

SA Affordable Housing is a unique alternate monthly publication dedicated to the subject of affordable 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 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 CONTENT.



PRINT MEDIA RATES*	6 EDITIONS	3 EDITIONS	CASUAL ONCE-OFF	TRIM SIZE (WXH)
A4 DPS	R21 500 per issue	R23 000 per issue	R25 000 per issue	420 x 297mm
A4	R12 800 per issue	R13 300 per issue	R16 200 per issue	210 x 297mm
1/2 A4	R9 700 per issue	R10 100 per issue	R12 300 per issue	Horizontal - 210 x 145mm Vertical - 101 x 297mm
1/3 A4	R8 200 per issue	R9 600 per issue	R10 900 per issue	Horizontal - 180 x 89mm Vertical - 70 x 297mm
1/4 A4	R6 300 per issue	R6 900 per issue	R7 800 per issue	Horizontal - 180 x 62mm Vertical - 86 x 130mm
Strip	R4 700 per issue	R5 300 per issue	R6 400 per issue	210 x 45mm
Feature block	R4 200 per issue	R4 700 per issue	R5 800 per issue	60 x 60mm



COMBOS, PRINT AND ONLINE RATES		COST
6 issues	Brandlisting and web link	R10 100
Per issue	Feature, project, product print logo and web link	R3 800
Per annum	Annual directory logo and web link	R3 800

OTHER (PRINT) PROMOTION OPPORTUNITIES*		COST
Front cover sponsorship	Front cover image, company logo, A4 advert, 2 pages editorial	R34 010
Other cover sponsorship - with 6 edition contract	IFC-inside front cover / IBC-inside back cover	R12 800
Other cover sponsorship - casual placement	OBC-outside back cover	R20 900
Year planner	Annual year planner advert (110mm x 85mm)	R10 100
Inserts - per edition	A4 insert (delivered to our Interact Media office)	R11 500

*Rate per insertion unless otherwise specified.

DIGITAL ADVERTISING		SIZE	COST
Per annum	Online rotating banner	200px x 127px	R10 100
Per insert	Feature / project banner	680px x 90px	R3 000
Per insert	e-Newsletter banner	400px x 200px	R3 800

CONTACT ANGIE MARTIN OR JACQUI MARSH FOR ANY SALES RELATED QUERIES

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HEAD OFFICE

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 Fax: +27 (0)11 450 1920
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CAPE TOWN OFFICE (SALES & PRODUCTION)

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 Fax: +27 (0)866 991 346



talk to us

www.buildingafrica.co.za
 www.interactmedia.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.

BOOKING & MATERIAL DEADLINES

ISSUE	2017 DEADLINES
July/Aug 2017	29 May 2017
Sep/Oct 2017	31 July 2017
Nov/Dec 2017	26 September 2017
Jan/Feb 2018	20 November 2017

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.

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

When measurement matters



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DISTRIBUTION
HARD AND SOFT REACH

We print 3 000 to 3 500 hard 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 10 000 email recipients upon publication of each issue and, presently, the e-books on www.interactmedia.co.za are regularly being read and/or downloaded by readers across South Africa, Africa and abroad.

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



If your targeted reader is not on our mailing list, let us know. We want to include all important industry associates in our outreach.

PRINT CIRCULATION

Print 3 000
 Print readership 12 000*

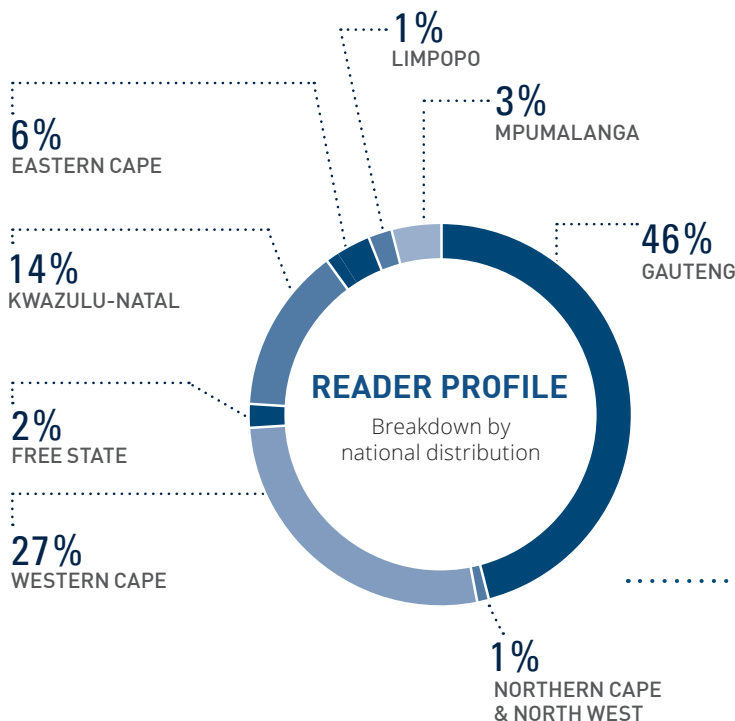
*Research statistics - 3 readers per copy, survey 2014.

DIGITAL REACH

1 120
Online

3 699
e-Newsletters + digital magazines

1 800
Social media



INDUSTRY BRANDS

