WESTERN CAPE / MEDIA KIT 2026-2027

GOVERNMENT DIRECTORY

2026-2027

The connections.
The audience.
The opportunity.

Government. Business. People.

Connect your organisation with government, suppliers and decision-makers in Western Cape.



PUBLICATION / BUYERS GUIDE / DIGITAL

01 / OVERVIEW

A PLATFORM BUILT ON CONNECTIONS.

The Government Directory connects organisations, businesses and people in Western Cape. Discover public bodies, find suppliers and explore opportunities through a site built around this market.

Local identity. Regional connections. Your campaign brings together a searchable business profile, publication advertising and relevant website placements, with a clear route for readers to contact your organisation.

Part of the Dotcom Africa government-directory network, the platform builds on a publishing and business-information heritage dating back to 2003.

Choose the publication and digital formats that fit your message. Our team can help prepare artwork, review proofs and connect approved advertising with your organisation's listing.

Explore wcgov.co.za and plan your next campaign with us.

CONNECTING SINCE

2003

Government.
Business.
People.

DOTCOM AFRICA
Think Big. Advertise.

Think Big.
Advertise.

02 / WATCH VIDEO

SEE THE PLATFORM IN MOTION.



Watch the Government Directory network introduction.

Watch videos

03 / GOVERNMENT PUBLICATION

THE GOVERNMENT PUBLICATION.



FULL COLOUR

Publication artwork

INTERACTIVE

Live ebook + PDF

2026-2027

Campaign edition

PUBLICATION

Government Directory of South Africa / Western Cape campaign

READERSHIP

Government departments, public entities, procurement teams, suppliers, investors and businesses with an interest in Western Cape.

Ask our team for the current edition schedule and verified circulation or audience information for your selected campaign.

04 / PUBLICATION FORMATS

MAKE YOUR SPACE COUNT.

Publication advertising formats and artwork specifications.



FULL PAGE

170mm (w) x 214mm (h)

(10mm Safety Bleed)



DOUBLE PAGE

340mm (w) x 214mm (h)

(10mm Safety Bleed)



HALF PAGE

170mm (w) x 105mm (h)

(10mm Safety Bleed)



QUARTER PAGE

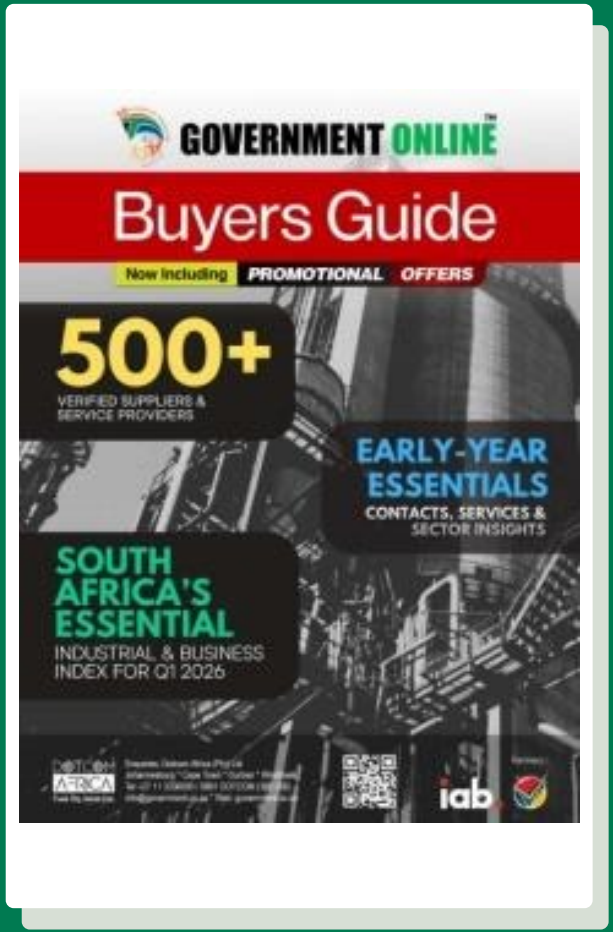
84mm (w) x 105mm (h)

(10mm Safety Bleed)

Use a clear headline, readable contact details and high-quality artwork. Confirm final production files with the artwork team.

05 / BUYERS GUIDE

YOUR PRODUCTS. THEIR NEXT PURCHASE.



A dedicated publication for supplier discovery.

The Buyers Guide is a separate product from the Government Directory publication. Showcase products, services and promotional offers in a focused supplier environment.

Products & services

Present what you offer and make the next step clear.

Supplier visibility

Connect your business identity with useful contact details.

Interactive ebook

Give readers a route to explore your business online.

Open the Buyers Guide

06 / DIGITAL AUDIENCE

A WIDE-REACHING DIGITAL PLATFORM.

LOCAL

Market focus

SEARCHABLE

Business profiles

CONNECTED

Publication + web

INTERACTIVE

Links + enquiries

A CAMPAIGN BUILT AROUND WESTERN CAPE

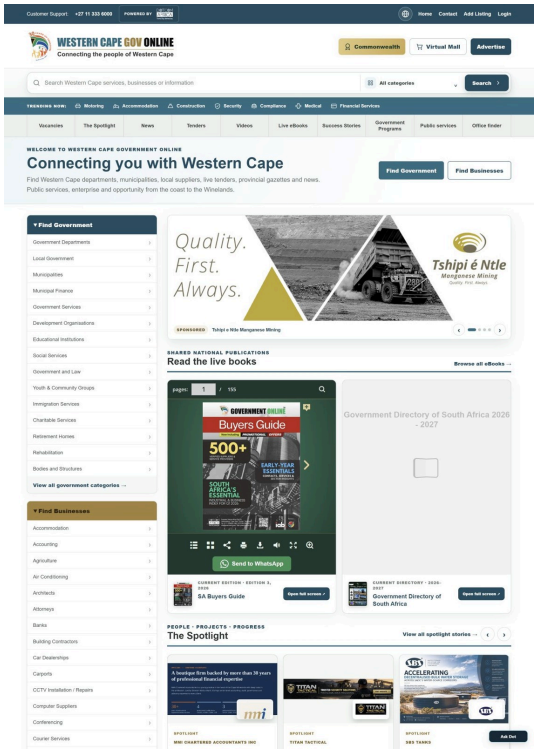
Reach readers looking for government contacts, products and services in Western Cape. Connect publication visibility with relevant online categories, business information and direct enquiry routes.

Government and public entities
Industrial and commercial buyers
Corporate suppliers and service providers
Entrepreneurs and the wider public

Audience and circulation figures are campaign-specific. Request current verified reporting from the team when planning your placement.

07 / WEBSITE ADVERTISING

VISIBLE THROUGHOUT THE JOURNEY.



01 Features

Homepage feature placements

02 Leaderboard

1125px x 345px

03 Skyscraper / Billboard

Display advertising

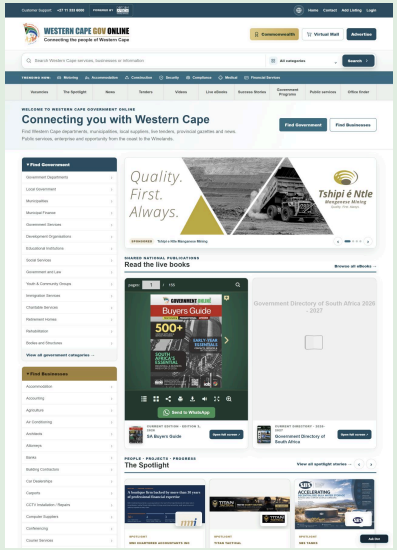
04 Video Ads

Video-led promotion

05 Animated Banner

300px x 250px

LOCAL DIRECTORY

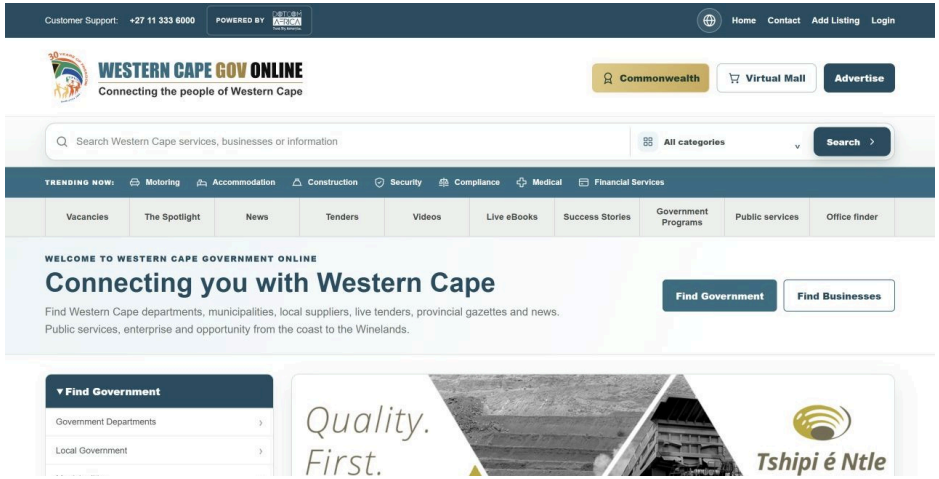


wcgov.co.za

08 / WEBSITE SEARCH

BE FOUND FOR WHAT YOU DO.

Website search connects visitors with businesses, services and suppliers by keyword, category and location.



SEARCH TOPICS & EXAMPLE KEYWORDS

Hotels | Accommodation | Construction | Engineering | Solar | Accounting | Transport | Security | Attorneys | Agriculture

Illustrative keyword examples; not a ranked search-volume report.

09 / BENEFITS OF FEATURING

MAKE YOUR BRAND MATTER.



01 High Quality Media.

02 Connect with a niche market.

03 Tells the right people that your organisation exists.

04 Engage with an elite, highly-responsive audience.

05 Gain recognition in a publication trusted by industry leaders and key decision-makers.

06 A chance to send your special messages to the various communities.

07 Make your corporate information and your remarkable offerings visible to consumers.

08 Maximize your brand's visibility and impact with strategic ad placements.

09 Connecting through a well accredited and renowned platform.

10 Helps you stay with times and technology.

10 / ADVERT EXAMPLES

SEE THE FORMATS IN ACTION.

FULL PAGE



DOUBLE PAGE

DOUBLE-PAGE SPREAD

FORMAT ILLUSTRATION

Use the wider canvas to show your range, tell a fuller story or present a complete solution.

HALF PAGE

HALF PAGE

FORMAT ILLUSTRATION

QUARTER PAGE

QUARTER PAGE

FORMAT ILLUSTRATION

11 / BANNER EXAMPLES

SMALL SPACES. STRONG IMPRESSIONS.

PRIME SPOTS

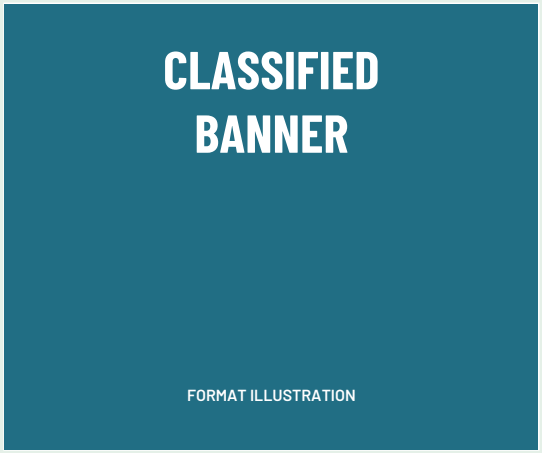


VIEW PAGE BANNER



Placement illustrations show formats; final creative is prepared for your campaign.

CLASSIFIED BANNER



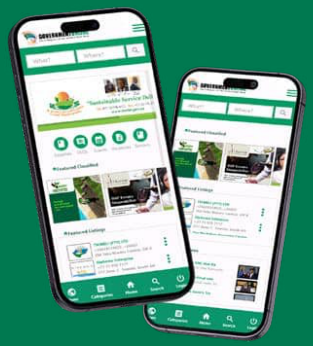
A concise, highly visual creative with a clear call to action.

12 / APPLICATIONS

ON SCREEN. ON THE GO.

MOBILE APPLICATION

NETWORK APPLICATIONS



Available on:

GET IT ON Google Play

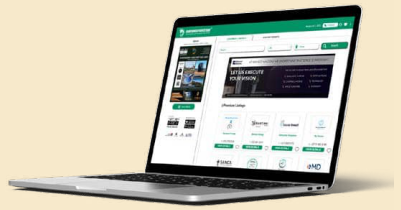
Download on the App Store

DESKTOP APPLICATION

- Windows / IOS Compatible
- Perfect for sales leads
- Purely offline, no internet / wi-fi
- Search, sort and add favourites
- Export leads onto excel
- Access to marketing tools / specials

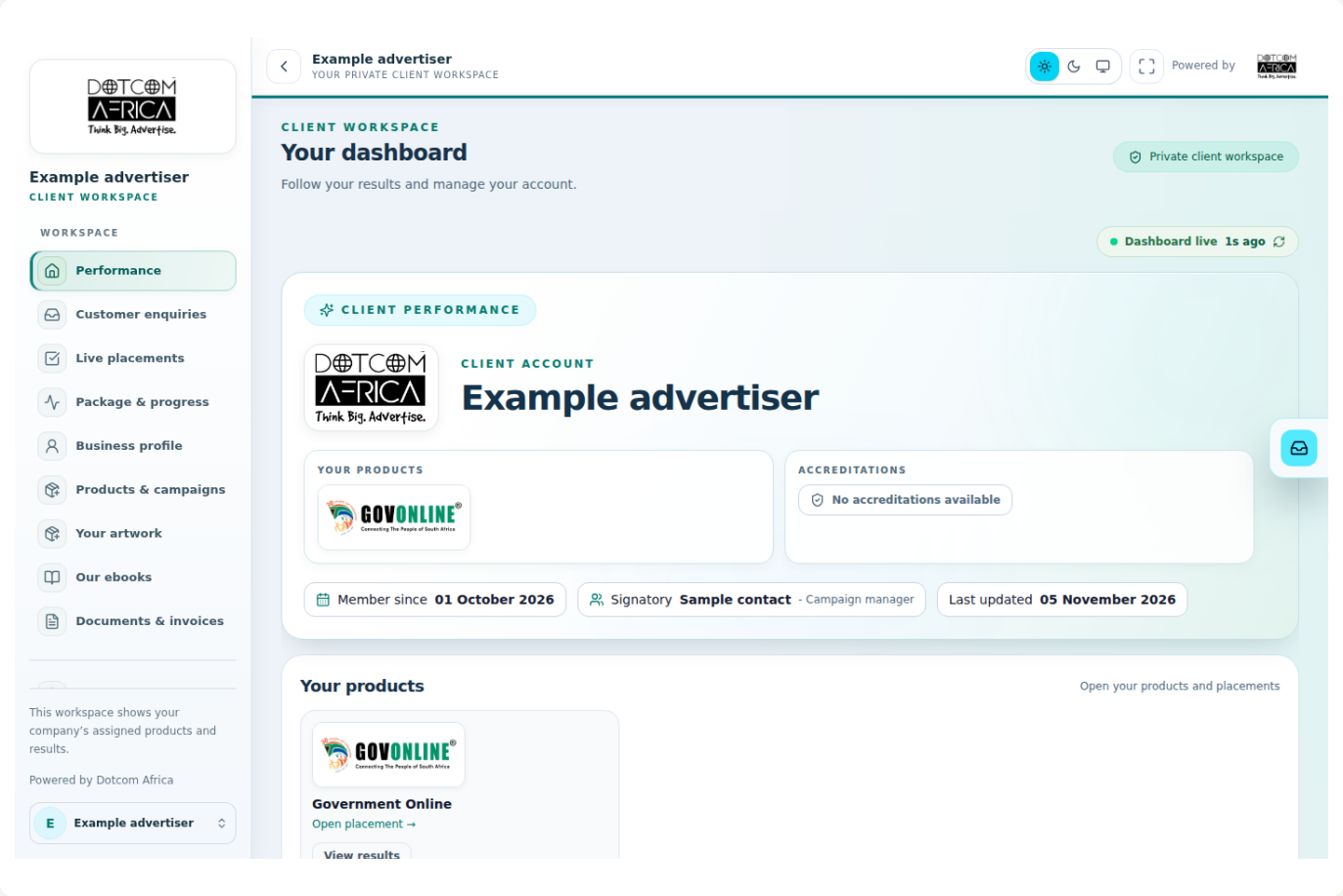
Ask about current access and availability.

Compatible with:



13 / CLIENT DASHBOARD

YOUR CAMPAIGN. ALWAYS IN VIEW.



DASHBOARD

See assigned products, artwork, live placements and package progress in one client workspace.

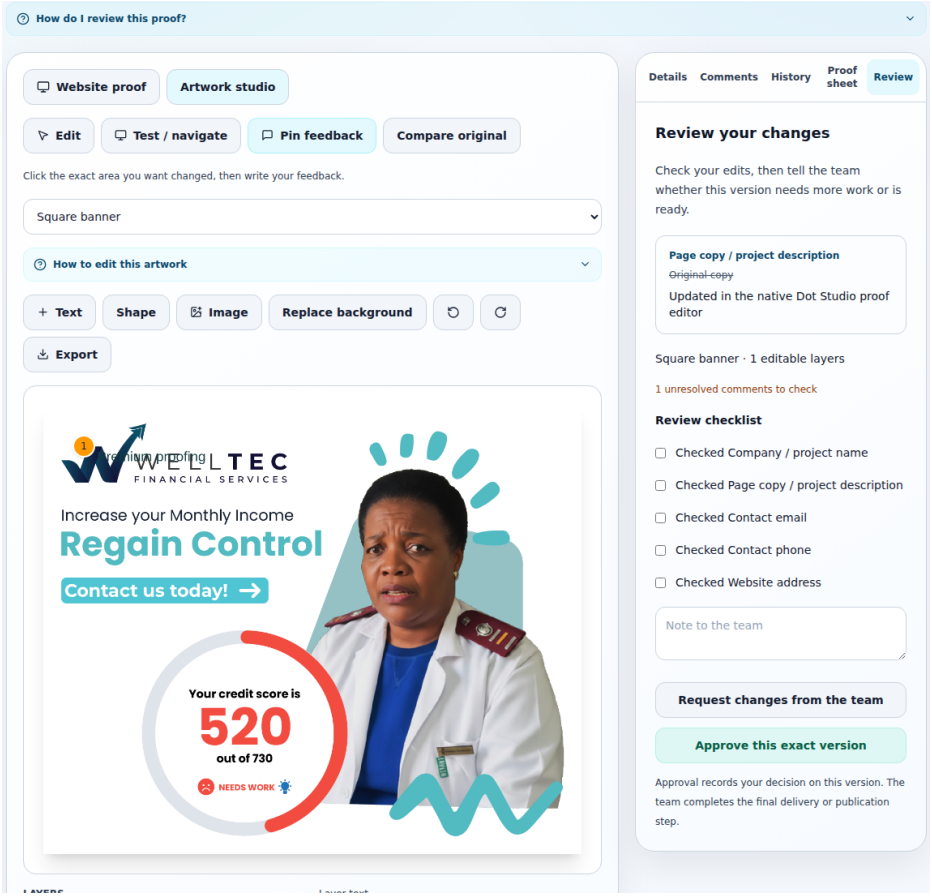
STAT SYSTEM

Use the performance area to review reporting for your products. Available metrics depend on the connected reporting source.

Dashboard demonstration screenshot using sample records.

14 / ARTWORK AND APPROVALS

FROM FIRST PROOF TO SIGN-OFF.



01 OPEN YOUR PROOF

Check the product, project name and artwork version.

02 REVIEW & COMMENT

Review the text and creative. Add feedback and request changes.

03 APPROVE THE VERSION

Confirm the reviewed artwork when it is ready for the next step.

Proofing demonstration screenshot using sample records.

15 / LOCAL PUBLICATION EXAMPLES

IN GOOD COMPANY.

A selection of organisation artwork relevant to Western Cape. Select an example to view its listing.



Casidra Soc Ltd



Cape Nature



Wesgro Western Cape Tourism Trade & Investment Pro

16 / LET US CONNECT

LET'S BUILD YOUR NEXT CHAPTER.

For more information on how to advertise, please contact us on

Plan your Western Cape advertising campaign.

+27 11 333 6000

wcgov.co.za

hello@govonline.co.za

Request a callback

Discuss your advertising

Explore the live publications

Visit the local directory

Brought to you by Dotcom Africa (Pty) Ltd. Think Big. Advertise.