

2026 Rate Card



Special Kids is a free resource for professionals and parents of children who fall into the broad category of special needs. Under the banner of 'support/knowledge/solutions', Special Kids addresses parents' concerns and questions by providing information, practical suggestions, personal stories and professional opinion. Special Kids offers, unique, niché access to South Africa's special needs community. This online publication is one of the only media channels in the country working in the realm of special needs. For brands servicing this community and looking to expose South African special needs families to their products and services, there is no better option.

Special Kid's converted to an online publication on the 1st of March 2014, after seven successful years as a free print publication.

Special Kids Profile

Special Kids is an online resource hub, catering to parents of children between the ages of 0 – 16 years.

Special Kids caters to all types of disabilities – physical, intellectual, emotional, remedial and chronic health concerns.

The Special Kids online hub is a free national resource which will benefit all South Africans, as well as neighbouring African countries.

The web site offers a range of content selected and developed specifically for South African special needs families, including:

Feature articles written by specialist contributors

Lifestyle support articles: including how to plan as a family for specific scenarios

Insights from disabled writers and families

A 'meet the parents' profiling section

Special needs articles from global partners and contributors

A free monthly Special Kids newsletter which includes
a 'product-on-review' section

A growing social media community



www.specialkids.co.za



On-line Readership and Stats

Special Kids website has now been running for 11 years and in this time we have seen the On-line publication establish it self as the 'South African Hub of Special Needs'.

Our Google Analytics report confirms this - we have 18 500 +/- parents and professionals engaging with the site on a monthly basis, nationwide. Made up of, 8 000 readers engage with our website, 5 000 readers read our free monthly newsletter and 5 500 people engaging with Special Kids through Facebook page. These are significant numbers for any website in RSA but for a special needs site they are HUGE!

Our readers predominately are located in Gauteng, Western Province and Kwazulu Natal.

Advertising Options

Special Kids offers a range of advertising options for any budget.

The advertiser has a choice of what happens when the user click's on their position:

- A new window is opened and the user lands on a predefined web site URL of the advertiser's choice.
- Special kids develops a custom brochure landing page for the client within the Specialkids.co.za website.

specialkids.co.za positions:

LEADERBOARD

The header advert at the top of every Specialkids.co.za website page. This is the prime advertising position on the site and is offered to a single headline advertiser for the duration of the year.

SIDEBAR RECTANGLE

One prominent sidebar position is offered to an advertiser for the year.

LANDING PAGE SQUARE BLOCKS

9 X footer positions are offered on the landing page of this website. Each advertiser secures a position within the footer advertising block for the duration of the year.

PRODUCT ON REVIEW

This section highlights 3 X products per month. A product descriptor and your contact details are shown along side the pic of the product. 'Products on Review' is sent out with our monthly newsletter.

LISTINGS

Under the following categories: Schools And Centres; Service providers; Assistive Devices and Technology; Nutrition; Play; Incontinence. We offer you the option of listing your services, expertise and products. Product pictures and short descriptor included.

ADVERTORIAL

A range of options exist for premium advertising, including full site takeover splash screens, video and category and section branding. These premium campaigns are developed and costed on a per campaign basis.



Rates

Advertising placements are offered on a 12 month contract *
We can offer a reduction in rates if the full amount is settled up front.
Should you require the service, we will design your layout free of charge to your exact specifications. All rates exclude agency fees.

Run of Site

Per Month

Leaderboard (134px X 430px) Landing, navigation, listings, articles pages	R3 000
Sidebar Rectangle (212px X 283px) Landing, navigation, listings, articles pages	R2 200
Square Blocks (150px X 188px) 9 X landing and articles page blocks	R1 600
Product On Review (write up and visual) Product included for viewing in our monthly newsletter	R1 400
Listing (visuals and blurb)	R 350
Advertisorial (visual and copy) Listed in articles and shown on landing page rotator	R1 600

* Except for our monthly product mailer and advertorials

Material Requirements

Our publishing schedule along with our material requirements will be emailed through on confirmation of booking your advertising placement.

Further Enquiries

Please contact Nina Zylstra should you have any further questions.
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