

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 CONTENT.



PRINT MEDIA RATES*	10 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
Per annum	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 10 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

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FEATURES

SA Roofing magazine covers residential, commercial and industrial roofing in each issue and all the features apply to these three sectors, respectively.

Important topics such as insulation, roofing materials, the regulatory environment, health and safety appear frequently, in addition to those features listed below.

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.

FEATURES, BOOKING & MATERIAL DEADLINES

ISSUE	FEATURES	DEADLINES
Jan/Feb 2017	Concrete roofing systems	Gutters and downpipes 14 November 2016
March 2017	Fastening systems: exposed and concealed	Polycarbonate and translucent roof sheeting 23 January 2017
April 2017	Paints, coatings and protective sealants	Safety equipment and compliance 20 February 2017
May 2017	Concrete and clay roofing systems	Sky lights, roof windows and lighting 20 March 2017
June 2017	Green roofing and energy efficiency (solar, PV)	Finance, insurance and compliance 18 April 2017
July 2017	Maintenance, repairs and retrofits	Slate and shingle roofing systems 22 May 2017
August 2017	Women in the workplace	Thatch and timber roofing systems 19 June 2017
September 2017	Transport and logistics	Roof gardens and rainwater harvesting 17 July 2017
October 2017	Steel Awards – SAISC	Vermin, avian and pest control 21 August 2017
Nov/Dec 2017	Roofing: design and architecture	Green roofs and GBCSA-rated projects 25 September 2017
Jan/Feb 2018	Mobile lifts, ladders and access equipment	Ventilation and air conditioning 11 December 2017

CONTACT ILANA KOEGELEBERG 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.

When measurement matters



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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

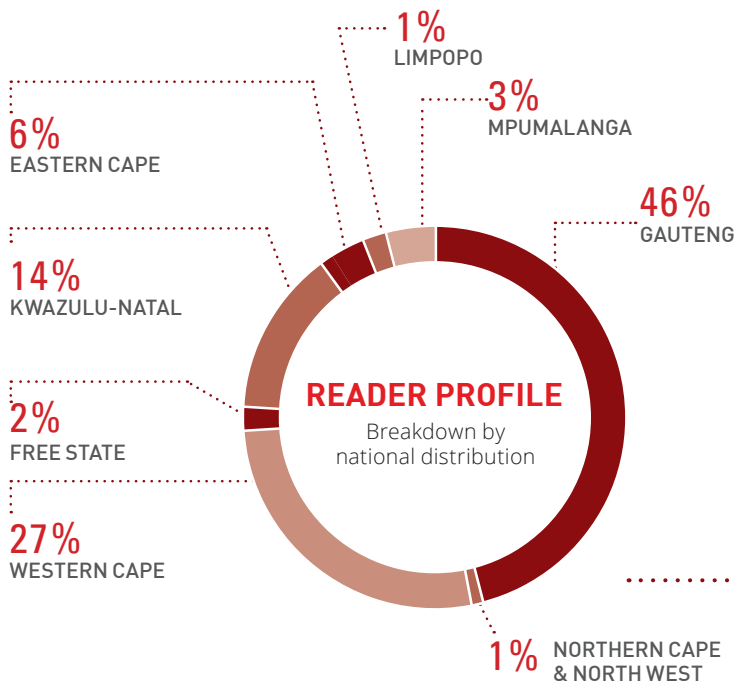
We print 4 000 to 4 500 hard copies per issue, reaching key industry professionals, decision makers and end users through mail distribution and custom mail drops, which are highly targeted, client-specific mailings that we coordinate. Extra copies are printed to hand out at industry and trade events, 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 10 000 email recipients upon publication of each issue and, currently, the e-books on www.interactmedia.co.za are regularly read and/or downloaded by readers across South Africa, Africa and abroad.



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 ABC (Jan – Jun 2016) 4 249
Print readership 12 747*

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



DIGITAL REACH

1 145 Online

3 706 e-Newsletters + digital magazines

1 370 Social media

INDUSTRY BRANDS

