

Timber iQ - Design & Construction is a glossy 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 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 consumer a practical and inspiring read that enhances their interest in timber and encourages the use of timber in practical DIY applications.

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

FEATURES AND CONTENT

In each edition, *Timber iQ* boasts a variety of original features in four main categories that include:

- health and safety;
- environment and sustainability;
- design and architecture; and
- innovation and alternative technology.

These features cover all things related to timber construction, from sawmilling all the way through installation and maintenance.

Topics include, but are not limited to:

- Local and international architecture and design: site visits, case studies, projects
- Kitchens and bathrooms
- Windows, doors, fixtures and fittings
- Flooring
- Indoor and outdoor furniture
- Decking (design, materials and fastening systems)
- Treatment and maintenance: paints, coatings and protective sealants
- Tools and machinery: industrial and light use
- Forestry and sawmilling
- Logistics: transport, handling, storage / warehousing
- Interior and exterior cladding
- Thatch, reed, bamboo, plywood and timber alternatives
- Timber trusses, ceilings and insulation
- External timber structures: lapas and pergolas
- Fire, health and safety
- Insurance and financing
- Legislation, regulations and compliance
- Apps and technology
- Innovations and alternative technology
- Timber construction in Africa
- Import and export
- Recycling and reuse
- Skills and training
- Sustainability and going green

CONTACT ILANA KOEGELENBERG FOR ANY EDITORIAL RELATED QUERIES

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READERSHIP

WHO DO WE TALK TO?

Timber iQ is dedicated to serving the timber industry and its allied sectors and keeping our readers informed. *Timber iQ* regularly covers topics, events, products, services and other technologies that impact the industry, with the goal of staying abreast of trends that are integral to the industry and important to you - our readers.

DISTRIBUTION

HARD AND SOFT REACH

We print 4 000 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.timberiq.co.za, are regularly being read and/or downloaded by readers across South Africa, Africa and abroad.

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.



HEAD OFFICE

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CAPE TOWN OFFICE (SALES and PRODUCTION)

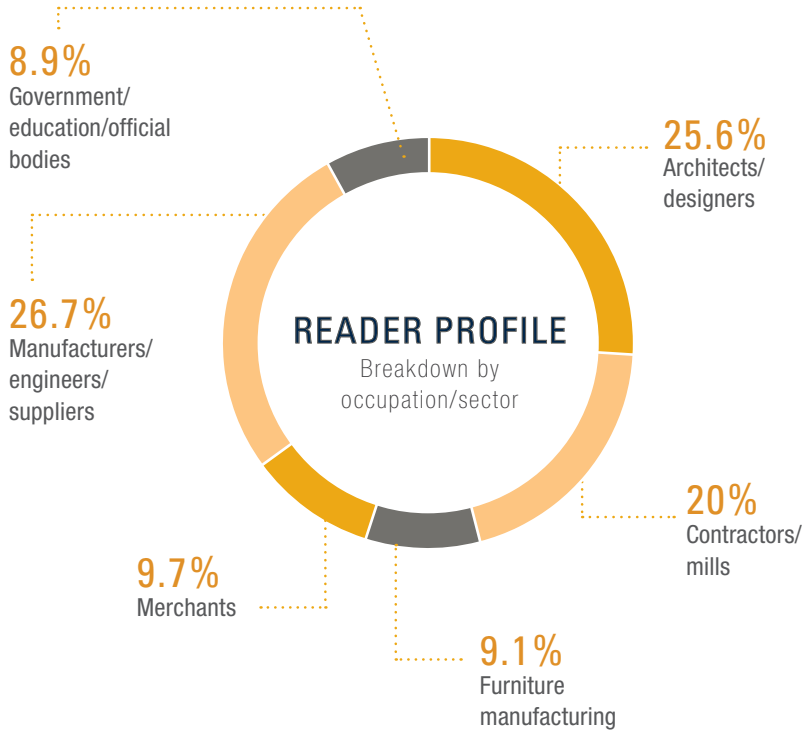
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Talk to us
www.timberiq.co.za

PROFILE



Timber iQ
Design & Construction

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

2 300
Social media

INDUSTRY BRANDS



sales@interactmedia.co.za www.timberiq.co.za