

SA Roofing is the only publication dedicated entirely to the residential, commercial and industrial roofing and re-roofing industries. We report on current topics and issues relating to both inner and outer roofing systems. SA Roofing is widely regarded as the leading source of information for the roofing industries in South Africa, plus architects, structural engineers and quantity surveyors form an integral part of our readership.

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 12 edition contract	Front cover image, company logo, A4 advert, 2 pages editorial	R36 700
Other cover sponsorship-with 12 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
12 issues	Brandlisting and web (11 issues)	R10 900
Per issue	Feature, project, product print logo and web link	R4 100
Per year	Annual directory logo and web link	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

FEATURES AND CONTENT

SA Roofing magazine covers residential, commercial and industrial roofing; in each issue all features cover these three sectors, respectively. We cover important topics that relate to ALL aspects of roofing, while ensuring that we speak to relevant industry experts to help educate and uplift the sector.

Topics include, but are not limited to:

- Projects, case studies and site visits (local and international)
- Associations, institutes and other membership bodies
- Regulations, standards and compliance
- Skills and training
- Health and safety
- Fire and safety
- Green roofs and sustainability
- Access and safety equipment
- Planning / pre-construction / erection
- Tools, equipment and accessories
- Trusses and support structures
- Ceilings and insulation
- Steel roofing
- Translucent roof sheeting
- Concrete roofing
- Clay and slate roof tiles
- Pest and avian control
- Transport and logistics
- Extrusions and HVAC
- Rooftop solar
- Retrofits, maintenance repairs and renovations
- Paints, coatings and waterproofing
- Fastening systems, support and accessories
- Shading structures and materials
- Lofts and skylights
- Thatch and reed
- Finance and insurance
- Gutters and downpipes
- Alternative building materials
- Women and youth in roofing

**CONTACT ILANA
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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?

SA Roofing can be used to communicate your roofing-related product, project or services to the who's who of the roofing industry.

OUR READERSHIP INCLUDES:

- Main contractors and installers
- Manufacturers, suppliers and fabricators
- Hardware outlets
- Insulation industry
- Waterproofing industry
- Registered architects (SAIA members) specifiers
- Quantity surveyors (ASAQS members)
- Structural and consulting engineers
- Associations, institutes and federations (ITC-SA, AAAMSA, TIASA, TIPSASA, GBCSA, SAISC, SASFA, TASA, SAMCRA, etc.)
- Residential, commercial and industrial property owners and developers (SAPOA)
- Building, property and facilities managers
- Insurance industry
- Government departments owning and managing state property

DISTRIBUTION

HARD AND SOFT REACH

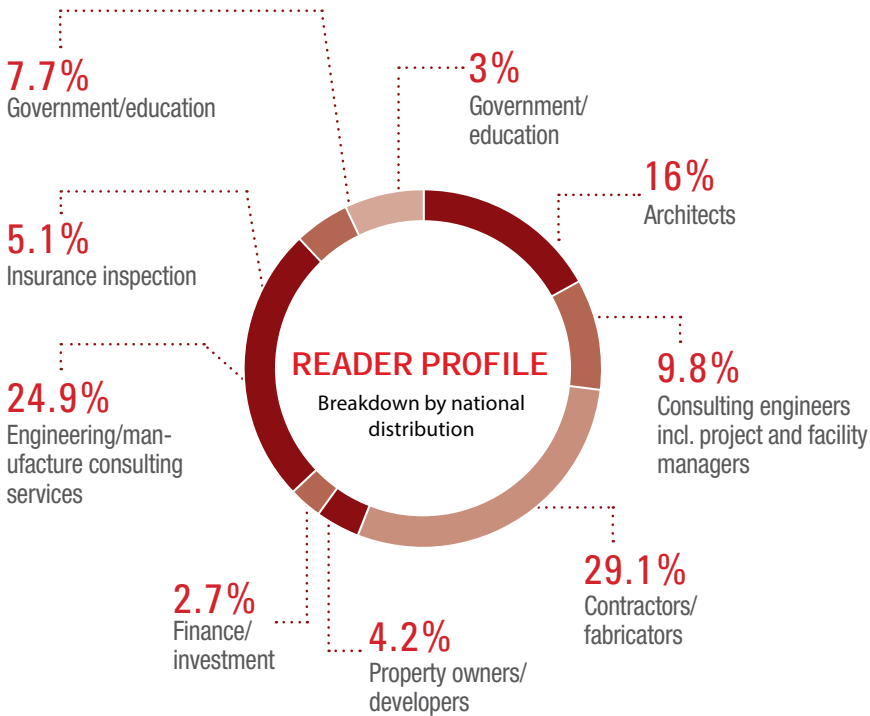
We print 4 000 copies per issue, reaching key industry professionals, decision makers and end users through mail distribution and custom mail drops, which are highly targeted, client-specific mailings that we coordinate. Extra copies are printed to hand out at industry and trade events, conferences, seminars and expos where we frequently attend as print media partners.

We are proud that our magazines are used as popular reference sources and 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.saroofting.co.za, are regularly being read and/or downloaded by readers across South Africa, Africa and abroad.

Talk to us
www.saroofting.co.za

PROFILE



SAROOFFING
RESIDENTIAL // COMMERCIAL // INDUSTRIAL

Circulation

ABC (Jan-Jun 2017): 4 844
Readership: 14 532*



*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

2 200
Social media

INDUSTRY BRANDS



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