

SA

AFFORDABLE HOUSING

PROVIDING POSITIVE, INNOVATIVE, COST-EFFECTIVE SOLUTIONS FOR SOUTH AFRICA'S HOUSING BACK LOG FOR THE MISSING MIDDLE

RATES 2018

* All rates valid October 2017 – September 2018
* All rates are in SA Rand

-  PRINT
-  DIGITAL
-  ONLINE
-  EXHIBITIONS

SA Affordable Housing is a unique alternate monthly publication dedicated to the subject of sustainable housing in South Africa today. It addresses topics and issues relating to rural and urban infrastructure planning and development, as well as the delivery of affordable and sustainable housing. 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.

Rates



**ALL RATES EXCLUDE AGENCY COMMISSION AND VAT.
BOOKINGS DO NOT GUARANTEE EDITORIAL PLACEMENTS.**

Print media rates*	12 editions	6 editions	Casual once-off
A4 DPS	R23 200 per issue	R24 800 per issue	R27 000 per issue
A4	R13 800 per issue	R14 400 per issue	R17 500 per issue
1/2 A4	R10 500 per issue	R10 900 per issue	R13 300 per issue
1/3 A4	R8 800 per issue	R10 400 per issue	R11 800 per issue
1/4 A4	R6 800 per issue	R7 400 per issue	R8 500 per issue
Strip	R5 100 per issue	R5 700 per issue	R6 900 per issue
Feature block	R4 500 per issue	R5 100 per issue	R6 300 per issue

Other (print) promotion opportunities*		Cost
Front cover sponsorship-with 6 edition contract	Front cover image, one company logo, A4 advert, 2 pages editorial	R36 700
Other cover sponsorship-with 6 edition contract	IFC-inside front cover / IBC-inside back cover	R13 800
Other cover sponsorship-casual placement	OBC-outside back cover	R22 600
Year planner	Annual year planner advert (110mm x 85mm)	R10 900
Inserts per edition	A4 insert (delivered to our Interact Media office)	R12 400

*Rate per insertion unless otherwise specified.

Combos, print and online rates		Cost
Per year	Brandlisting and web (6 issues)	R10 900
Per issue	Feature, project, product print logo and web link	R4 100
Per year	Annual directory logo and web link (SA Roofing & Insulation Directory)	R4 100

Digital advertising		Cost
Per year	Online web banner	R10 900
Per insert	Feature / project banner	R4 100
Per insert	e-Newsletter banner	R4 200



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Talk to us
www.saffordablehousing.co.za

SA Affordable Housing is the only publication in South Africa dedicated entirely to the topic of affordable housing in our country today. Through our pages, we have been connecting professionals who are actively involved in the industry since 2009.

We focus not only on RDP and government-style housing, but also on housing for the first-time home owner, student accommodation and community living. As such, certain topics are addressed regularly as core focus points.

CONTACT ILANA KOEGELENBERG FOR ANY EDITORIAL RELATED QUERIES

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MATERIAL REQUIREMENTS

- Complete adverts to be supplied in PDF format via CD, email, or e-file transfer service such as Dropbox or WeTransfer.
- All fonts must be embedded and converted to paths and only CMYK will be accepted.
- All advertising material must be 300 dpi in resolution.
- Images to be supplied in JPEG, TIFF or PDF at a minimum of 300 dpi.
- No make up fee will be charged for complete material.

READERSHIP WHO DO WE TALK TO?

- Main and subcontractors (levels 3 – 9 as per the CIDB Register of Contractors)
- Civil and consulting engineers
- Architects, specifiers and quantity surveyors
- Government departments (local, provincial and national) that are directly responsible and involved with the delivery of housing and supporting infrastructure
- NGOs that specialise in affordable housing
- Relevant associations, institutes, foundations
- Product and service providers

SPECIAL FEATURES

Our other important issue features appear below. If you have a different topic, product or service to communicate in any issue, please let us know – we go the extra mile to accommodate client needs.

We will also focus on key topics affecting the industry throughout the year. These include, but are not limited to:

- Student accommodation
- Urban renewal
- Finance, funding and insurance
- Concrete, cement, bricks and paving
- Construction – building, equipment, tools, machinery
- Lights and electrical
- Paintings and coatings
- Plumbing and sanitation
- Alternative building systems
- Woman in construction

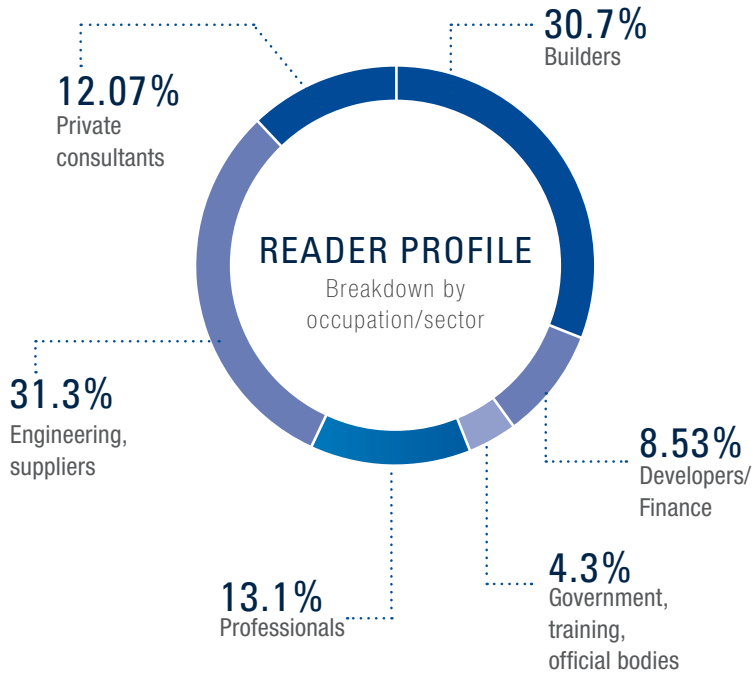
DISTRIBUTION HARD AND SOFT REACH

We print 3 000 copies per issue, which reach key industry professionals, decision makers and end users through mail distribution and custom mail drops, which are highly targeted, client-specific mailings that we coordinate. Extra copies are printed to hand out at industry and trade events, conferences, seminars and expos where we frequently attend as print media partners.

We are proud that our magazines are used as popular reference sources and are often shared with more than one reader.

Our online readership is constantly growing. We already notify well over 9 000 email recipients upon publication of each issue and, presently, these digital copies, on www.saaffordablehousing.co.za, are regularly being read and/or downloaded by readers across South Africa, Africa and abroad.

PROFILE



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Circulation

ABC (Jan-Jun 2017): 3 202
Readership: 9 606*



*Research statistics - 3 readers per copy, survey 2014.

EACH OF OUR INDUSTRY BRANDS IS INDIVIDUALLY AUDITED AND CERTIFIED BY THE AUDIT BUREAU OF CIRCULATIONS.

WHEN MEASUREMENT MATTERS

talk to us



Digital reach

4 200
online users in 1st 6 months

9 000
e-Newsletters + Digital magazines

2 600
Social media

INDUSTRY BRANDS



sales@interactmedia.co.za www.saaffordablehousing.co.za