



THE BUSINESS MAGAZINE FOR THE CONSTRUCTION INDUSTRY

CONSTRUCTION WORLD

A business-to-business magazine

Mission statement

Construction World 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.



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Background

Construction World was first published in 1982 and has since grown to become a leader in its field, offering a unique blend of editorial coverage to satisfy the diverse need 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 the local and international markets, focusing on news and interviews, contracts and projects, innovations in civil engineering, products and services, and construction equipment trends.

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Targeted audience

The magazine targets **both** the civil engineering and building sectors and is published 12 times a year.

Construction World is distributed to:

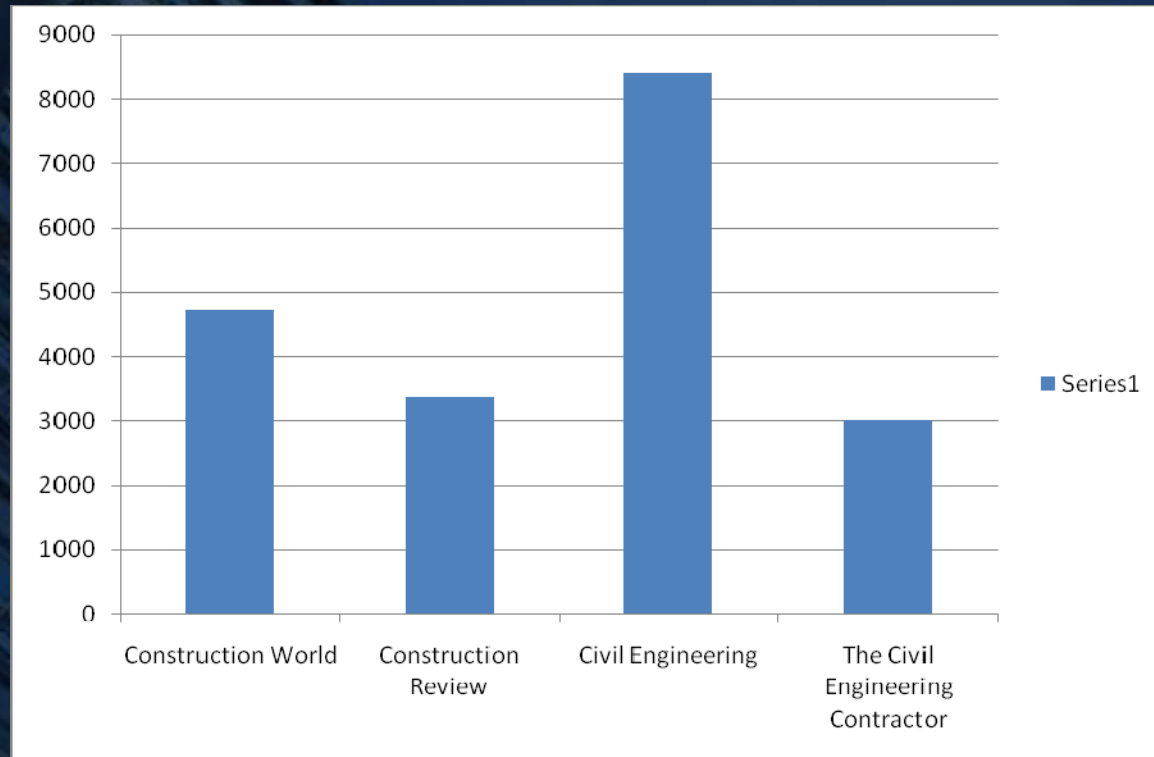
- 1 350 civil and consulting engineers and contractors (e.g. 400 members of the South African Federation of Civil Engineering Contractors)
- 900 members of the Chartered Institute of Builders Africa (CIOB)
- 800 members of the Association of South African Quantity Surveyors (ASAQS)
- In addition, the publication is distributed to mechanical-electrical contractors, project management companies, property owners/developers, architects, local government, construction material suppliers and plant hire companies.

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*ABC (Oct – Dec 2010): 4 713

Construction World in comparison



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* *Construction World* is the only diversifying publication that crosses over and is distributed to members of the civil, commercial and private industry.

** *Civil Engineering* – tracks infrastructure development.

*** *Construction Review* – construction in sub-Saharan Africa.

**** *The Civil Engineering Contractor* – focuses on excellence in civil engineering.

Editorial content

The magazine provides readers with an insight into the activities of South African companies in both the local and international markets.

Editorially the magazine is built around the following regulars:

- Marketplace (industry news)
- Environment
- Property
- Projects and contracts
- Project Profile (detailed coverage of a specific project and of the team)
- Products and services
- Equipment

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In addition *Construction World* has **special features** throughout the year (refer to the rate card for dates)



- Admixtures/construction chemicals
- Asphalt technology
- Cement and concrete technology
- Carnage and heavy lifting
- Crushing, screening and reclamation
- Dams and reservoirs
- Dozers, graders, wheel loaders, ADTs and skid steers
- Earthmoving
- Environmental engineering
- Explosives and demolition
- Facilities management
- Formwork and scaffolding
- Fuel and oil
- Geotechnical engineering
- Health and safety

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* Detailed briefs available from the editor

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- Hotel and leisure
- Information technology
- Insulation and glazing
- Port and harbours
- Precast concrete
- Railway infrastructure
- Readymix
- Roofing and cladding
- Shopping malls and offices
- Steel construction
- Telescopic and access equipment
- Tunnelling
- Waste Management and recycling
- Water engineering

* Detailed briefs available from the editor

7 Reasons to advertise with us



- **USP:** Covers civil engineering, the building industry and suppliers of products and equipment for the construction industry
- **USP:** Distributed to SAFCEC members, Chartered Institute of Builders Africa members, and the Association of Quantity Surveyors (ASAQS)
- **Biggest circulation** in its sub-category
- ABC certified
- **Glossy**, high quality product
- **Proved track record** of 29 years
- **Balanced** editorial that serves the industry

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