

THE BUSINESS MAGAZINE FOR THE CONSTRUCTION INDUSTRY

CONSTRUCTION WORLD

MEDIA PACK
2012

CONSTRUCTION WORLD

2012

Construction World is a business-to-business magazine that is targeted at **BOTH** the civil and building industries and is tailored to the needs of relevant professional associations (ASAQS, CIOB and SAFCEC), government, private industry and suppliers of equipment, products and services in primarily Southern Africa, but increasingly the rest of Africa and further afield. Its editorial mix is targeted to this audience and provides it with relevant industry news, a focus on projects, specialised services, products and equipment.

Construction World's six unique selling points

- Covers civil engineering and the building industry
- Distributed to South African Federation of Civil Engineering Contractors (SAFCEC) members, Chartered Institute of Builders Africa (CIOB) members, and the Association of Quantity Surveyors (ASAQS)
- Highest circulation in its sub-category
- ABC certified
- Glossy, high quality product
- Proven track record of 30 years

Construction World month-to-month

Construction World was first published in 1982 and has since grown to be a leader in its field, offering a unique blend of editorial coverage to satisfy the diverse needs of its readers. It targets both the civil engineering and building sectors.

The magazine provides readers with an insight into the activities of South African companies in both local and international markets, focusing on news and interviews, contracts and projects, innovations in civil engineering, products and services, and construction equipment trends.

In addition to a range of regulars (**Marketplace, Environment, Property, Projects & Contracts, Equipment and Products & Services**), the magazine also regularly carries features such as **Precast Concrete Products, Roads and Bridges, Geotechnical Engineering, Cement & Concrete Technology, Readymix etc.** (Please see the detailed features-list).

Best Projects

Each year **Construction World** hosts its prestigious Best Projects Awards which recognises excellence in six categories. The December issue is dedicated to the winners and entrants.

Frequency

Construction World is a monthly publication and is published 12 times a year.

Distribution

Associations

53%

Association of Quantity Surveyors (ASAQS)	17%
Chartered Institute of Builders (CIOB)	16%
Institute of Municipal Engineers of Southern Africa (IMIESA)	2%
South African Bitumen Association	2%
South African Federation of Civil Engineering Contractors (SAFCEC)	10%
South African Local Government Association (SALGA)	3%
South African Readymix Association (SARMA)	3%

Consulting engineers

17%

Building, Civil, Concrete, Electrical, Environmental, Geotechnical Mechanical, Road and Bridge, and Water and Sanitation engineers

Municipalities

7%

Civil, Environmental, Mechanical, Municipal, Municipal managers, Road and Bridge, Stormwater, and Water and Waste Water engineers

Equipment suppliers

6%

Plant managers – Dozers, Graders, ADTs, Skid steers, Trucking, Backhoe loaders, Cranage and heavy lifting, etc.

Product and service suppliers

6%

Access equipment, Cranage and Heavy lifting, Formwork, Fuel and oil, Information technology suppliers, Insulation and glazing, Irrigation suppliers, Measuring Equipment, Pipes, Plant managers, Precast Manufacturers, Pumps and Valves, Roofing and cladding and Scaffolding

Concrete manufacturers

8%

Educational

1%

Academics, universities, libraries and training and research institutes

Architects

2%



FEATERS

2012/2013 feature highlights

Each issue of **Construction World** features the following regulars:

- Marketplace
- Environment
- Property
- Projects and Contracts
- Equipment
- Products and services
- Project profile
- Personality profile

January

- Information technology
- Telescopes and access equipment
- Roads and bridges
- Dozers

February

- Asphalt technology
- Rollers and compaction
- Cranes and heavy lifting
- Graders

March

- Steel construction
- Environmental engineering
- Insulation and glazing
- Wheel loaders

April

- Cement and concrete technology
- Geotechnical engineering
- Waste management and recycling
- ADTs

May

- Formwork and scaffolding
- Information technology
- Dams and reservoirs
- Skid steers

June

- Roads and bridges
- Crushing, screening and reclamation
- Trucking
- Fuel and oil

July

- Facilities management
- Water engineering
- Ports and harbours
- Backhoe loaders

August

- Shopping malls and office developments
- Excavators
- Health and safety
- Precast concrete products

September

- Geotechnical engineering
- Tunnelling
- Earthmoving
- Cement and concrete technology

October

- Environmental engineering
- Roads and bridges
- Readymix
- Fuel and oil

November

- Roofing and cladding
- Hotel and leisure
- Admixtures/Construction chemicals
- Railway infrastructure

January 2013

- Information technology
- Telescopes and access equipment
- Roads and bridges
- Dozers

February 2013

- Asphalt technology
- Rollers and compaction
- Cranes and heavy lifting
- Graders



Certified circulation figures: July to September 2011

Total paid	87
Total free	4 714
Total circulation	4 808

Deadlines 2011/2012

Issue	Editorial deadline	Booking deadline	Material deadline
January	25-Nov	03-Dec	14-Dec
February	15-Dec	10-Jan	12-Jan
March	16-Jan	01-Feb	06-Feb
April	15-Feb	01-Mar	05-Mar
May	15-Mar	02-Apr	06-Apr
June	16-Apr	01-May	04-May
July	16-May	04-Jun	08-Jun
August	15-Jun	02-Jul	06-Jul
September	13-Jul	06-Aug	10-Aug
October	16-Aug	03-Sep	07-Sep
November	14-Sep	01-Oct	05-Oct
December	15-Oct	29-Oct	02-Nov
January '13	15-Nov	26-Nov	30-Nov



Advertising rates*

Description	Casual	2 to 4	5 to 8	9 to 11	12
Outside front cover	38 000				
Outside back cover	20 200				
Inside front cover	19 450				
Inside back cover	17 950				
Double page spread (DPS)	24 610	24 290	23 860	23 330	22 680
Half DPS	16 050	15 620	15 200	14 770	14 230
Full page	14 960	14 660	14 340	14 020	13 520
Half page	11 300	11 020	10 700	10 280	9 650
Third page	9 740	9 520	9 310	8 990	8 560
Quarter page	8 590	8 270	8 060	7 630	7 100
Strip	6 480	6 310	6 020	5 900	5 780
Insert	12 000 (based on a single A5/A4 insert)				

*All of the above rate exclude VAT and include agency commission.

Online advertising

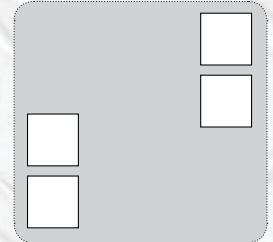
Crown Publications' website (www.crown.co.za) has 1 400 registered users.

Monthly visitors: 6 500*

*August 2011

Material requirements

- All advertisements must be 160 pixels wide
- Resolution: 72 dpi



Rates

(positions as indicated on the diagram of the webpage – advertisements can be on the home and/or on *Construction World's* page)

Standard square: R2 500
160 pixels wide x 160 pixels high

Half standard size: R1 800
160 pixels wide x 80 pixels high

Taller than standard: R4 000
160 pixels wide by max 225 pixels high

Special requests will be looked at individually

Technical specifications* (height x width)			
Advert description	Crop size	Type area	Advert with bleed
Full page	297 x 210	260 x 180	303 x 216
Double page spread	297 x 420	277 x 400	303 x 426
DPS half page (horizontal)	140 x 420	130 x 400	143 x 426
Half page vertical	260 x 90		
Half page horizontal	130 x 180		
Third vertical	260 x 55		
Third horizontal	85 x 180		
Quarter vertical	130 x 100		
Quarter horizontal	65 x 180		
Strip	50 x 180		
A5	180 x 120		

*Material requirements: press optimised PDF files, centred with bleed and saved as CMYK.

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Terms of acceptance:

- No cancellation of booking will be accepted after the booking deadline.
- All copy for advertisements is subject to approval by the publisher who reserve the right to decline or cancel any advertisement or series of advertisements.
- The proprietors and publishers shall not be liable for any loss incurred by the failure of an advertisement to appear on any special date, or at all, for any cause whatsoever.
- No responsibility will be accepted by the publishers for loss arising from typographical errors.
- It is the client's responsibility to supply material by the material deadline. If material is not forthcoming, the publishers have the right to make up material for the space booked. The cost of making up material will be debited to the client.
- Payment is due on publication.
- Please note, all advertising and production charges are subject to VAT. Reproduction costs are additional and subject to VAT.

Publishers of:

African Fusion | Capital Equipment News | Chemical Technology | Construction World | Electricity + Control | Housing in Southern Africa | Lighting in Design | Mechanical Technology | Modern Mining | Modern Quarrying | Sparks Electrical News | Quantum

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