

Rates 2012

“The company courageous enough to stay in the fight when everybody is playing it safe can bring about a dramatic change in market position.”

HARVARD BUSINESS REVIEW

ADVERTISING RATES: Rates are quoted per insertion and exclusive of VAT

	CASUAL	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS
A3 (Full Page)	R21 400	R20 400	R19 300	R17 900
A4 (V or H)	R16 800	R16 300	R15 400	R14 500
A5 (V or H)	R12 000	R11 400	R10 600	R 9 900
1/4 A3 Strip (H)	R10 200	R 9 700	R 9 100	R 8 600

Guaranteed positions carry a 10% premium charge (subject to negotiation) and are subject to availability. Requests must be made at the time of space reservation. These rates include agency commission. Material make up costs are not included in the above rates

A complete version of Housing in Southern Africa is available electronically in online reader format, visit our website: www.crown.co.za

WEB ADVERTISING RATES 2011

Standard square:	160 pixels wide by 160 pixels high	R2 500
Half standard size:	160 pixels wide by 60 or 80 pixels high	R1 800
Taller than standard:	160 pixels wide by max 225 pixels high	R4 000

All web adverts must be exactly 160 pixels wide: resolution 72 dpi.



“You don’t need to reach everybody – just the people who will buy your stuff.”

TERMS OF ACCEPTANCE:

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

Tel: (011) 622 4770 / Fax: (011) 615 6108
Email: brendag@crownc.co.za Web: www.crown.co.za

MATERIAL REQUIREMENTS:

Adverts can be supplied electronically on CD-R disk, e-mail or DVD

- Complete material supplied on CD-R disk or email – no charge. (Any author’s corrections on disk supplied or email will be quoted and charged)
- When sending a document on disk please ensure that a print-out of the ad is supplied

File Formats:

- High Resolution (300 dpi) CMYK - TIF, EPS, PDF or JPG file formats all centred, with 3 mm bleed.

Adverts designed for client

Ads to be made-up from copy, photos, logos and layout supplied, will be quoted and charged for production, proofing and writing to a CD-R disk

SUBSCRIPTIONS

R280.00 per annum (inc VAT 14%) including postage within South Africa.

CROWN PUBLICATIONS

CK 97/35939/23 VAT no. 4210118230

Publishers of: Modern Mining, Electricity+Control, Sparks Electrical News, Housing in Southern Africa, Lighting in Design, Chemical Technology, Mechanical Technology, Quantum, Construction World, Capital Equipment News, Modern Quarring, WATTnow and African Fusion.



Housing In Southern Africa
SETTLEMENTS INFRASTRUCTURE

2012

Housing In Southern Africa

SETTLEMENTS
INFRASTRUCTURE

PUBLISHER
Jenny Warwick

EDITOR
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ADVERTISING
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DESIGN & LAYOUT
Lesley Testa

CIRCULATION
Karen Smith

Housing in Southern Africa is a monthly Business-to-Business publication that is distributed and read by Minister Tokyo Sexwale's special advisors, who make the decisions on affordable housing.

It also goes to the provincial leaders of the Department of Human Settlements, the Municipal Demarcation Board, equity funders, the banking fraternity, industry stakeholders and developers.

Mission statement

Housing in Southern Africa's purpose is to generate informative, newsworthy features affecting the affordable housing sector. To that end, we provide up-to-date relevant stories to meet the ever changing landscape of Human Settlements and the issues which affect delivery of affordable housing.

It's as easy as ABC.

We are proud of our ABC certification. This circulation audit is an authoritative third party affirmation of the publication's reported printing, distribution and readership, providing an objective verification of circulation claims, for the benefit of media accountability and transparency of advertising investments.

To qualify for an ABC figure the publication must also be printed and posted in the calendar month on its cover. The proof is in the ABC certified figure. The key to achieving the right target audience is to use a publication that is sent to individuals, and in that way, the advertiser can be assured that it is reaching the right target audience.

Housing in Southern Africa, established in 1996, is a full colour A3 glossy tabloid publication which specialises in housing issues, affordable human settlements, infrastructure projects, low, medium and high density inner city housing, new technologies, and news that is interesting and informative.

A total of 4 000 copies are printed and distributed, this also includes professional organisations, home builders registered with the National Home Builders Registration Council, architects, contractors, consulting engineers, NGO's, town planners, suppliers, equipment and service providers, institutions, libraries and private subscribers. The data base of this publication is updated on a continuous basis.

A3 full page

Type area: 400 mm deep x 277 mm wide
Trim size: 420 mm deep x 297 mm wide
Bleed: 426 mm deep x 303 mm wide

A4 vertical

Type area: 270 mm deep x 190 mm wide
Trim size: 297 mm deep x 210 mm wide

A4 horizontal

Type area: 170 mm deep x 277 mm wide
Trim size: 190 mm deep x 297 mm wide

A5 vertical

Type area: 170 mm deep x 110 mm wide
Trim size: 180 mm deep x 120 mm wide

A5 horizontal

Type area: 110 mm deep x 160 mm wide
Trim size: 130 mm deep x 180 mm wide

1/4 A3 horizontal strip vertical

Type area: 270 mm wide x 90 deep
Trim size: 280 mm wide x 100 deep

Advertisement dimensions

A4 vertical
(1/2 A3)

A4 horizontal
(1/2 A3)

A5 horizontal
(1/4 A3)

A3 full page

A5 vertical
(1/4 A3)

A3 1/4 page strip
horizontal

The following sections appear regularly in Housing in Southern Africa:

- Housing Projects
- Inner City Redevelopment
- Mixed Use Developments
- Infrastructure
- Legal Matters, Finance & Investment
- Industry Buzz, Events & Products
- Plumbing
- Tools of the Trade
- Electricity (wiring, metering & protection)
- Building Material & Equipment
- Transport in Construction



Features 2012

January

Roofing, Ceilings & Insulation
Bricks & Paving
Doors, Windows, Floors & Walls

February

Cement and Concrete
Bathrooms & Kitchens
Paints, Coatings & Sealants

March

Roofing, Ceilings & Insulation
Bricks & Paving
Doors, Windows, Floors & Walls

April

Cement and Concrete
Paints, Coatings & Sealants
Energy Efficiency & Green Building

May

Roofing, Ceilings & Insulation
Bricks & Paving
Doors, Windows, Floors & Walls

June

Cement and Concrete
Bathrooms & Kitchens
Energy Efficiency & Green Building

July

Roofing, Ceilings & Insulation
Bricks & Paving
Paints, Coatings & Sealants

August

Cement and Concrete
Doors, Windows, Floor & Walls
Energy Efficiency & Green Building

September

Roofing, Ceilings & Insulation
Bricks & Paving
Bathrooms & Kitchens

October

Cement and Concrete
Paints, Coatings & Sealants
Energy Efficiency & Green Building

November

Roofing, Ceilings & Insulation
Bricks & Paving
Doors, Windows, Floors & Walls

December

Cement and Concrete
Paints, Coatings & Sealants
Bathrooms & Kitchens

Schedule

Edition	Ad Booking & Editorial Deadline	Material Deadline	Print
JANUARY	4 January	6 January	10 January
FEBRUARY	18 January	25 January	1 February
MARCH	17 February	24 February	2 March
APRIL	19 March	26 March	2 April
MAY	16 April	23 April	30 April
JUNE	14 May	21 May	28 May
JULY	11 June	18 June	25 June
AUGUST	9 July	16 July	23 July
SEPTEMBER	13 August	20 August	27 August
OCTOBER	10 September	17 September	24 September
NOVEMBER	8 October	15 October	22 October
DECEMBER	5 November	12 November	19 November