

## Speak to all of South Africa from one platform.

While we may have little in common other than literacy, all of us have a vested interest in the well-being of our country — if only because our own well-being is closely tied to it.



Call 0860 92 0000 to advertise in **ZA DIFFERENCE**. Download the rate card at: [www.zadifference.org](http://www.zadifference.org)

### South Africa is a land of many contrasts:

- Extreme poverty ... extreme affluence.
- Material scarcity ... cultural riches.
- Ubuntu, compassion, true humanity ... unspeakable crime and violence.
- Development ... underdevelopment.
- African traditions ... European traditions ... Asian traditions.
- Primordial rural living ... contemporary urban living.
- And a melting pot of diverse rhythms and cultures.

## INTRODUCING

*... a bridge between a world in which privilege is the norm,  
and a world in which every last ounce is fought for ... or stolen.*

**ZA Difference** is a national, non-profit magazine ... a forum for diverse opinions, interesting dialogue, eye-opening information and practical solutions towards a better South Africa.

It highlights the desperate, but mostly hidden reality faced by the majority of South Africa's citizens, and takes a critical look at how their situation affects all of us.

It tells the untold stories and examines the myriad contradictions, problems and social issues that often remain unchallenged about our shared lives.

Yet, **ZA Difference** is not about our seemingly insurmountable problems, nor about what our Government is or is not doing. It is about what each of us can do in our own way and in our small circle of influence to create the kind of world we want to live in.

The magazine contains the only printed directory of poverty relief resources in South Africa, with information on affordable training, resources for unemployed people, support for entrepreneurs, community building, health, survival and human rights.

It fights bigotry and ignorance with information that raises awareness and promotes understanding, empathy, tolerance, dialogue and cooperation among all South Africans, regardless of whether they speak Afrikaans, English, Pedi, Shangaan, Urdu, Zulu or wat.

It gives voice to people who are otherwise voiceless and marginalised, and stimulates dialogue between people from different walks of life ... people who would not ordinarily engage with each other.

It celebrates the achievements of those who transcend their circumstances, and inspires confidence that triumph is within reach of those who try.

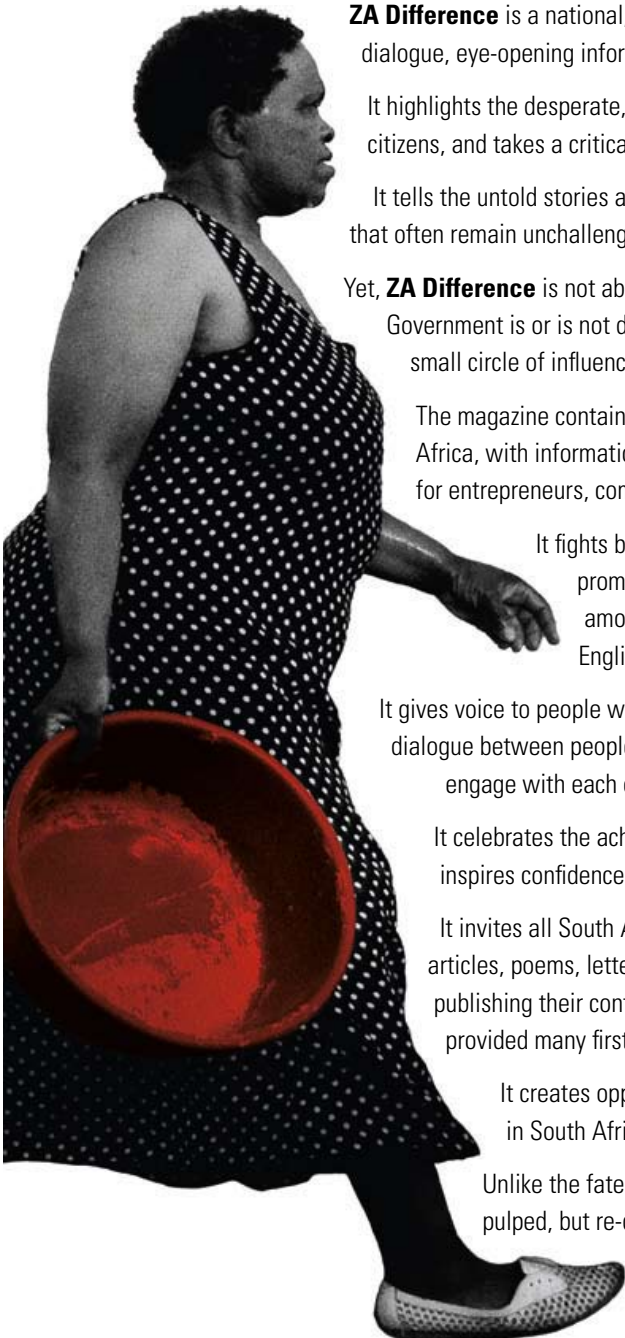
It invites all South Africans to join in this conversation by contributing their stories, articles, poems, letters and photographs. It promotes the contributor's work by publishing their contact details and it pays for all published contributions. It has already provided many first-time writers from all walks of life with a platform for publication.

It creates opportunities for income generation for unemployed people anywhere in South Africa through street sales of the magazine.

Unlike the fate of unsold copies of most other periodicals, **ZA Difference** is not pulped, but re-distributed, free of charge, to isolated rural areas and disadvantaged urban communities throughout South Africa.

## **ZA Difference**

*Bridging the divide*



# EDITORIAL CATEGORIES

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## Standard features

- Your Thoughts (Letters, etc.)
- Writing and photographic competitions
- Calendar of (affordable) events
- (Affordable) Places to go
- How about learning my language?
- Book reviews
- Essay
- Celebrity or VIP interview
- Self-help tips
- Community
- Celebrating Excellence
- Health issue of the month
- Resource directory
- **In the spotlight.**



This feature focuses on one specific theme per issue. To date, we have focused on orphans, crime and punishment, human rights and family. Themes could include topics concerning: Children | Community | Crime, violence, safety & security | Disability | Education, skills development | Entrepreneurship | Environment | Family, mothering, parenting | Food, nutrition, hunger | Gender issues. Sexual orientation | Health, mental health | Housing, homelessness | Human rights | Migrant life, xenophobia | Old age, retirement | Our history and how it defines us | Poverty and marginalisation | Substance abuse | Women | Work, employment | Youth | and, of course, all aspects of marginalisation.

The category “children” may include topics such as absentee parents, adoption, breast feeding, child abuse, child welfare, child-headed households, circumcision, education, malnutrition, orphans, safety, street children, etc.

Each topic addressed “In the spotlight” will have a number of pages devoted to it — almost a mini-publication in its own right — with information clustered as follows:

- A real-life, human-interest story (or stories) and photographs to highlight different aspects of a particular problem faced by many South Africans.
- Useful Information about resources available to address the problem.
- Options and opportunities for action to make a meaningful difference: for yourself and your family if you share the problem described, as a concerned onlooker, as a community, as a business, as a policy-maker.
- Commentary on different aspects of the situation.
- Statistics and comparison with what’s happening elsewhere in the world.
- Anything else that is relevant to the topic.
- Advertising, where possible, will be grouped with a relevant topic.

# 2011 EDITORIAL CALENDAR & DEADLINES

## Note regarding changes to the 2011 editorial calendar

**ZA Difference** became a registered Section 21 organization in March 2011. Due to the transition from for-profit to non-profit status, publication ceased during the months of April to July. **ZA Difference** will resume publication in August 2011 with three consecutive bi-monthly magazines, until February 2012, when it will resume monthly publication.

Issue	Space Closing	Material Due	On Shelves	Editorial Themes	Places To Go	Health Topic
<b>January '11 Orphans &amp; Vulnerable Children</b>	6 Dec.	8 Dec.	5 Jan.	<b>What is to be done with the nearly 2 million orphans in SA?</b> Here's an action plan to safeguard your child's future when you die.	—	<b>Leprosy</b>
<b>February '11 Crime &amp; Punishment</b>	14 Jan.	17 Jan.	2 Feb.	<b>What will it take for us to be safe?</b> The link between nutrition and crime. <b>Why the death sentence is not an option</b> Alternatives to Prison: Investing in our People	—	<b>Condoms</b>
<b>March '11 Human Rights</b>	8 Feb.	11 Feb.	2 Mar.	<b>Human Rights: What are they?</b> Is racism still an issue in South Africa? <b>Born free and equal. Really?</b> Building a culture of respect for all living things.	—	—
<b>Due to the transition from for-profit to non-profit status, ZA Difference ceased publication for four months and will resume publication in August 2011 with three consecutive bi-monthly magazines, until February 2012, when it will resume monthly publication.</b>						
<b>Aug. &amp; Sept. '11 Family &amp; Making a Living</b>	29 Jul.	1 Aug.	15 Aug.	<b>Portraits of South African families</b> Making a living ... making a life when there are no jobs.	Limpopo	<b>Stop smoking</b>
<b>Oct. &amp; Nov. '11 Women and other vulnerable people</b>	8 Sept.	13 Sept.	28 Sept.	<b>Being a woman in South Africa.</b> A tribute to the women who oil the wheels of our lives: our domestic workers. <b>Disabled and discarded.</b>	<b>First come, first served. Book ad-space for YOUR province or city and we will feature it in that month.</b>	<b>Nutrition Obesity Diabetes</b>
<b>Dec. &amp; Jan. '11 Foreigners in our Country HIV / AIDS</b>	10 Nov.	15 Nov.	30 Nov.	<b>Migrant life. Refugees.</b> Asylum seekers. Xenophobia. <b>What are the issues with our neighbours?</b> South Africa's cities: places of hope for many. <b>Celebrating life in defiance of HIV / AIDS</b> No baby needs to be born HIV positive		<b>HIV / AIDS</b>
<b>February 2012</b>	10 Jan.	13 Jan.	2 Feb.	<b>Old age and hunger.</b> Social justice and opportunities for all. <b>Geographic isolation and poverty</b> Corporate philanthropy		<b>Healthy lifestyle</b>

The above is a rough outline of our intentions and may change as we work on the issue in question. Of course, each issue will carry many other articles on a great variety of topics, as well as standard features such as the national calendar of AFFORDABLE fun and the national directory of practical and cost-effective resources.

## **ZA DIFFERENCE POLICIES**

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Following is a brief overview of our most important policies, which ultimately determine the direction of the publication.

**Focus.** The purpose of **ZA Difference** is to highlight the desperate plight of South Africa's marginalized people — whether caused by poverty, age, illness, disability, race or geographic isolation; to examine the impact of this on our collective lives; to propose possible solutions and positive actions that can be taken by the afflicted, the concerned and the community to improve the situation and to help create the kind of world in which we all want to live.

**Non-competition and collaboration.**

We will collaborate and work in partnership with individuals and organisations involved in making a positive, sustainable impact on the issue of poverty and its related ills.

**Community participation.**

**ZA Difference** actively invites ideas, stories, articles, poems, letters, photographs and artwork from its readers and from authors, educators, journalists, activists, social commentators and organisations involved in social transformation work. All published contributions will be paid for.

**Self-reliance, sustainability and entrepreneurship.**

**ZA Difference** discourages aid that creates dependence. **ZA Difference** promotes sustainable self-reliance, self-determination and entrepreneurship.

**Diversity, dignity and equality.**

**ZA Difference** will reflect the diversity of South African society, integrating the principles of equality, non-discrimination and voluntary participation — in its workplace and in its products.

**Advertising.**

Advertising may not promote the special interests of religious groups or political parties.

**Constructive, positive contribution.**

**ZA Difference** will maintain a positive, constructive, compassionate and respectful outlook on South Africa, yet will not shrink from publishing conflicting views, presenting opposite sides of an issue.

**Professionalism, excellence and integrity.**

**ZA Difference** is committed to the highest standards of intellectual endeavour, creativity and professionalism, and aspires to good judgement, integrity and excellence in everything we do.

# WHO BENEFITS FROM **ZA** DIFFERENCE?

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The poor, the unemployed, the homeless, elderly, sick, disabled and marginalised — in short, the vulnerable of our society — benefit from the publication of **ZA Difference**. Ultimately, though, we all benefit from living in a kinder, more tolerant, more compassionate and more respectful world.

## **1. The unemployed** : Job creation

**ZA Difference creates jobs for unskilled, unemployed people.** The magazine is available to be sold on the street anywhere in the country. Sellers make R4.95 per copy sold. (Compare this to R1.50 per copy earned for most other publications sold on street corners.) 75 — 100% of beneficiaries are historically disadvantaged.

**A 'business-in-a-box' entrepreneurial opportunity** is available for churches, charities, retirement homes, chambers of commerce, stokvels and entrepreneurs interested in generating income for themselves, as well as for unemployed members of their communities. Facilitating organisations earn R1.00 per copy sold by their members, who still make R4.95 per copy sold. 75% + of ultimate beneficiaries are historically disadvantaged.

**Freelance payment and artistic exposure for budding writers, photographers and artists.** **ZA Difference** pays for anything published, as follows: R1.50 per word for letters; R2.00 per word for articles; R150 per photograph. We also publish the contributor's contact information, effectively creating a free advertisement for the skill and knowledge displayed. At least 50% + of beneficiaries are historically disadvantaged.

**Professional jobs.** **ZA Difference** will eventually employ approximately 12 to 15 people on a full-time basis. At any given time, 75% + of employees will be historically disadvantaged.

**Internships** are made available as a matter of policy. 85 — 100% of interns are historically disadvantaged.

## **2. The isolated** : Accessible information

**Critical information is made available in print for the 90% of South Africans who do not have Internet access.** Each issue of the magazine contains a Resource Directory that carries information about programmes, projects and services that help individuals, families and communities break free from the cycle of poverty. Listing categories include skills development, unemployment, self-employment, health, crisis support, human rights and community development. This is the only printed directory of its kind available in South Africa. 75% + of beneficiaries are poor or otherwise marginalised.

**Practical solutions.** The magazine explores practical options for action for all involved: people who are poor but would like to create a better life for themselves; concerned onlookers who want to help make a difference; affected communities; businesses and policy makers. People who stand to gain the most are poor or otherwise marginalised, though the practical nature of advice will be of benefit to anyone who implements the suggestions.

**Exposure for other non-profits:** The magazine promotes the activities and offerings of organisations working towards the common good. Listings are free to non-governmental, non-profit organisations that subscribe to the magazine. 75% + of ultimate beneficiaries of NPO activities are historically disadvantaged.

**Targeted advertising exposure** to CSI projects, local, regional and national government projects and services, as well as businesses with products and services that offer solutions to the problems of poverty — such as wind-up radios, hand-tools, solar lights, cost-effective and nutritionally-dense food for people with immune-deficiency diseases, etc. 75% + of ultimate beneficiaries are historically disadvantaged.

More /

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**Free distribution to historically disadvantaged, rural communities.** Unsold copies of the magazine are distributed, free of charge and in partnership with chambers of commerce, as well as mining, transportation and faith-based organisations, after the “sell-by” date, to underprivileged, rural communities. Corporate sponsorship opportunities are available to get current or “old” magazines to isolated communities. Up to 100% of beneficiaries are historically disadvantaged.

**Note:** *There really is no such thing as an “old” issue of ZA Difference. The only thing that dates is the information in the Events Calendar.*

**3. The voiceless :** Being heard

**Diverse representation: ZA Difference** provides an opportunity to all South Africans to tell their story ... or their take on the story. Articles, poems, letters and photographs are invited from ordinary readers of all races and backgrounds, from all across the country. Of all external contributions received, we endeavour to publish at least 50% from historically disadvantaged contributors in each issue.

**Awareness.** The magazine does what no other publication out there does: It addresses the issues of marginalization and vulnerability, whether caused by poverty, disability, illness, gender, age, race or geographic location, and highlights the way in which all of our lives are affected. It does so in a manner that is meaningful to affluent, mainstream society, as well as to marginalized people. It gives each side of the divide a glimpse of the other and fosters empathy, tolerance and cooperation among all South Africans. The biggest benefit is to people who have been marginalised throughout the history of our country: ‘non-whites’.

**4. All of us :** Understanding, respect, peace.

**Cultural diversity.** The magazine celebrates our multiple cultures, languages and ways of doing things. It honours the achievements of those who transcend dire circumstances to create a better life for themselves, their families and their communities. All of us will benefit from knowing and understanding more about our fellow South Africans. The biggest benefit, however, is to historically disadvantaged and minority cultures, values, traditions and achievements that have been largely ignored by the dominant culture.

## WHO READS **ZA** DIFFERENCE?

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Unlike most periodicals on the market, **ZA Difference** was not created to indulge advertisers, but rather to speak to South Africans about our combined lot. While we may have little in common other than literacy, we all have a vested interest in the well-being of our country — if only because our own well-being is closely tied to it.

That's why **ZA Difference** cuts across all social strata and lifestyle segments to speak to South Africans from all races and all walks of life. It is an LSM defier, a true demography-breaker, with the only necessary common threads being literacy and a passionate interest in South Africa.

Having said that, On-the-Dot (Media 24's distribution arm and our retail distributor) tells us that our primary retail buying audience is affluent. We also know that people who buy from street sellers are relatively affluent and are, initially, making what is known as a 'compassion-purchase' to help the person they perceive as less fortunate than themselves. (Homeless Talk and Big Issue both rely on this principle to drive sales.) Our prediction is that they will, eventually, buy the magazine for both its content and its ability to help others.

Then, we know that development is a multi-billion Rand industry in South Africa, with many players who are already ardent readers and contributors.

Reader feedback, however, confirms that we have struck a chord with South Africans of all races, all income groups, and all walks of life.

Like the comment from an elderly woman in a taxi next to one of our interns, looking through the magazine and saying: "This one doesn't tell me how to polish my nails. I think I'll buy it." And the blond, young woman who came up to me after a radio interview at SAFM and said: "*No lipstick. Just honesty. South Africa needs this.*" And the truck-driver who delivered the first batch of our copies from Cape Town who stood against a wall, seemingly disinterested, but who afterwards came to me with his cap in his hand and asked in his Capey accent: "*Can I write something for your magazine?*" And the missionary who stopped by our offices and said: "*You are doing what every Imam, every Rabbi, every preacher, every spiritual leader anywhere would like to do ...*"

And then there is the unbelievable flow of positive letters, emails and phonecalls from all over the country that continue to arrive, in spite of the fact that we have not brought an issue during four months of transition. (*See next page for a sampling of reader feedback.*) This level of reader participation is unprecedented for an unadvertised publication this young.

## READER COMMENTS

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*I just recently got a copy of your magazine and was blown away by the depth of its content. — Nolan Stevens*

*I am requesting for the distribution of unsold copies to my needy community, please I really think it can make a positive effect as far as information is concerned. — Khehla*

*Inspiring. Vital topics are approached in a critical, constructive way. The situation affects us all and this ... is a way for both the desperate and the more privileged to get more information towards a brighter future for all. — Marloes Dijkema*

*I did not know that there are poor white people. This magazine is what people need to hear. — Thandazile Khoza*

*There's nothing more compelling than an idea whose time has come. The time is right for **ZA Difference**. It tackles very pressing issues such as poverty, unemployment, family fragmentation and most of all, human dignity. It is an extraordinary magazine. People are generally scared or shy to talk about certain issues. The magazine has a great potential to create employment and to lead many out of a life of indignity as well as low self-esteem. — Pule Molefe*

*Well-written, throat-grabbing journalism. Well-researched and presented in a design format appealing to the discerning eye. Not scared to tackle real issues ... — Peet Bothma*

*BRILLIANT ... hard-hitting, tackling issues that are long overdue for debate ... providing solutions for the unemployed and promoting great initiatives that are helping to change the landscape of poverty in our country. This is the kind of media coverage that I have personally been crying out for. — Samantha Braithwaite*

*I am totally impressed by **ZA Difference**. I have bought my very first copy and I find this to be very informative - every single page is an eye-opener! — Kea Modise-Moloto*

*I love your magazine. (It is an) important source of learning and information. — Prof. Jonathan Jansen*

***ZA Difference** touches on issues that most South Africans are afraid to talk about. It gives people a reality check on what's truly happening here ... It creates a platform for people who are not afraid to talk about sensitive issues ... It promotes equality amongst human beings, regardless of who they are, what they are and where they're from. — Alvin Motsisi*

*This is exactly what every South African needs to read! — Georgina Steele*

*I am so impressed and touched by the publication. Besides having quality content and being attractively designed, it provides the sort of information that, I think, can be used genuinely to make a positive contribution ... I don't often write in to publications, even if I think they're great, but what you are doing strikes me as truly exemplary ... — Anthea Buys*

*... Very realistic and constructive ... a paradigm shift that will help restore the human dignity and the moral fibre of our society. It will ensure fair play and harmony between individuals in order to have a good society. — Moshe Lecheko*

*The articles unmask a side of society that we often fail to notice because we are too caught up in our own lives ... the magazine may well be the push that is needed to urge and convince people to find ways, however simple or menial, to reach out in compassion and love ... to make a difference to their immediate social environments. — Marc Carulei*

*... Pioneering, honest and inspiring ... The excellent graphics and creative and exciting way this magazine is written makes it stand out of the crowd of magazines available in SA (and I read a wide range of magazines!). — Shameela Essack*

*I think your magazine is great and I love the opportunities it provides especially for us unemployed. I am currently studying for a postgraduate certificate in education. Looking forward to more of your publication. — Hellen Phaladi*

*Where've you been? Your magazine, and whole concept, is what South Africa needs ... — Teresa Schultz*

*... You and your team have got it spot on. South African media ignores the marginalised. — Lebo Modisane*

# GETTING **ZA** DIFFERENCE TO READERS

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**Print run:** December 2010: 25 000; January 2011: 18 000; February 2011: 12 000; March 2011: 12 000.

From August 2011 onwards: a guaranteed minimum of 10 000 copies per issue, distributed nationally.

**Given the nature of the product, retail is only ONE avenue of distribution for ZA Difference.** Circulation is not dependent on retail sales. **All printed copies are ultimately distributed** via one or more of the channels described below.

Given the useful content carried by **ZA Difference**, we estimate that our total audience far outnumbers the traditional guesstimate of 3 readers per copy. *Audited figures from the Audit Bureau of Circulations will be available only after 6 uninterrupted issues.*

## Retail distribution

- **ZA Difference** has been on the shelves of **SPAR, CNA** and **Exclusive Books** — including their outlets at **airports** — from 1 December 2010. With zero marketing, the magazine sold an average of 1 500 copies per issue. (*Figures not audited.*)
- **On the Dot** — Media 24's distribution arm — has been handling retail sales throughout the country since inception.

## Street sales

- **Business-in-a-box** : The magazine has been available on street corners — mostly in Johannesburg, though we have sellers in Pretoria, Kimberly and Bloemfontein. As the concept grows and people learn about this opportunity, the magazine will increasingly become available on street corners throughout the country. Over **4 000 copies** have been distributed via this avenue by the end of March 2010. We aim to have 1 000 street sellers throughout South Africa by February 2012.
- This entrepreneurial opportunity is available to chambers of commerce, charity organisations, retirement homes, churches and enterprising individuals and communities. (Street sellers earn R4.95 of the cover price. The facilitating institution or enterprising individual earns R1.00 — our contribution towards job creation in South Africa.)

## After the "sell-by" date distribution to disadvantaged communities

- Unlike the fate of unsold copies of most other magazines, **ZA Difference** is not pulped, but re-distributed, free of charge, to disadvantaged communities throughout South Africa. Informally, over **33 000** magazines have been distributed at clinics, schools, libraries and community centers in poor communities throughout Gauteng; in taxis through a committed team of interns; through Chambers of Commerce and at public functions, exhibitions and events, including the Life Orientation Teacher's Conference in Birchwood (Feb); Randburg Chamber of Commerce Senior Citizen's Conference (March); the Youth in Business Conference at Maponya Mall in Soweto (April); Future Ed Exhibition (May); Local Government Planning Conference at Gallagar Estate (April); Crimeline 4th Anniversary Celebrations at Silver Star Casino (Jul); Absolute Indaba in Sandton (Feb & Jun).
- Branded corporate sponsorship opportunities are available to assist with distribution to marginalised communities.
- Negotiations are underway with TEBA and other institutions that are in contact with isolated, rural communities, to get magazines to them. TEBA has purchased **4 200 old copies** to date.
- Magazines past the "sell-by date" are available to entrepreneurs to sell (at a reduced cost) to township doctors, clinics, community centers, etc. — thereby leveraging an "old" product to generate income **and** to get the information to the communities that most need it.

## Subscriptions

- With zero marketing, we have less than 100 subscribers at present.
- **ZA Difference** is in the process of seeking endorsements and recommended reading status which will form the backbone of an institutional subscription drive targeting government departments, secondary and tertiary educational institutions, large corporations, as well as churches with large congregations.

## Complimentary distribution

- Complimentary copies of all issues have been mailed to advertising agencies, media houses, public libraries, educational institutions, embassies, aid and charity organisations, faith-based organisations, the CSI and marketing departments of large corporations, chambers of commerce throughout the country, as well as national, regional and municipal government leaders. The August / September 2011 issue will be sent with an appeal to subscribe and support the work of this NPO.

## WHO SHOULD ADVERTISE IN **ZA** DIFFERENCE?

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- **Products and services with a national footprint that are of interest to a general audience** — such as cleaning materials, food, banking, telecommunications, health insurance, etc. because it appeals to readers from all races and all walks of life.
- **Products and services that provide solutions** to social and economic problems arising from poverty and marginalisation ... such as water purification systems ... alternative energy sources, solar ovens, hand-tools and wind-up radios ... gardening systems to help with food production ... nutritionally dense food and supplements for people with immune-deficiency diseases ...
- **Training and skills development** from organisations and educational institutions with affordable or sponsored offers that can be accessed by marginalised individuals.
- **Fun and affordable cultural events & entertainment** anywhere in South Africa. If the event is free, so is the listing in **ZA Difference**.
- **CSI projects** that address the needs of the “other half” of society, invite participation, inspire action and celebrate excellence.
- **Organisations involved in social change and development**, such as aid organisations, NGOs and NPOs, as well as community and faith-based organisations ... to promote their projects, activities, resources, events, training, volunteer opportunities, fund-raising appeals, manpower requirements and more ...
- **National, regional and municipal government programmes** designed to alleviate the plight of poverty, promote literacy, skills development and education, provide for the unemployed and the self-employed, and provide information and resources in support of health.
- **Projects, programmes & public offerings** in the **ZA Difference** Resource Directory:
  - **Skills development** and training opportunities that are either free or that offer scholarships or funding.
  - **Funding sources** for people who want to study, learn and develop their skills.
  - **Opportunities & resources for the unemployed** ... support for people the jobless ... providing a bridge between the formal and informal economies of South Africa.
  - **Resources for entrepreneurs** and the self-employed.
  - **Community development**
  - **Health information** and resources.
  - **Crisis support**, for those times when your very existence feels threatened.
  - **Human rights**: legal and paralegal services and support.
  - **Non-profit news**. Resources, capacity-building events, vacancies, news, etc.

## WHY?

- Because **ZA Difference** offers an unparalleled opportunity to build positive brand awareness while gaining advertising exposure to a broad cross-section of South Africans ... from ONE platform.
- Tax benefits and score-card opportunities become available when you support and contribute to a non-profit organisation. Ask your accountant for information.
- By supporting **ZA Difference** all NPOs who advertise their offerings in the magazine are indirectly supported.
- **ZA Difference** offers great value for advertising spend because every copy of the magazine is read ... returned and surplus copies are redistributed to historically disadvantaged communities. Nothing gets pulped.
- Advertising in **ZA Difference** will increase the impact of CSI projects, NPO programmes and government initiatives throughout the country, as the magazine increasingly becomes the source to which people turn for information about what's available to fight poverty.
- **ZA Difference** creates awareness of social development work being done — amongst the funding community, other service delivery organisations and the general public.

## OPTIONS FOR EXPOSURE

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- **Conventional display advertising.** R18 800 for a once-off, full-page advertisement. Contract discounts available. *Non-governmental NPOs qualify for a 50% discount.*
- **Column-based display advertising** for smaller budgets. Get the same exposure for as little as R114 per column x centimeter (*column width: 27 mm*); or R244 per column x centimeter (*column width: 58 mm*); or R361 per column x centimeter (*column width: 89 mm*). *Non-governmental NPOs qualify for a 50% discount.*
- **Listings** in the **ZA Difference Resource Directory.** R244 per column x cm (*column width: 58 mm*). *Free to subscribing Non-governmental NPOs.*
- **Listings** in the **Affordable FUN calendar of events.** Free if the event is free and open to the public. Otherwise we charge R174 per column x centimeter (*column width: 43.25 mm*).
- **Advertorials.** There are three ways in which organisations can tell their story and highlight the work it does. *The second and third options are available to subscribing Non-governmental NPOs only:*
  1. Purchase space — as you would for an advertisement — and tell the story any way you like. *Non-governmental NPOs qualify for a 50% discount.*
  2. Stick to our format and get paid for your contribution.
  3. Stick to our format, but brand the material for a fee of R3 000 and do not get paid for your contribution.
- **Page sponsorships.** Your brand associated with this good cause of all causes for an all-inclusive R5 000 per issue.
- **Sponsor the production and distribution of 1 000 copies.** These magazines will be labelled “Promotional Copy sponsored by Name — Not For Sale” and will be distributed, free, during the month in question to marginalised communities. Cost of sponsorship: R15 000 per 1 000 copies per issue. Sponsor for one, three, six or 12 issues and claim your charitable contribution at the retail price of R19.95 per copy.

## OTHER WAYS TO SUPPORT ZA DIFFERENCE


- **Subscribe** for your staff, your students, your congregation ...
- **Donate cash.** Every bit counts. Perspective: R100 is what it takes to post 15 magazines. R100 000 is budgeted per month to pay for work from external contributors.
- **Order a business** in a box and help create jobs in your community. A minimum investment of R1 500 will generate a 33% return to be shared by you and your community.
- **Sponsor or facilitate the distribution of unsold, old copies of the magazine to a disadvantaged community.** Introduce new possibilities to people who are isolated. Every issue of **ZA Difference** contains inspiring, practical, useful and sometimes life-changing information that (we are told) no-one wants to part with. Getting this information to a disadvantaged school, community center or clinic can open new windows of possibility for many individuals, families and communities. Talk to us about what is possible for you.
- **Sell ZA Difference in your store.** No up-front expenditure. No risk to you. You stock the magazines on consignment and simply keep a commission on what is sold. Unsold copies will be picked up by our distribution partner or courier service.
- **Donate or sponsor something on our wishlist** and get your name or your logo displayed along with all other cash, goods or services donors and sponsors opposite the Word from the Editor. See our wishlist at [www.zadifference.org/support.php](http://www.zadifference.org/support.php)

# 2011 RATES & DISCOUNTS

**Full Page Ad**  
210 mm across x 275 mm down  
R18 800




**Vertical Half Page Ad**  
105 mm across x 275 mm down  
R12 980



**Buy a column as is or by the column-width x cm length**

<b>1</b> 27 mm across x 235 mm down : R2 665	<b>2</b> 58 mm across x 235 mm down : R5 720	<b>3</b> 89 mm across x 235 mm down : R8 465
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## AD SIZES & COSTS

- **Full page** : 210 mm across x 275 mm down : R18 800
- **Vertical half page** : 105 mm across x 275 mm down : R12 980 (No horizontal option.)
- **Double page spread** : 420 mm across x 275 mm down : R36 730
- **Inside front cover & page one** : R22 530 each or R43 000 as a double-page spread
- **Inside back cover** : R22 000
- **Back cover** : R23 510
- **Fold-outs** : Request a quotation on your specifications.
- **Loose inserts** : Loose booklets, flyers and promotional materials may be inserted into ZA Difference and so distributed to readers. Please request prices per instance.

## CAN'T COMPETE WITH THE BIG GUYS?

No matter how small your budget, advertising space in ZA Difference is affordable because of the option to buy space by the column / centimeter. (See diagram bottom left.) Example: 3 centimeters deep of option 2 will cost only R732! We'll do the typesetting free of charge.

- **Column 1** : 27 mm across x 235 mm down : R2 665  
Or : R114 per column x centimeter.
- **Column 2** : 58 mm across x 235 mm down : R5 720  
Or : R244 per column x centimeter.
- **Column 3** : 89 mm across x 235 mm down : R8 465  
Or : R361 per column x centimeter.

## DISCOUNTS

**50% off** all rates on display adverts, advertorials, stories, information and column-based ads to any non-governmental NPO working towards positive social change in South Africa. **Free listings** to non-governmental NPOs in the Resource Directory subject to the purchase of one year's subscription.

- 25% discount for more than one course listing.

### Contract discounts :

- 5% discount on 3-month contract
- 7.5% discount on a 6 month contract
- 10% discount on a 12 month contract

### Advance payment discount:

- 5% discount for payment within 24 hours of signed contract.

### Creative services:

- Writing and graphic design are available in-house at very competitive rates.
- Creative on advertorials and listings is on the house!

## TERMS

- Quoted prices exclude VAT, are valid for 30 days and may change without notice.
- Discounts and special offers may not be combined.
- Invoices are issued within 24 hours of publication — unless otherwise agreed, e.g. to qualify for an advance payment discount.
- Payment is due on presentation of invoice (except for agencies).
- 30 days for non-accredited agencies; 45 days for accredited agencies.
- Agency discount is forfeited when payment is not received within the stipulated time period.

## SPECIFICATIONS

- Frequency : Monthly
- Full Page : Trim Size 210mm X 275mm; Bleed 3mm; Margin 15mm
- Half Page : Trim Size 105mm X 275mm; Bleed 3mm; Margin 15mm
- All advertising space is sold as full process colour.
- Additional colours or finishes cost extra.
- Artwork format : PDF/X-1a. Call if you're not sure. Work required to make material printable will be charged at standard rates.
- See Calendar & Deadlines for booking and material deadlines.

# ZA DIFFERENCE

## Resource Directory

*A bridge between a marginalised world and mainstream society ...*

**CONTENTS**

81 Here's how to advertise your offerings in the ZA Difference Resource Directory. ....

82 Skills development & training .....

84 Funding sources for learning .....

85 Resources for entrepreneurs & the self-employed .....

87 Opportunities & resources for the jobless .....

88 Health resources and information .....

90 Crisis support .....

92 Family & community development .....

95 Human rights resources .....

**This is the ONLY printed directory of poverty-relief services in South Africa. Use it to tell the 90% of South Africans who do not have meaningful, sustained access to the web — where most of this information is usually available — how to access your CSI, NPO, community, municipal or government programmes and offerings.**

**Listings are available for public offerings that are either free, cost very little or for which support is offered so that marginalised individuals can participate ... or take action that will lead to a solution to their particular problem.**

Listings in the **Resource Directory** are free to NPO / NGOs that subscribe to the magazine. You may list in these pages as often as you like during your subscription period. All other listings, i.e. commercial or municipal, are charged at R244 per column x cm. Inclusion of a small logo (no wider than the column), for any organisation, is charged at R3 000. All listings are subject to the Editor's approval.

**Guideline for Directory Listing submissions**

Use the sample listing, below, as a guide in compiling your own. Only submit information that is relevant to your particular offering. Feel free to add additional fields or to suggest a new category of information.

**Category:** Skills development & training; Funding sources; Opportunities & resources for the unemployed; Resources for entrepreneurs & the self-employed; Community development; Health resources; Crisis support; Development training & capacity building.

**Sub-category:** I.e. "Cancer" in the Health Resources section.

**Title:** Headline or brief description

**Location:** Nationwide, province/s, town/s, suburb, etc.

**Full description:** If the title does not say it, please spell out what is on offer.

**Accreditation / registration / credentials:** In other words: are you a bona fide supplier? (If applicable.)

**What people say:** Testimonials of benefits received by past participants add credibility.

**What to expect:** Outline of how things will transpire and possible outcomes of participation ...

**For:** Who should attend? Who qualifies? Who is this offering intended for?

**Requirements:** I.e. does the reader need to have a matric or be of a certain age or be in possession of an ID?

**Next intake:** When can the reader start participating ...

**Duration:** How long does the training or application or request for support take ...

**Take action:** What to do to register or gain access to the offer. Given that roughly 10% of our population can afford uninterrupted access to the internet, please supply non-web-based ways of contacting you, i.e. a telephone number (preferably an 800 number that doesn't cost the caller) or give the physical address where people can sign up.

**Offered by:** Organisation's name

**More information:** Web address or postal address to write to for a brochure, etc.

**Contact information:** Telephone numbers (this is most important), e-mail, physical address, etc.

**Contact person:** Who to ask for — someone who can take immediate and informed action.

**Scholarships or funding available:** Specify.

**Cost:** The offering must be accessible to people who have few options and do not have much money.

**Wish list / Community involvement:** This is a space in which NPOs and community organisations can state their own requirements, i.e. request funding, equipment, community involvement, volunteer help, skills development, and any support that will strengthen their ability to continue doing what they do.

**To get started:** Simply e-mail your finished listing to [advertising@zadifference.org](mailto:advertising@zadifference.org). Please indicate from which month to which month the listing should appear. If approved for placement, we will edit and typeset the listing for you. You will receive a proof of the typeset listing, along with a quotation based on R244 per column x cm. Once we receive your signed approval, you will be invoiced — unless, of course, you are a non-profit, non-governmental organisation. Proof of payment or of paid subscription is required before listing will be placed.

## ADVERTORIALS

No matter where you are in South Africa:

**We'd love to hear from you!**

*If nobody listens to you or you're too afraid to speak, write about it. — Hetile Mabunda*

You can always use a pen-name if you don't want people to know it's you.

**So, speak your mind! Tell us what matters to you.** And don't worry about the English: it is your thoughts and ideas that we want.

**Here's what we pay for published submissions:** Letters: R1.50 per published word. (We don't pay for fanmail even though we love getting your praises.) | Poetry: R1.50 per published word. | Articles: R2.00 per published word. | Photographs and illustrations: R150 per published piece plus R2.00 per published word for captions. | Cartoons: R150 per frame, plus R2.50 per dialogue word. | Re-publication — except on the ZA Difference website — of any work will earn half the original payment. | Payment will be made by electronic transfer to the account details supplied or by money order to the author's name at the address supplied, within 30 days of the printing of the issue in which the contribution is published. **If you do not need the income, please donate your contribution towards the non-profit work of ZA Difference.**

**Each contribution must include:** A headline or caption for the material submitted. | Your full name (for payment purposes) and, if different, your pen name (for publishing purposes). | Contact information, i.e. an email, cell number or web address, so that we as well as potential clients can contact you. | A short description of what you do and a picture of yourself (head-shot). (May not be utilised, depending on space available.) | Your banking details for payment by EFT. | Your physical address for a money order if no bank account. | Your postal address, if different from your physical address, so that we can send you a copy of the magazine in which your contribution appears. | **Do not separate this information:** include it at the bottom of each article or list of captions. Do not assume that we have your information because you previously wrote to us.

**Submissions are accepted on the understanding that the contributor:** Holds and retains copyright to the material submitted. | Has permission to publish from any public figure or the parents of a minor who is clearly the subject of a photograph. | Has cited all sources and has given credit where due. | Remains 100% liable for the truthfulness and accuracy of the information submitted. | Understands that it is their responsibility to keep copies of their own work. | Will notify ZA Difference should the same work be submitted to another publication.

- Poems may not be longer than one page; articles and essays must be between 800 and 1 000 words; short stories must be between 1 000 and 3 000 words.
- Entries must be your own, original, previously unpublished work, in English.
- Photographs must be highest possible resolution, with informative captions.

**ZA Difference:** Will acknowledge receipt of material received, but cannot engage with the author about the merits of the submission. | Does not guarantee the publication of any material received. | Does not accept liability for the safekeeping of material in its possession and cannot return any material. | Will credit the author, artist or photographer, will include contact information (i.e. URL or cellphone number) and, space permitting, the contributor's picture and bio.

**ZA Difference reserves the right to:** Accept, reject, cut or otherwise use any text contribution as it sees fit. | Edit text for clarity, accuracy, grammar, spelling, presentation, sources and copyright, without obtaining permission for altered material prior to publication — unless otherwise requested by the author, in writing. | Decide whether or not to publish any material submitted in any of its publications — printed and online — at any time, with no prior re-confirmation with the author.

**Please look at our editorial calendar at:** [www.zadifference.org](http://www.zadifference.org)

**Post your material to: ZA DIFFERENCE** | Postnet Suite 84 | Private Bag X75 | Bryanston 2021 | Johannesburg.

**Or email it to:** [submissions@zadifference.co.za](mailto:submissions@zadifference.co.za)

**Send photos free via:** [www.yousendit.com](http://www.yousendit.com)

**Clearly indicate** if you are donating the material and if it is a competition entry or a normal submission. Specify which competition entry, if relevant.

ZA ]

ZA difference  
june 2011

5

## CSI & Non-profits: tell your story!

Does your organization work to serve the lives, dignity and rights of poor and vulnerable people? Does it work towards creating jobs, developing skills, fostering respect, building community? Does it provide solutions to any of the myriad problems experienced as a result of marginalization — whether caused by poverty, disability, age, illness, gender, race or geographic location?

**There are three ways in which you can tell your story in ZA Difference:**

**1. Paid advertising / advertorial.** Ideal CSI exposure. Non-governmental NPOs qualify for a 50% discount. Book the space and tell it any way you like, across as many pages as you are willing to pay for. See rates at [www.zadifference.org/advertise.php](http://www.zadifference.org/advertise.php)

**2. Stick to our format and get paid for your contribution.** Write an article that tells the real-life story of the people you serve, providing insight into a problem or situation that is faced by many people or communities. The main article may not refer to your organization. The article must include a 'resource box' that offers:

- Practical steps to solve the problem/s discussed in the article.
- Resources and information available to solve the problem — preferably offline.
- Organisations (your own and others) that provide relief, plus their contact information.
- Information about how people can replicate your successes.

Done in this way — without branding — we can use and pay you for the article and any accompanying photographs and captions, in the same way that we would do for any other published contribution.

**3. Stick to our format, but brand the material.** For a fee of R3 000 and proof of a current, one-year subscription to the magazine, your organisation's logo, name, slogan and contact details can be displayed at the end of the resource box, with a note: *'This article / information was supplied by ...'* In this case, we would not pay for the article or photos. (Compare R5 000 minimum 'donation' for a page sponsorship.)

In all instances, the author will be credited. All other conditions of submission to **ZA Difference** apply. See opposite column of text.

You can also list your organisation's offering in our **Resource Directory**. Listings are free to subscribing non-governmental NPOs.

ZA ]

Join the CONVERSATION!

# ZADIFFERENCE

## Human Rights Resources

*All human beings are born free and equal in dignity and rights.*

Kindly let us know if any of the information is outdated. To list your resource, see page 61 or call 0860 92 0000.

### CHILDREN'S RIGHTS

#### Children's Rights Centre

**For:** People who need help with children's rights.

**Description:** Children's rights advocacy, support networks, advice and support.

**Physical address:** The Children's Rights Centre, 22nd Floor, Eagle Building, Dr. Pixley KaSeme Street, Durban.

**Telephone:** *If you have an emergency with a child, please contact childline on 08000-55555.*

**Otherwise:** 031 307 6075

**Website:** [www.childrensrightscentre.co.za](http://www.childrensrightscentre.co.za)

### EMPLOYMENT RIGHTS

#### Council for Conciliation, Mediation and Arbitration (CCMA)

**Description:** A dispute resolution body established in terms of the Labour Relations Act, 66 of 1995 (LRA). It is an independent body, does not belong to and is not controlled by any political party, trade union or business. Telephone: 011 377 6650 / 00 Website: [www.ccm.org.za](http://www.ccm.org.za)

**The South African Labour Guide:** A private company with a website full of very useful information when there are labour disputes. [www.labourguide.co.za](http://www.labourguide.co.za) e-mail: [advice@labourguide.co.za](mailto:advice@labourguide.co.za)

### GENDER EQUALITY

**Commission on Gender Equality:** Monitors policies and practices of government, the private sector and other organisations to ensure that they promote and protect gender equality; provides public education and information; reviews existing and upcoming legislation from a gender perspective; investigates complaints on any gender related issue. Telephone: 011 403 7182 Website: [www.cge.org.za](http://www.cge.org.za) (Useful and informative.)

### GENERAL

**Black Sash:** Assists vulnerable and poor people anywhere in South Africa to access their Human Rights. Helpline: 072 66 33 739; [help@blacksash.org.za](mailto:help@blacksash.org.za) Website: [www.blacksash.org.za](http://www.blacksash.org.za)  
In conjunction with ETU, Black Sash has compiled a wealth of free information on various topics covered by our Constitution and Bill of Rights. See [www.paralegaladvice.org.za](http://www.paralegaladvice.org.za)

#### Foundation for Human Rights (FHR)

**Objectives:** To address the legacy of South Africa's past, support transformation and build a better human rights culture, using the constitution as a tool.

**Services:**

Restorative justice; Support for refugees; Human Rights awareness; Public Policy Dialogue

**Physical address:** 8th Floor, 209 Smit Street, Braamfontein (behind the Parktonian Hotel, Jhb.

**Postal Address:** Private Bag X124, Braamfontein 2017

**Telephone:** 011 339 5560/1/2/3/4/5

**e-mail:** [info@fhr.org.za](mailto:info@fhr.org.za)

**Website:** [www.fhr.org.za](http://www.fhr.org.za)

#### Human Rights Institute of South Africa (HURISA)

**Description:** Professional services for the promotion of a human rights culture, peace and democracy. HURISA works with civil society organisations, government departments and special target groups in South Africa and on the continent to make people are aware of their human rights, how their human rights can be realised and how redress mechanisms can be accessed.

**Physical address:** 1st floor Lunga House, 124 Marshall Street, Johannesburg

**e-mail address:** [info@hurisa.org.za](mailto:info@hurisa.org.za)

**Telephone:** 011 492-0568

**Website:** [www.hurisa.org.za](http://www.hurisa.org.za)

#### Lawyers for Human Rights

**For:** Children, farm workers, everybody. South Africans & Non South Africans (refugees & migrants)

**Description:** Provides free legal services to vulnerable, marginalised and indigent individuals and communities, both non-national and South African, who are victims of unlawful infringements of their Constitutional rights.

**Contacts:** Durban - 031 301 0531 , Jhb - 011 339 1960  
Pta - 012 320 2943, Stellenbosch - 021 887 1003  
Upington - 054 331 2200

**Website:** [www.lhr.org.za](http://www.lhr.org.za)

**Legal Aid:** An autonomous body established by the Legal Aid Act to make legal representation available to indigent, poor and vulnerable persons at State expense, so that every citizen can have access to justice. Offices throughout South Africa.

**Telephone:** 0860 LEGAL 8 (0860 534 258)

**Ethics Hotline:** 0800 20 44 73

**Legal Aid Advice Line:** 0800 110 110

**e-mail:** [communications2@legal-aid.co.za](mailto:communications2@legal-aid.co.za)

**Website:** [www.legal-aid.co.za](http://www.legal-aid.co.za)

#### South African Human Rights Commission

**For:** Any person who wants to complain about human rights violations (for self or someone else)

**Description:** Supports constitutional democracy and the progressive realisation of human rights by:

- Monitoring the observance of human rights;
- Education and training about human rights;
- Addressing human rights violations and seeking effective redress.

**Physical address:** Gauteng (Head Office)

29 Princess of Wales Terrace, cnr York & St Andrews St, Houghton. (Call head office for nearest provincial office)

**Contact persons** (Head Office): Wisani Baloyi

**e-mail:** [wbaloyi@sahrc.org.za](mailto:wbaloyi@sahrc.org.za)

**Telephone:** 011 484 8300

Human Rights Advice line: 0860 120 120

**Website:** [www.sahrc.org.za](http://www.sahrc.org.za)

#### The International Center for Transitional Justice (ICTJ)

**Description:** The ICTJ works to redress and prevent the most severe violations of human rights. ICTJ seeks holistic solutions to promote accountability and create just and peaceful societies.

**Physical Address:** Section 8 Ground Floor, Upper East Side, Pickwick Road, Salt River 8001, Cape Town

**Postal Address:** P O Box 44329, Claremont, 7735

**Telephone:** +27 21 448 6464

**e-mail:** [capetown@ictj.org](mailto:capetown@ictj.org)

**Website:** [www.ictj.org](http://www.ictj.org)

#### United Nations Development Programme (SA)

**Description:** UNDP is the UN's global development network, advocating for change and connecting countries to knowledge, experience and resources to help people build a better life.

**Physical address:** 351 Schoeman St, Metro Park Bldg

**Postal address:** P.O. Box 6541, Pretoria, Gauteng, 0001,

**Telephone:** (012) 3548008/8013

**Website:** [www.undp.org.za](http://www.undp.org.za)

### REFUGEES & MIGRANTS

#### Consortium for Refugees and Migrants in South Africa (CoRMSA)

**Description:** Formerly known as the National Consortium for Refugee Affairs, this NPO promotes and protects refugee and migrant rights. Member organisations include legal practitioners, research units, and refugee and migrant communities.

**Contact:** 5th floor, Braamfontein Centre, 23 Jorissen Street, Braamfontein, Johannesburg, 2001

**Telephone:** +27 11 403 7560

**e-mail:** [info@cormsa.org.za](mailto:info@cormsa.org.za)

**Website:** [www.cormsa.org.za](http://www.cormsa.org.za)

### COMPLAINTS ABOUT MISCONDUCT BY OFFICIALS

• **Report unfair conduct by a government official to The Public Protector:** 080 011 20 40 Website: [www.publicprotector.org](http://www.publicprotector.org)

• **Report corruption in or out of government:** 080060-0933

• **Joburg Anti-Corruption Unit:** 080 00 02587

• **Report unfair conduct by police to the Independent Complaints Directorate (ICD)** Tel: 012 320 0431; e-mail: [complaints@icd.gov.za](mailto:complaints@icd.gov.za)

See website for provincial contact information and to download a complaint registration form, which can also be obtained from any ICD office.

Website: [www.icd.gov.za](http://www.icd.gov.za)

• **Amnesty International:** [www.amnesty.org](http://www.amnesty.org)

## ADVICE TO ADVERTISERS

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- **ZA Difference** is about providing practical solutions to the problems of poverty and marginalisation. While each issue of the magazine has a distinct editorial theme, each issue also carries helpful information about many aspects of life affected by poverty, i.e. health, food, childcare, work, skills development, self-employment, etc. Please try to create advertising that adds to the solutions presented to people stuck in poverty.
- Don't just tell readers about the good that you're doing in the world. Tell them how to access and participate in what you have to offer. For instance: If your CSI project has enabled a raw talent to develop into a fully-fledged opera singer, let other aspirant opera singers know how they, too, can access the benefits offered by your programme.
- Invite participation from the broader community and from other organisations working in the same arena. Tell concerned individuals how and where to volunteer their time and skills.
- If you just want to build brand awareness, let your advertising carry thoughts, ideas and information that uplift, instruct and inspire independence, sustainable self-reliance and positive social change.
- Through advertorials, share your stories of success, triumph and goodwill in the pages of **ZA Difference** ... making sure to inform readers how they can either access, participate or duplicate what you have created.
- Please think twice before placing information that encourages reliance on hand-outs or that is devoid of meaningful information. In other words: please refrain from bragging about how much you have already spent on helping people in need. Rather tell people what you have to offer and how they can access that.
- If it can't be useful, make sure that it is at least beautiful and inspiring.
- Ask us if you need help with developing a concept or with the writing and design of the ad. And if you need a social responsibility strategy that can benefit all stakeholders in your business, i.e. shareholders and the communities in which you operate, ask us. We are passionate about helping businesses develop mutually beneficial business-community relationships.

## FACTS AT A GLANCE

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### Company

Success Rate Development 60 (*Association Incorporated Under Section 21*) t/a **ZA Difference**

NPO and PBO status applications pending.

### Registration details

Company registration no : 2011/000940/08

Operational since : 9 March 2011 (As an NPO)

(Previously published by ZA Group (Pty) Ltd which has been in existence since 2004.)

VAT Registration no : Pending

Tax Clearance Certificate : 0084/2/2011/0002141470

(Exp: 2012-04-05)

### FICA required documents (*Available on request*)

Certified Incorporation Documentation

Original Tax Clearance Certificate.

### Contact information

Telephone : 0860 92 0000

Fax : 0866 14 6894

email : [info@zadifference.org](mailto:info@zadifference.org)

Website : [www.zadifference.org](http://www.zadifference.org)

Physical address : 89 Cambridge Road, Bryanston

Postal address : Postnet Suite 84, Private Bag X75, Bryanston 2021, Johannesburg, South Africa

### Board

CEO and board chairperson: Thérésa Müller, Editor-in-Chief.

Email : [editor@zadifference.org](mailto:editor@zadifference.org)

Non-executive director: Graham Bailey | [gbailey@mweb.co.za](mailto:gbailey@mweb.co.za)

### Members:

- Eduard Scholtz | [eduard@mobicom.co.za](mailto:eduard@mobicom.co.za)
- Professor Johnathan Jansen | [rector@ufs.ac.za](mailto:rector@ufs.ac.za)
- Leander Ngwenya | [Lea.Ngwenya@wits.ac.za](mailto:Lea.Ngwenya@wits.ac.za)
- Makhosazane Mvulane | [aydassociation@gmail.com](mailto:aydassociation@gmail.com)
- Sanita Meyer | [sanita.meyer@vodamail.co.za](mailto:sanita.meyer@vodamail.co.za)
- Tshiembe Tshikalanga | [tshiembe@gmail.com](mailto:tshiembe@gmail.com)

### Empowerment profile

50% HDI Board membership.

Active BB-BEE procurement policy in place.

Active Employment Equity recruitment policy in place: 75% of positions EE earmarked.

### Bank

Standard Bank, Fourways Crossing.

Account manager : Ansie Meyer. Tel : 011-700-0700

### Accountants / Auditor

Douglas Bhamjee Incorporated. Chartered accountants (SA) and registered auditors.

Contact person : Mohammed Bhamjee. Tel : 011-782-2064

### Printer

Paarl Media. Contact person: Tracey Rebello +27 11 201 3400

67 000 copies printed between December 2010 and March 2011.

Minimum print quantity 10 000 from August 2011 onward.

Conservative total reader estimate: 30 000.

Not a single copy of **ZA Difference** gets pulped: everything is redistributed.

### ABC

Audit Bureau of Circulations (ABC) figures will be available only after 6 uninterrupted issues.

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Success Rate Development 60 (*Association Incorporated Under Section 21*) t/a

**ZA Difference** | Reg no: 2011/000940/08

**Address:** 89 Cambridge Road, Postnet Suite 84, Private Bag X 75, Bryanston, 2021

**Telephone:** 0860 92 0000 | **email:** [info@zadifference.org](mailto:info@zadifference.org)

**Fax:** 0866. 14. 6894 | **www.zadifference.org**



**ZA DIFFERENCE**

*Bridging the divide*