

SA Roofing is the only publication dedicated solely to the residential, commercial and industrial roofing and re-roofing sectors. We report on current topics, trends and issues relating to all things roofing. Widely regarded as the leading source of information for the roofing industry in South Africa, plus SA Roofing serves architects, structural engineers and quantity surveyors form an integral part of our readership. As an additional value-add to industry we also produce an annual SA Roofing Directory.

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	R24 700 per issue	R26 400 per issue	R28 800 per issue
A4	R14 700 per issue	R15 300 per issue	R18 700 per issue
1/2 A4	R11 200 per issue	R11 600 per issue	R14 200 per issue
1/3 A4	R9 400 per issue	R11 100 per issue	R12 600 per issue
1/4 A4	R7 300 per issue	R7 900 per issue	R9 100 per issue
Strip	R5 400 per issue	R6 000 per issue	R7 400 per issue
Feature block	R4 800 per issue	R5 400 per issue	R6 700 per issue

Other (print) promotion opportunities*		Cost
Front cover sponsorship	Front cover image, one company logo, A4 advert, 2 pages editorial	R39 100
Other cover sponsorship-with 6 edition contract	IFC-inside front cover / IBC-inside back cover OBC-outside back cover	R14 700
Other cover sponsorship-casual placement		R24 000
Year planner	Annual year planner advert (110mm x 85mm)	R11 600
Inserts per edition	A4 insert (delivered to our Interact Media office)	R13 200

*Rate per insertion unless otherwise specified.

Combos, print and online rates		Cost
Per year	Brandlisting and web (12 issues)	R11 600
Per issue	Feature, project, product print logo and web link	R4 400
Per year	Annual directory logo and web link (SA Roofing Directory)	R4 400

Digital advertising		Cost
Per year	Online web banner	R11 600
Per insert	Feature / project banner	R4 400
Per insert	e-Newsletter banner	R4 500

HEAD OFFICE

13A Riley Road
Bedfordview, 2007, South Africa
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Fax: +27 (0) 11 450 1920
Email: sales@interactmedia.co.za

CAPE TOWN OFFICE (SALES & PRODUCTION)

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c/o Bosmansdam Road & Summer
Greens Drive, Century City, 7441
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Fax: +27 (0) 866 991 346

FEATURES AND CONTENT

SA Roofing magazine covers residential, commercial and industrial roofing. 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 CANDACE SOFIANOS KING
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 services 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 products, projects 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 2 800 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 6 000 email recipients upon publication of each issue and, presently, these digital copies, on www.sarooking.co.za, are regularly being read and/or downloaded by readers across South Africa, Africa and abroad.

CONTACT ANGELINE MARTIN
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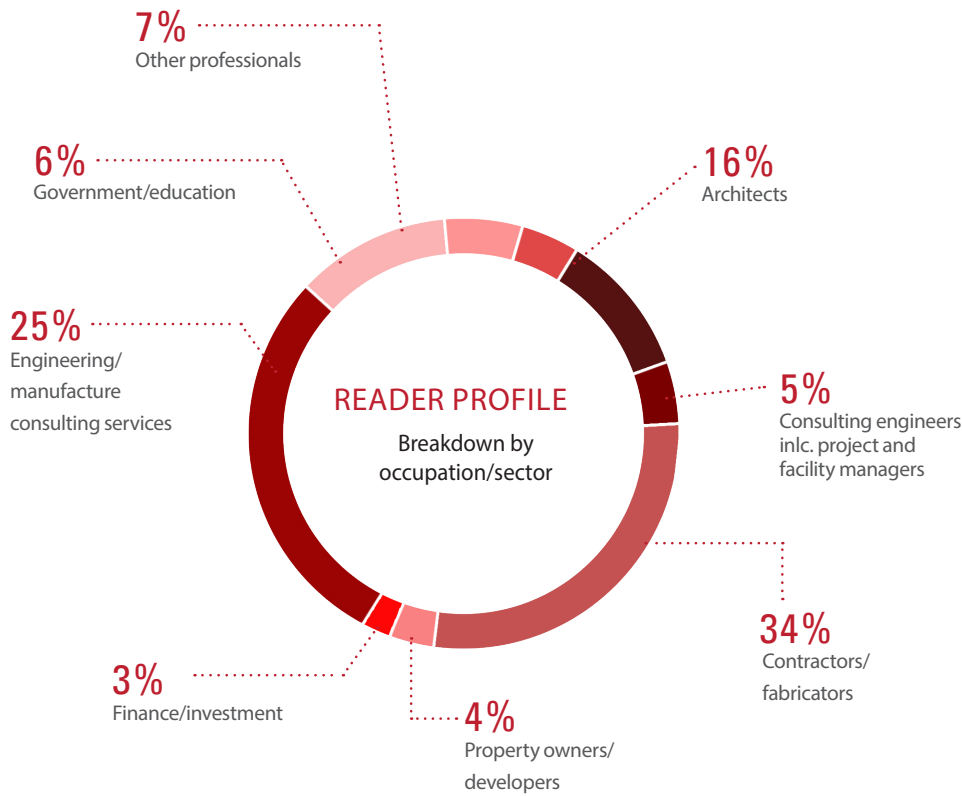
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CIRCULATION

ABC (Jan-Jun 2018): 3 021
Readership: 9 063*



*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



Industry brands

