

PRINT MEDIA PACK 2021

PRINT | DIGITAL | EXHIBITIONS

ALL RATES VALID: 1 OCTOBER 2019 - 30 SEPTEMBER 2021

SA Affordable Housing incorporating SA Roofing is a unique alternate monthly publication dedicated to the subject of affordable housing in South Africa today. It addresses topics and issues relating to rural and urban infrastructure planning and development, looks at the whole building envelope as well as the delivery of housing with a view to compliance, efficiency, resilience, equitability, finance, liveability and sustainability. This publication is grounded in the absolute conviction that every South African must have access to a home and that these homes, (and the infrastructure that supports them) must be of a standard that reflects the needs and dignity of our citizens. Month of issue: Odd.

2021 ADVERTISING RATES

All rates exclude agency commission and VAT.
 Bookings do not guarantee editorial placement.

| ADVERT RATES | | |
|--|-------------------|-------------------|
| Rate per insertion unless otherwise specified. | | |
| ADVERT SIZE | 6 EDITIONS | CASUAL ONCE-OFF |
| A4 DPS | R28 000 per issue | R30 600 per issue |
| Single A4 | R16 200 per issue | R19 900 per issue |
| 1/2 A4 | R12 300 per issue | R15 100 per issue |
| 1/3 A4 | R11 800 per issue | R13 400 per issue |
| 1/4 A4 | R8 400 per issue | R9 600 per issue |
| Strip | R6 400 per issue | R7 800 per issue |
| Feature block | R5 700 per issue | R7 100 per issue |

OTHER PRINT PROMOTIONAL OPPORTUNITIES

Rate per insertion unless otherwise specified. Rates exclude VAT.

| DESCRIPTION | ADVERT SIZE | COST | CASUAL ONCE-OFF |
|--|---|--------------------|-----------------|
| Front cover sponsorship | Front cover image, one company logo, A4 advert and 2 pages of editorial | R41 400 | |
| Front cover sponsorship + 6 edition contract | Contents page logo and 1/2 A4 advert | R15 600 | R25 400 |
| Cover sponsorship + 6 edition contract | IFC - inside front cover | R15 600 | R25 400 |
| | IBC - inside back cover | | |
| | OBC - outside back cover | | |
| Annual year planner | 80 x 80mm | R12 300 | - |
| Loose insert into publication, per edition | A4 insert (delivered to Interact Media office) | R14 000 per insert | - |

COMBOS

All rates exclude agency commission and VAT. Bookings do not guarantee editorial placement.

| | | | | | |
|----------------------|----------|---------|---|-----------|--------|
| Brandlisting and web | 6 issues | R12 300 | Product print logo with Feature/Project or web link | per issue | R4 700 |
|----------------------|----------|---------|---|-----------|--------|

ONLINE RATES AVAILABLE ON REQUEST
 Please refer to detailed online media pack
sales@interactmedia.co.za

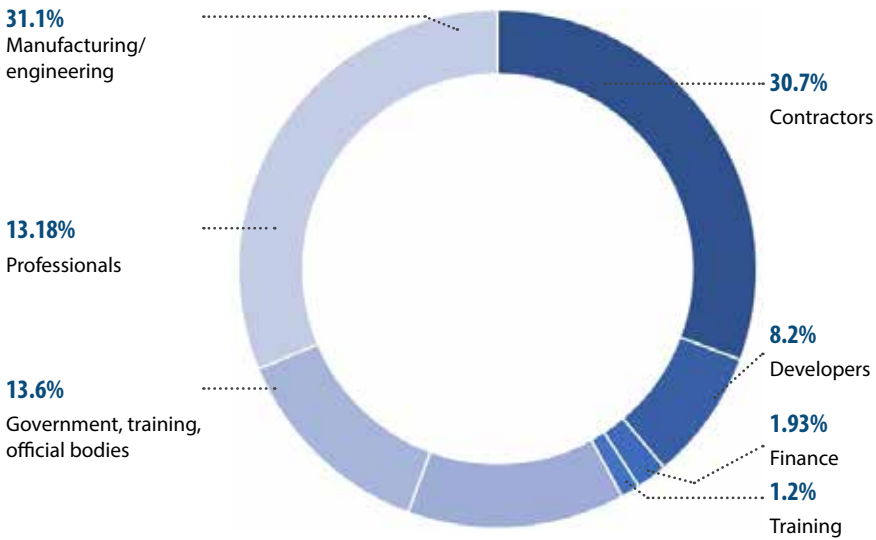
- The online media pack covers:**
- ✓ Website page views
 - ✓ Users
 - ✓ Average session duration on website
 - ✓ Social media following on various platforms

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READERSHIP PROFILE

Breakdown by occupation/sector



| CIRCULATION | | |
|--|-------|---|
| <i>Each of our industry brands are individually audited and certified by the Audit Bureau of Circulations.</i> | | |
| PRINT | 3 412 | ABC July – December 2019 <i>Due to Covid-19 Lockdown, May, June and July 2020 issues were not printed. Regular circulation commenced in August 2020.</i> |
| ONLINE | 934 | |

READERSHIP: Research statistics: 3 readers per print copy, survey 2014 10 236

| INDUSTRY BRANDS | | |
|-----------------|--|--|
| PRINT | | |
| EXHIBITION | | |
| ONLINE | www.saaffordablehousing.co.za | www.timberiq.co.za |

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|--|--|
| SOCIAL MEDIA SA Affordable Housing Publication | ONLINE RATES AVAILABLE ON REQUEST Please refer to detailed online media pack sales@interactmedia.co.za |
|--|--|



INTERACT
 Media Defined
If you measure it, we can manage it.

INTERACT MEDIA DEFINED
 13A Riley Road, Bedfordview, 2007, South Africa
 Tel: +27 (0) 11 579 4940
 Email: sales@interactmedia.co.za | www.interactmedia.co.za