2020

PROFILE

Construction WORLD

Published by Crown Publications

COVERING THE WORLD OF CONSTRUCTION
South Africa’s only magazine for the civils AND building industries

6 281 ABC figure
24 000 unique website visitors
Weekly newsletter mailed to 11 000
Online version
Tuned into our readers for 38 years
CONSTRUCTION WORLD
PROFILE

CLIENT
BRAND
• PRODUCT
• SERVICE

MARKETING
ECO-SYSTEM

01

BRAND OFFERING

www.constructionworldmagazine.co.za
24,000 unique visitors

Print
6,281 (Audit Bureau of Circulation)

Social Media
1,000
12,000
6,000

Videos

eEditions
1,520 (local and foreign)

PageFlip Magazine

BAUMA
MUNICH
2019

Preview

New public URBAN PARK in CAPE TOWN

REHABILITATION of R75 between PORT ELIZABETH AND UITENHAGE

BOSCH GSH 27 VC

PROFESSIONAL

The world’s MOST POWERFUL ELECTRIC breaker

CONSTRUCTION WORLD
PROFILE

THREE TRENDS for the precast industry

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2019/02/19   03:43:22 PM

MARKETING
ECO-SYSTEM
REACH YOUR BUYERS

Construction World allows you to advertise your product or service to the 6 281* people who receive our monthly print magazine, the 24 000 unique visitors to our website and the 11 000** who receive our weekly newsletter.

So, whether you want to target engineers, architects, geotechnical engineers, quantity surveyors or others in the civil and building sectors, the magazine and its platforms can assist you to reach them.

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 (Association of South African Quantity Surveyors) (ASAQS), Chartered Institute of Building (CIoB) and South African Forum of Civil Engineering Contractors (SAFCEC), government, private industry and suppliers of equipment, products and services primarily in 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, and a focus on projects, specialised services, products and equipment.

*ABC: Second Quarter 2019: 6 281
**Statistics from August 2019

A 38-YEAR TRACK RECORD

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.

ITS FOCUS

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.

EDITORIAL MIX

In addition to a range of regulars (Marketplace, Environment & Sustainability, Property, Housing, Projects & Contracts, Equipment and Products & Services), the magazine also carries features such as Precast Concrete Products, Roads & Bridges, Geotechnical Engineering, Cement & Concrete Technology, Readymix etc. (Please see the detailed features list).
With its rapidly increasing unique visitor numbers since its launch in March 2015, www.constructionworldmagazine.co.za, is a valuable extension to the conventional printed Construction World magazine. Its offering is two-fold: The online edition of the current magazine and a fully-fledged website.

The website, with the sections Marketplace, Environment & Sustainability, Property, Projects & Contracts, Equipment and Products & Services, is updated daily. It carries up-to-date news, in-depth articles, product and equipment announcements and project news.

Those who do not receive the physical magazine can read the magazine online. This is a replica of the magazine with enhanced online functionality. It is powered by FlippingBook Publisher, a software application that allows the user to turn pages, zoom in, print and email articles. This version of the magazine is especially popular with readers who do not receive or do not want to wait for the latest issue of Construction World in the mail. All advertisers in the print edition of the magazine receive a hyperlink to their websites in the online version.

eCONSTRUCTION WORLD
Construction World has a growing mailing list (currently in excess of 10 500) that receives our weekly eConstruction World newsletter. It informs our targeted readership of news relevant to their industry. The newsletter directs recipients to the print editions and the website.

CONSTRUCTION WORLD’S BEST PROJECTS AWARDS
Construction World hosts its prestigious Best Projects Awards annually, now in its 17th year. This is the only award in South Africa that recognises excellence across the entire construction industry.

ANNUAL CALENDAR
Construction World produces an A-frame desktop calendar that runs from July to June.

CONSTRUCTION WORLD’S SOURCEBOOK
Reference guide to the infrastructure and building industries in South Africa.

SOCIAL MEDIA
News and announcements are shared with our large Twitter and LinkedIn following.

AFRICA NEWSLETTER
Construction World’s publisher, Crown Publications, produces a monthly newsletter that is emailed to 7 000 recipients in Africa. Please contact the Advertising Manager of Construction World if you want to use this vehicle to advertise your product or service.
WHO READS CONSTRUCTION WORLD?

15% Quantity Surveyors: project managers, cost engineers

15% Civil Engineering Contractors: road and bridge engineers, structural engineers, project managers, geotechnical engineers, building engineers, design engineers, water and sanitation engineers

15% Product and Service Suppliers: insurance, finance, health, steel, wood, legal, glazing, paint, HVAC, building systems, formwork and scaffolding, admixtures, sealants, flooring, project management, fuel, oil and lubricants, precast concrete products, alternative power solutions, energy efficiency products, facility management, retailers, cleaning services, green building products

15% Registered Builders: CIOB Africa, MBA, NHBRC

8% Consulting Engineers: civil, environmental, building, structural, concrete, road and bridges, mechanical, electrical, and water and sanitation

8% Equipment Suppliers: dozers, telescopics, access equipment, graders, wheel loaders, skid steers, backhoe loaders, excavators, earthmoving, trucks, crushers, roadbuilding equipment (rollers and compaction), cranes, etc.

8% Government: municipal managers and engineers, waste water managers, road and bridge engineers, fleet managers, environmental engineers

5% Architects: general practices, corporate specialists, civil architects, interior architects

5% Concrete manufacturers

5% Readymix producers

1% Educational: universities, libraries and training institutes
Africa Readership

Every month we email a growing number of PDF replicas into Africa (currently 1,600). This counts towards our audited circulation. This map shows the countries to which we email Construction World.

Why Advertise in Construction World?

- We offer print, website and newsletter platforms with which you can reach buyers in the civil and building industries
- We have been tuned into our readers for the past 38 years
- Monthly print edition is distributed to members of the South African Federation of Civil Engineering Contractors (SAFCEC), members of the Chartered Institute of Builders Africa (CIOB), and members of the Association of Quantity Surveyors (ASAQS), Consulting Engineers of South Africa (CESA), regional architectural institutes, Master Builders Association
- A growing audited circulation* in a time of declining circulations
- More than 1,600 PDF replicas are sent into Africa – this is part of our audited circulation
- Our website has 24,000 unique monthly visitors
- Our weekly newsletter is mailed to 11,000 readers
- Construction World hosts the only industry award that recognises excellence across all construction disciplines

*ABC: Second Quarter 2019: 6,281
**Statistics from August 2019
PRINT BENEFITS

1. Credible and trusted
   Everything that is printed in the magazine is thoroughly researched, carefully crafted, verified and edited. For Crown Publications, the publisher of Construction World, this credibility extends to everything that is published on our online platforms too.

2. It builds brands
   Print advertising is proven to solidify a firm’s brand identity. Each month Construction World provides opportunities for commercial partners to increase their brand recognition.

3. Longevity
   The recall from print is better and printed content is seen as having a higher value.

4. Targeted audience
   The dynamic database is carefully controlled and maintained on a daily basis by an in-house team to ensure that the magazine reaches the correct person.

5. Measurable
   The magazine reaches the correct people – often those with buying and influencing power.

6. It triggers online action
   While people generally spend more time looking at print than at digital content, the truth is that people also want information quickly, they want the thin, précis of content that dominates online, because that gives an overview and keeps them informed.

CONTENT is king

It is not about alternatives, it is about MIX
JANUARY

**Telescopics & Access Equipment**
Latest offerings from OEMs, innovations as well as projects that require the precision of such equipment.

**Roads & Bridges (incorporating asphalt technology)**
All aspects relating to the construction and research of roads and bridges, completed and active road projects, technology and equipment to improve road and bridge building while also investigating the status quo of road infrastructure.

Aspects relating to the production of asphalt and the technology used in this production, and how it is used in the road building sector.

**Dozers**
Latest offerings from OEMs, innovations and upgrades.

**Heating and cooling**
The technology of indoor and environmental comfort, technology and new products available to achieve optimal thermal comfort and acceptable indoor air quality.

FEBRUARY

**Rollers & Compaction**
Types of rollers and other soil compaction equipment: light soil compacting and those used for heavy soil compacting.

**Cranage & Heavy Lifting**
Technical aspects of cranes as construction equipment, how they can be used and their advances. The feature illustrates what role cranes play in a construction project and may focus on any of the types of cranes: (i) overhead, (i) mobiles and (iii) fixed.

**Graders**
The latest in graders – new technology and new models. The feature will focus on the grader’s purpose to ‘finish grade’ and ‘rough grading’ by heavy equipment or engineering vehicles such as scrapers and bulldozers.

**Wood Construction**
Positions wood as a material for construction (as opposed to concrete and steel), advances, innovations, interesting projects, and products to enhance the longevity of wooden products.

**Readymix**
Advances cement producers have made with readymix: research, technology, mixing/batching (new and existing) plants, the advantages of readymix over on-site mixing as well as a focus on projects that have made extensive use of readymix supply.

MARCH

**Steel Construction & Roofing**
Construction with steel (as opposed to concrete and wood). It will highlight the benefits of building with steel, celebrate successful projects and individuals in the steel construction and roofing industry, cover industry related news and highlight advances made in the steel construction industry.

**Wheel Loaders**
Latest offerings from OEMs, innovations and upgrades.

**Quantity Surveyors**
The feature will consist of articles and interviews with relevant people in the QS industry, training, project reports that focus on the role of the QS, as well as changes in legalities in the built environment that affect the quantity surveyor.

**Trucking**
A focus on those truck models in OEMs’ ranges that are used in construction. It will consist of client testimonials, new model launches, and environmental issues regarding trucking (fuel, driver training, emissions).

Distributed at KZN Construction Expo, Durban – 4-5 March 2020
APRIL

Cement & Concrete Technology
Advances made in the cement and concrete industry, new products, specific technology developed by individual companies and how this is applied in cement, concrete and related products. It will also contain articles on new research into cement and concrete.

Geotechnical Engineering
All aspects relating to the investigation of subsurface conditions and materials (and the companies that do these), how these findings affect construction (foundation design etc.), interesting geotechnical projects (piling, earthwork design, rockfall/slope mitigation and stabilisation) and products used in such projects.

Construction Waste Management & Recycling
How construction projects manage the removal of waste (plastics, oil, hazardous materials, etc), how these are transported and safely dumped. It will also contain articles that cover how waste materials from demolishing buildings (steel, glass, concrete, wood, etc.) can be used in other projects, in whatever format.

Fuel, Oil & Lubricants
Focusing on the latest fuel and oil products for construction equipment, the latest technology for the optimal use of fuel and oil, and research into fuel and oil to improve equipment’s performance.

MAY

Formwork & Scaffolding
Highlight the latest advances in the design of formwork and scaffolding, innovative products that benefit the construction process, articles on projects that have made extensive use of formwork/scaffolding, and may include profiles on companies that offer formwork and scaffolding services.

Dams & Reservoirs
The construction and associated supporting services of dams and reservoirs, both in South Africa and abroad. It may include articles on the construction or renovations, improvements, information technology, planning, ecological impact and planning of dams and reservoirs.

Skid Steers
The latest regarding skid steers, new models from OEMs, technological advances and updates of existing models.

Light Steel Frame Building
The quality, cost efficiency and speed of erection for low-rise residential and non-residential buildings using light steel frame building technology. It will focus primarily on projects, products and service providers that have used this method.

Health, Safety & Security
Health and safety aspects within the construction sphere: successful safety records for projects and how these were achieved, equipment that contributes to health and safety in the workplace, legislation pertaining to health and safety in construction, latest trends and interviews with authorities in the health and safety environment.

JUNE

Roots & Bridges (incorporating asphalt technology)
All aspects relating to the construction and research of roads and bridges, completed and active road projects, technology and equipment to improve road and bridge building while also investigating the status quo of road infrastructure. Aspects relating to the production of asphalt and the technology used in this production, and how it is used in the road building sector.

Crushing, Screening & Reclamation
Projects that required customised crushing and screening, the equipment that is required for this, and new screening products.

Precast Concrete Products
Projects that have made extensive use of precast products, suppliers for the creation of precast concrete products, new technology and research regarding precast products and the latest developments in precast concrete products.

Consulting Engineers
The role of consulting engineers in infrastructure and building projects: civil, environmental, building, structural, concrete, road and bridges, mechanical, electrical and water and sanitation.

*Annual calendar (July 2020 to June 2021)
Distributed at African Construction Expo, Johannesburg – 9-11 June 2020
**JULY**

**Water Engineering**
How construction/engineering is applied to the process of provision by third parties in the water industry (municipalities or a public utility, etc.) to users or how water is innovatively supplied in a building, etc. It can include the engineering planning to provide irrigation.

**Flooring**
Products, systems, projects, applications, and trends. It can include various types of floors including carpets, ceramic and porcelain tiles, faux and natural stone floors, natural wood, laminates, epoxy and other industrial floorings (such as concrete), and exterior surfaces for flooring.

**Backhoe Loaders**
Latest offerings from OEMs, innovations and upgrades.

**Architects**
Projects where architects played an integral role, celebrate achievements, highlight architectural firms (company profiles) and ‘thinking pieces’ pertaining to architecture (sustainable buildings, innovation, etc.).

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**AUGUST**

**Shopping Centres & Office Developments**
Shopping malls and office developments in Africa (i.e. project profiles) as well as the products and services needed to execute these projects: planning (architects, etc.), execution (concrete, equipment, products) and maintaining the completed building (facilities management).

**Excavators**
New models, updates to existing models as well as customer testimonials.

**Cement & Concrete Technology**
Advances made in the cement and concrete industry, new products, specific technology developed by individual companies and how this is applied in cement, concrete and related products. It will also contain articles on new research into cement and concrete.

**Trucking**
A focus on those truck models in OEMs’ ranges that are used in construction. It will consist of client testimonials, new model launches, and environmental issues regarding trucking (fuel, driver training, emissions).

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**SEPTEMBER**

**Geotechnical Engineering**
All aspects relating to the investigation of subsurface conditions and materials (and the companies that do these), how these findings affect construction (foundation design, etc.), interesting geotechnical projects (piling, earthwork design, rockfall/slope mitigation and stabilisation) and products used in such projects.

**Wood Construction**
Positions wood as a material for construction (as opposed to concrete and steel), advances, innovations, interesting projects, and products to enhance the longevity wooden products.

**Earthmoving**
The equipment used for the various aspects of earthmoving, major construction projects where significant earthworks were involved, new launches and upgrades.

**Alternative Power Solutions**
How alternative sources to grid electricity can be used in the construction industry, both to execute projects and to make built projects more environmentally friendly and self-sufficient: advances, innovations, new products, major projects that will have alternative power, and legislation that governs alternate power solutions.

*Distributed at Cape Construction Expo, Cape Town – September 2020*
OCTOBER

Roads & Bridges (incorporating asphalt technology)
All aspects relating to the construction and research of roads and bridges, completed and active road projects, technology and equipment to improve road and bridge building while also investigating the status quo of road infrastructure.

Aspects relating to the production of asphalt and the technology used in this production, and how it is used in the road building sector.

Readymix
The advances cement producers have made with readymix: research, technology, mixing/batching (new and existing) plants, the advantages of readymix over on-site mixing as well as a focus on projects that have made extensive use of readymix supply.

Fuel, Oil & Lubricants
The latest fuel and oil products for construction equipment, the latest technology for the optimal use of fuel and oil, and research into fuel and oil to improve equipment’s performance

Quarrying
The equipment used in quarries and interviews with quarry owners used for specific construction projects (such as roads) or the supply to cement producers.

Project Development & Management
Profiles on Project Development/Management companies, profiles on projects to highlight project development skills as well as training for project development professionals.

*Sustainable Construction World Supplement
Distributed at bauma CONEXPO Africa

NOVEMBER

Trucking
A focus on those truck models in OEMs’ ranges that are used in construction. It will consist of client testimonials, new model launches, and environmental issues regarding trucking (fuel, driver training, emissions).

Admixture/Construction Chemicals
The advances in admixtures and chemicals to give cement certain characteristics not obtainable with plain concrete mixes. These will include retarders, air entraining agents, pigments, corrosion inhibitors, bonding agents and pumping aids.

Formwork & Scaffolding
The latest advances in the design of formwork and scaffolding, innovative products that benefit the construction process, articles on projects that have made extensive use of formwork/scaffolding, and profiles on companies that offer formwork and scaffolding services.

External Finishes (paints, coatings, façades, glazing)
Those aspects that can improve the aesthetics of a building exterior, whether it be paint, the use of textures, façades (of whatever material) or glass. It will focus on a project where the exterior has been changed with the use of external finishes, products available with which to do this as well as contractors who specialise in exterior finishes.

*Construction World’s Sourcebook

DECEMBER

Best Project Awards special issue
Associate your brand with excellence in construction
ONLINE BENEFITS

1. **Credibility**
   The content on our website (and the weekly newsletter that clicks through to the website) is driven by the print issue of *Construction World* – as such all online content is researched, verified and edited.

2. **Targeted audience**
   As the site is an extension of the printed issue, its contents are sector specific and focused. The weekly newsletter’s circulation is tightly controlled. Therefore both the website and newsletter speak to the right individuals.

3. **Measurable results**
   Digital advertising includes click-through reports so you can measure how your online campaign has been performing on a monthly basis. *Construction World* uses Google analytics for these reports.

4. **Showing the dynamic nature of industry**
   Often thought of as slow-moving, the construction industry is in fact a dynamic one and your messages to potential customers can reflect this: combine print, online and electronic newsletter advertising and make extensive use of the opportunities the various mediums offer.

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**www.constructionworldmagazine.co.za**

The website, with its clickable and searchable sections, i.e. Marketplace, Environment & Sustainability, Property, Projects and Contracts, Equipment and Products & Services, is updated daily.

It carries up-to-date news, in-depth articles, product and equipment announcements and project news. This reaches a wider audience than the print edition, but has an equally targeted audience – a market that does not always have the time to read the magazine or that does not necessarily receive the magazine.

This is beneficial to both parties in the market that *Construction World* serves: advertisers who use the brand as a vehicle to reach a targeted market, and readers who receive targeted content. News and announcements are shared with our large Twitter and LinkedIn following.

**eConstruction World**

This weekly eNewsletter is mailed to 10 500 readers every Tuesday. It has a clean, attractive and simple design and gives recipients a quick overview of what is happening in the construction world. Recipients can click on the articles they are interested in.

This platform gives advertisers the opportunity to reach that segment of *Construction World*’s market that prefers to read content online.
Apart from its online offering, Construction World has four brand extensions: our annual A-frame desktop calendar, the supplement ‘Sustainable Construction World’, ‘Construction World’s Sourcebook’ and our annual Best Projects Awards.

**BEST PROJECTS AWARDS**

*Construction World* hosts its prestigious Best Projects Awards annually, now in its 17th year. The Awards have nine categories and is the only Award in South Africa that recognises excellence across the entire construction industry (civil, building, professional services, and specialist contractors). The format ensures that projects are not only celebrated by the entrants’ own institutions, but receive far wider appreciation.

The December issue is dedicated to the winners and entrants. As an overview of activity in the construction world for that year, it is the ideal vehicle with which to associate your brand with excellence.

*Bronze, Silver and Gold sponsorships, as well as category sponsorships, are available.*

**Benefits of advertising in the special December issue of sponsoring of Best Projects**

1. **Credibility**
   A panel of independent judges adjudicates the Awards. The event is attended by 220 individuals representing the construction industry. Associating your brand with these 17-year-old Awards builds credibility.

2. **Community**
   By sponsoring or advertising, commercial partners involve themselves in the *Construction World* community by celebrating success and excellence.

3. **Targeted audience**
   Best Projects Awards is by invitation only with invitees coming from the magazine’s controlled circulation or from the competing projects. This ensures a high quality attendee list. The same goes for an advertisement in the special Awards issue: communicate with the very audience that buys your product or service.

4. **Branding**
   At the Awards evening, sponsor branding and brand ambassadors are prominent; the brands of category sponsors will have longevity as the framed certificates will be displayed in the foyers of winning companies. In the Awards issue, your brand will be associated with excellence.
A-FRAME DESKTOP CALENDAR

Construction World will publish an A-frame desk calendar for 2020-2021. It will cover the months 1 July 2020 to 30 May 2021 (12 months), and will be mailed with the July issue of Construction World (which has an audited circulation of 5 470).

The annual desk calendar is a ring bound, high quality and visually attractive calendar that people can use on their desks. This means visibility for your brand to a targeted audience that uses your product or service. Every month will be sold to a different brand, but all the brands that advertise will have a logo on every page. This ensures that, while the advertiser for a particular month will have premium exposure, advertisers of other months will also get exposure.

Why advertise?

1. The calendar will arrive on desks long after the clutter of the beginning of the year when many companies produce calendars as a marketing tool.
2. Your brand will therefore stand out.
3. It will be a high quality, visually attractive and functional product – associate your brand with excellence and functionality.
4. You will get one month's premium exposure (the month you bought), while your logo on the other 11 months will ensure that your brand stays visible for 12 months.
5. It runs from mid-year to mid-year to differentiate it from most calendars.
6. Exclusivity: only one company that offers a certain product/service will be invited to advertise.

SUSTAINABLE CONSTRUCTION WORLD SUPPLEMENT

In October every year Construction World publishes a supplement dedicated to sustainability in the built environment with a focus on both local and international sustainable construction projects, trends, developments, products and services.

It highlights and celebrates successes while at the same time illustrating sustainable innovation. It is editorially based around the core elements of sustainability (people, planet and profit).

It focuses on trends, important events in the sustainable marketplace, opinion, projects, products, suppliers, company profiles, and highlights the latest sustainable techniques.
It is not about alternatives, it is about MIX.