

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 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 ANGELINE MARTIN FOR ANY SALES 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. In addition to the edition-specific features mentioned in the features list, *Timber iQ* also 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.

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 AND MATERIAL DEADLINES

ISSUE	SECTION	FEATURES	DEADLINES
Dec/Jan 2017	Health and safety	Factory workers: health and safety considerations	7 November 2016
	Environment and sustainability	Treatment, sealants and coatings	
	Design and architecture	Decking and outdoor equipment	
	Innovation and alternative technology	Building with bamboo	
Feb/March 2017	Health and safety	Office workers and their health – looking after yourself: tips	3 January 2017
	Environment and sustainability	Pesticides and their effect on timber	
	Design and architecture	Cupboards and furniture	
	Innovation and alternative technology	Timber flooring	
April/May 2017	Health and safety	Inspectors and what they do	6 March 2017
	Environment and sustainability	Effect of timber on the environment: why use timber and building with timber in different climates	
	Design and architecture	Thatch and lapas	
	Innovation and alternative technology	Sawmilling	
June/July 2017	Health and safety	Fire: insurance and legislation	2 May 2017
	Environment and sustainability	Solar and timber: dos and don'ts	
	Design and architecture	Pergolas and garden furniture	
	Innovation and alternative technology	Tools and machinery	
Aug/Sep 2017	Health and safety	Working at heights	3 July 2017
	Environment and sustainability	'Green' factories – running a sustainable operation	
	Design and architecture	Flooring	
	Innovation and alternative technology	Transport and logistics	
	Women's month	Women in timber	
Oct/Nov 2017	Health and safety	What to do in case of emergency – procedures and processes	4 September 2017
	Environment and sustainability	Apps and technology	
	Design and architecture	Doors and windows	
	Innovation and alternative technology	DIY projects	
Dec/Jan 2018	Health and safety	Export and import regulations and tips	30 October 2017
	Environment and sustainability	Recycling of timber	
	Design and architecture	Decking design and materials (including fasteners)	
	Innovation and alternative technology	Interior and exterior cladding	

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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 across more than one reader.

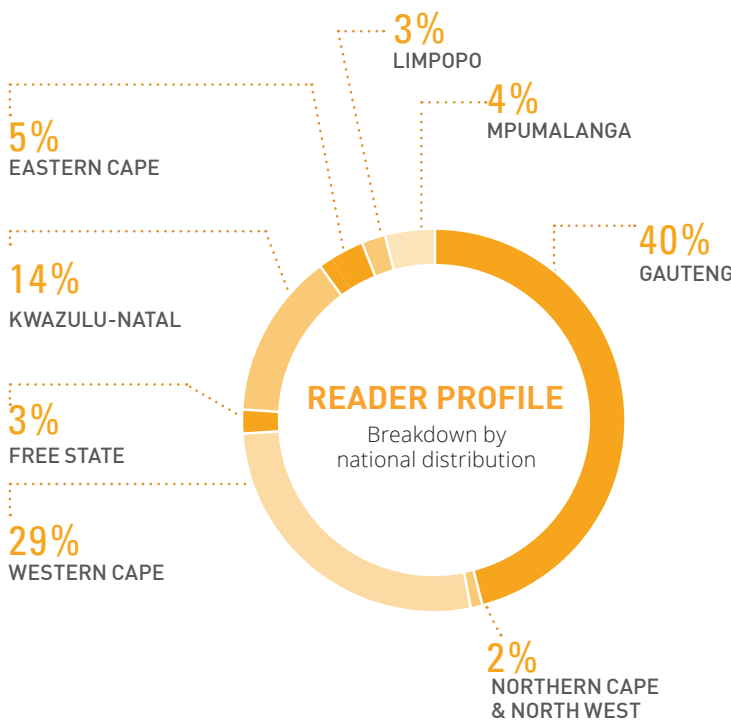
Our online readership is constantly growing. We already notify well over 10 000 email recipients upon publication of each issue and, currently, the e-books on www.interactmedia.co.za are regularly being read and/or downloaded by readers across South Africa, Africa and abroad.

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.



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) 4 078
 Print readership 12 234*

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



DIGITAL REACH



1 045
Online



3 650
e-Newsletters +
digital magazines



1 900
Social media

When measurement matters
talk to us



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

INDUSTRY BRANDS



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