

PRINT MEDIA PACK 2021

PRINT | DIGITAL | EXHIBITIONS

ALL RATES VALID: 1 OCTOBER 2019 - 30 SEPTEMBER 2021

Timber iQ is a magazine dedicated to all aspects of timber design and construction, bringing its readers relevant content that is in tune with the local market, as well as showcasing project features with local and international flair. Timber iQ engages industry leaders to share their expertise and insight, highlights top-class products and services in the local market, connects local trade through important industry information and company profiles, and features some of the most beautiful timber-infused architecture and design. Timber iQ also offers the informed reader a practical and inspiring read that enhances their interest in timber and encourages the use of timber in practical design and construction applications. Month of issue: Even.

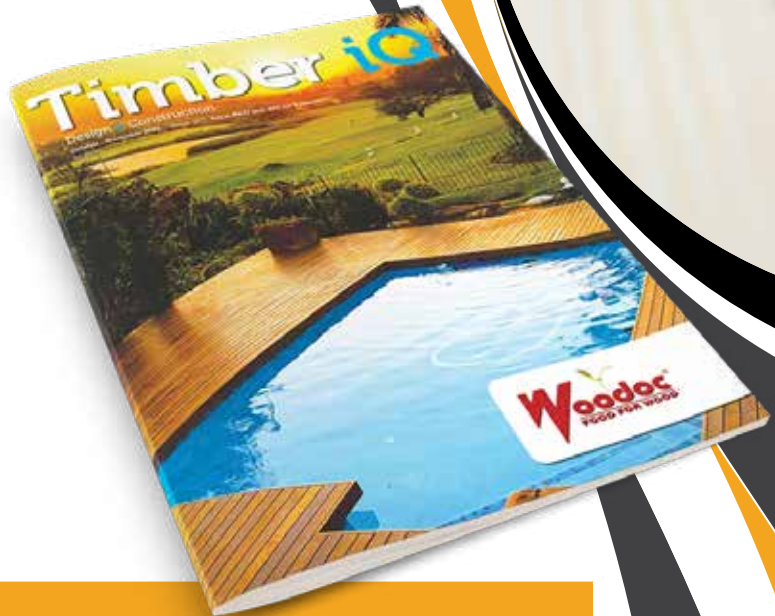
2021 ADVERTISING RATES

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:

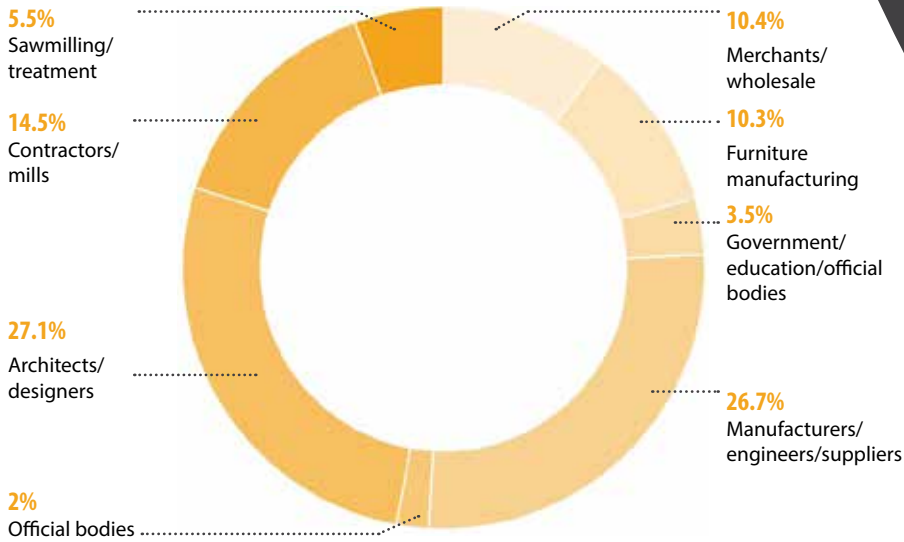
- ✓ Website page views
- ✓ Users
- ✓ Average session duration on website
- ✓ Social media following on various platforms

PRINT MEDIA PACK 2021

PRINT | DIGITAL | EXHIBITIONS

READERSHIP PROFILE

Breakdown by occupation/sector



CIRCULATION		
Each of our industry brands are individually audited and certified by the Audit Bureau of Circulations.		
PRINT	3 369	ABC July – December 2019
ONLINE	896	Due to Covid-19 Lockdown, May, June and July 2020 issues were not printed. Regular circulation commenced in August 2020.

READERSHIP: Research statistics: 3 readers per copy, survey 2014 10 107

INDUSTRY BRANDS		
PRINT	Timber iQ Design & Construction	SA AFFORDABLE HOUSING
EXHIBITION		
ONLINE	www.timberiq.co.za	www.saaffordablehousing.co.za

SOCIAL MEDIA	  	ONLINE RATES AVAILABLE ON REQUEST Please refer to detailed online media pack sales@interactmedia.co.za
	Timber iQ Publication	

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