICA



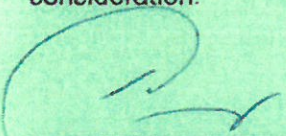
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MINISTER OF WATER AND SANITATION

NATIONAL ASSEMBLY: QUESTION 177 FOR WRITTEN REPLY

A draft reply to the above mentioned question asked by Dr A Lotriet (DA) is attached for your consideration.



DIRECTOR-GENERAL

DATE: 22/2/15

DRAFT REPLY APPROVED/AMENDED

**MRS NP MOKONYANE
MINISTER OF WATER AND SANITATION**

DATE: 24.02.15

NATIONAL ASSEMBLY

FOR WRITTEN REPLY

QUESTION NO 177

DATE OF PUBLICATION IN INTERNAL QUESTION PAPER: 12 FEBRUARY 2015
(INTERNAL QUESTION PAPER NO. 1)

177. Dr A Lotriet (DA) to ask the Minister of Water and Sanitation:

- (1) With reference to the reply of the Minister of Communications to question 1031 on 27 November 2014, what was the total amount that (a) her department and (b) each of its entities (i) spent on and/or (ii) budgeted for advertising for each month between 1 January 2013 and 31 July 2014, excluding expenditure transferred through the Department of Communications for advertising;
- (2) does such figure for each month represent the (a) total value of advertising that appeared in the media in that month, (b) amount paid in that month for advertising that may have appeared previously or (c) amount paid in advance for advertising that appeared at a later date;
- (3) in each specified case, what amount did (a) her department and (b) each of its entities spend on advertising in (i) print, (ii) radio, (iii) television, (iv) online and (v) outdoor;
- (4) in each specified case, what is the breakdown of advertising by (a) her department and (b) each of its entities in terms of (i) name of and (ii) amount spent on each (aa) publication, (bb) radio station, (cc) television station, (dd) website and (ee) billboards location in each province?

NW185E

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REPLY:

- (1)(a)(i) The total amount spent on advertising for each month between January 2013 and July 2014 is R5 989 006.34 (See below table for the monthly breakdown)

TOTAL AMOUNT SPENT BETWEEN JANUARY 2013 AND JULY 2014	
January 2013	R 0.00
February 2013	R 0.00
March 2013	R 0.00
April 2013	R 71 320.00
May 2013	R 210 166.61
June 2013	R 138 921.22
July 2013	R 142 627.57
August 2013	R 0.00
September 2013	R 577 575.90
October 2013	R 680 000
November 2013	R 7 500.00
December 2013	R 567 856.28
January 2014	R 912 448.50
February 2014	R 483 240.90
March 2014	R 0.00
April 2014	R 401 014.31
May 2014	R 461 468.50
June 2014	R 555 429.35
July 2014	R 779 497.20
TOTAL	R 5 989 066.34

- (2) The above figures represent the total value of advertising that appeared in the media in that particular month as well as advertising that have appeared previously.
- (3)(a) The amount spent on advertising
- (i) In print is R4 196 472.71
 - (ii) In radio is R988 032.66
 - (iii) On television is R759 231.08
 - (iv) Online is R0.00, and
 - (v) Outdoor is R0.00
- (4) See table below for the breakdown of advertising during the period of January 2013 and July 2014

PRINT: NEWSPAPERS, MAGAZINES	AMOUNT
Daily Sun newspaper	R345 692.23
The Project Manager magazine (Cape Media)	R68 400.00
Daily News newspaper	R36 259.20
Natal News	R10 517.40
Capricorn voice newspaper	R3 379.87
The Herald newspaper	R11 716.92
Isolezwe newspaper	R24 211.80
Ilanga newspaper	R39 630.25
Ads World magazine	R68 400.00
Mail and Guardian newspaper	R430 199.00
Izwi Labantu newspaper	R25 100.00
The Mercury newspaper	R46 310.00
Sunday World newspaper	R139 154.00
Daily Dispatch newspaper	R13 320.00
Sowetan newspaper	R234 334.64
The Project Manager magazine	R68 400.00
Media 24 Rapport	R46 785.60
The Star newspaper	R76 055.40
The Thinker magazine	R54 697.20
NAPM Leadership magazine	R283 860.00
Cape Media Corporation magazine	R27 303.00
Highbury Safika Magazine	R39 000.00
Global Dolphin magazine	R85 500.00
Saki print magazine	R54 697.00
Infinity media network magazine	R300 000.00
Cape Media Ubuntu magazine	R56 943.00
Green space magazine	R22 282.00
Independent newspaper	R91 718.24
Cape Media Corporation magazine	R42 123.00
Cold press (Financial Mail) newspaper	R62 700.00
Contact media and communications	R136 572.00
House of ISIS media (Carob Magazine)	R10 500.00
M People Resourcing magazine	R43 890.00
3S Media magazine	R53 352.00
House of ISIS media (Carob magazine)	R9 166.00
SA Agri Magazine	R79 800.00
BDFM magazine	R66 239.00

PRINT: NEWSPAPERS, MAGAZINES	AMOUNT
Kaqalia Media (Cape Media) magazine	R341 317.35
RA House of ISIS media (Carob magazine)	R45 834.00
Cape Media magazine	R27 132.00
YMS Magazine	R10 000.00
The New Age	R192 783.47
Natal witness newspaper	R19 815.00
NoordWes koerante	R13 450.00
Newsclip media monitor	R416 110.22
Picasso New Agenda	R37 529.00
Business Day Highbury	R48 999.93
Boss Directories	R148 194.30
Media24	R16 159.50
TOTAL	R4 196 472.71

RADIO	AMOUNT
SABC radio sales	R496 056.00
Gagasi FM	R99 488.66
Ukhozi FM	R48 838.00
Radio riverside	R79 260.00
Vibe FM	R27 800.00
Yired FM	R201 990.00
SABC radio sales	R198 056.00
SABC radio sales	R239 040.00
SK FM	R34 600.00
TOTAL	R988 032.66

TELEVISION	AMOUNT
SABC Vuka Sizwe television	R79 800.00
SABC group sales television	R679 431.08
TOTAL	R759 231.08

WEBSITE	AMOUNT
NONE	

BILLBOARDS	AMOUNT
NONE	

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