

# ConstructionWORLD



## 2025 PROFILE



For the past 43 years, the magazine and its brand extensions have provided readers with an insight into the activities of civil and building companies in Southern Africa focusing on news and interviews, contracts and projects, innovations, products and services, and construction equipment trends. It has become a platform for advertisers to reach these markets.

### COVERING THE WORLD OF CONSTRUCTION

**Audited  
circulation**  
Print and  
digital  
17 054

**Weekly  
eNewsletter**  
6 447

**Website**  
5 213 unique  
visitors

**Africa  
distribution**  
5 389

**Annual  
Best Projects  
Awards**  
Recognising  
excellence

**Social  
media**  
49 000  
LinkedIn  
followers



# The **CONSTRUCTION WORLD** brand

*Construction World has been at the forefront of Southern Africa's construction sector for 43 years, shedding light on the most important industry news and connecting professionals from across the construction supply chain.*

It has a specific focus on South Africa, SADEC countries and other sub-Saharan countries. The brand's monthly magazine (print and digital), website, weekly electronic newsletter, industry awards and its dedicated presence on LinkedIn, deliver a balanced editorial mix of the latest news, industry analysis and opinion, in-depth market studies, interviews, product news and project coverage.

*Construction World* is the resource-of-choice for contractors (civil and building), consultants, developers, architects and suppliers looking to expand their footing in the built environment to market their product or service.

## A 43-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 and gives advertisers a targeted access to these markets through its carefully managed databases (print, eNewsletter and website).

## Its focus

The magazine provides readers with an insight into the activities of Southern 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 monthly issues are in turn focused on Civil Engineering, General Construction, Building, Roads & Bridges and Construction Materials. The December issue is dedicated to the entries and winners of our Best Projects awards, an issue that gives an overview of the best in built environment projects of the previous year.

## A brand

The *Construction World* brand includes print, eEditions, a website, an eNewsletter. This is supported by an active LinkedIn page with solid industry support.

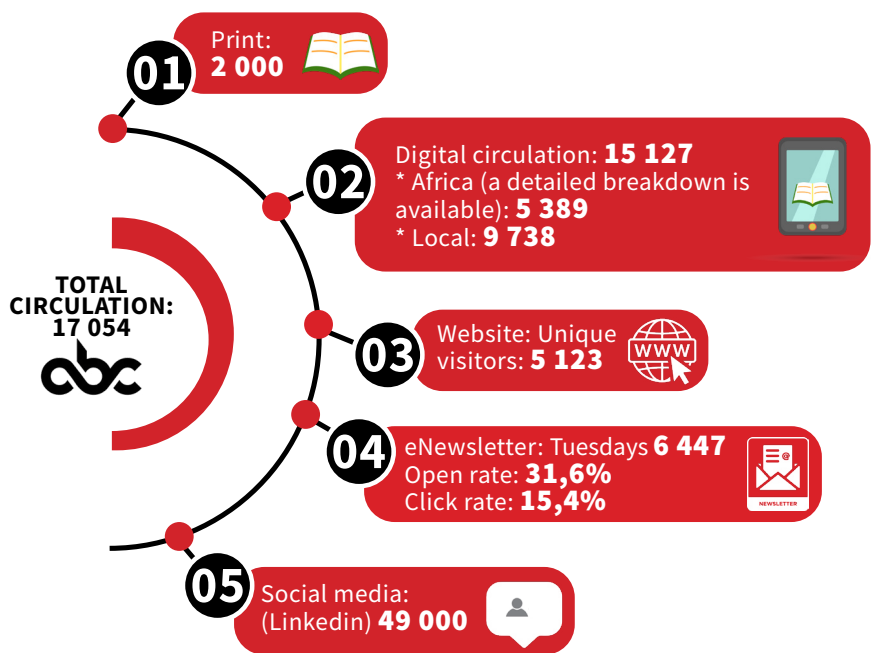
## Reach your buyers

*Construction World* is a business-to-business magazine that allows you to advertise your product or service to the 17 045 people who receive our monthly magazine, the 5 213 unique visitors to our website and the 6 447 who receive our eNewsletters every week. 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.

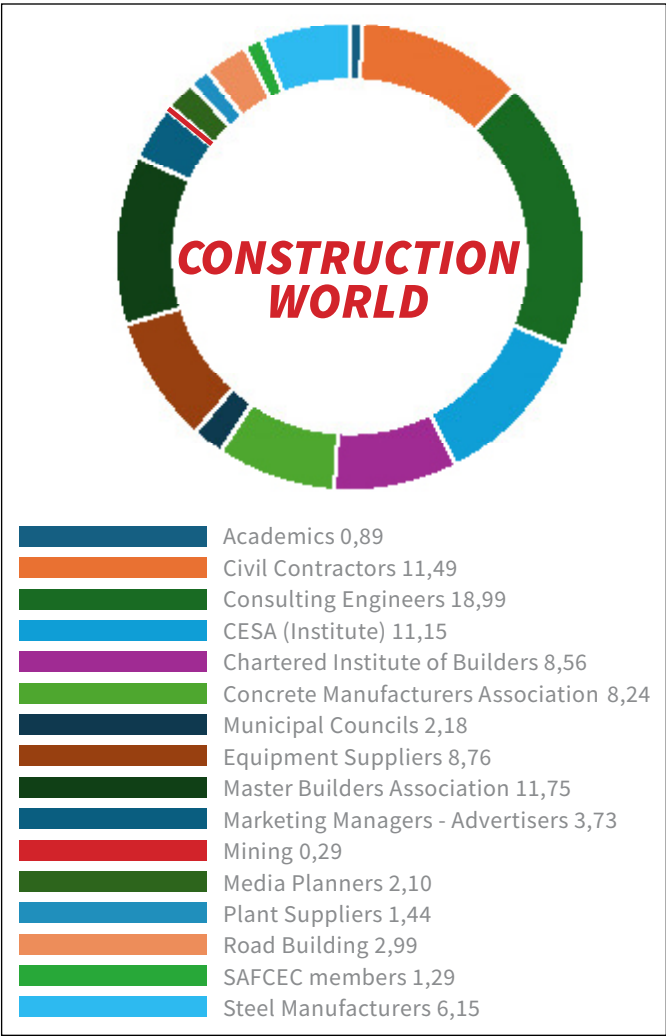
*Construction World* targets BOTH the civil and building industries and is tailored to the needs of relevant professional associations: Association of South African Quantity Surveyors (ASAQS), Chartered Institute of Building (CIOB) and South African Forum of Civil Engineering Contractors (SAFCEC).



# Audience: **TARGET AND REACH**



*Construction World* has an audited circulation. Databases (print and digital) are actively managed by a circulations manager and has morphed into a hybrid circulation that includes print and digital copies. The audited figure includes both print and digital copies.



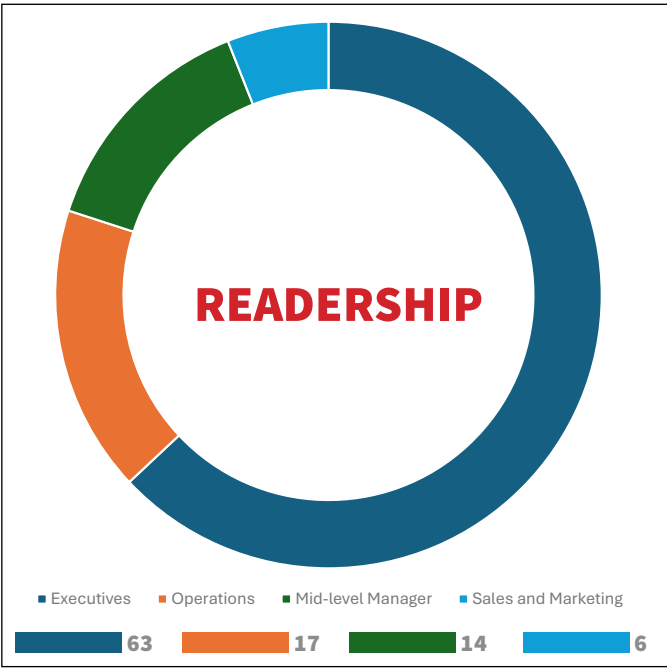
## Readers

*Construction World* is addressed to specific titles within companies. Some 63% of its current database has leadership titles and are the very people advertisers want to reach: 13% (CEO or Chairman), 14% (Director), 3% (Executive), 3% (Founder), 3% (GM), 2% (Head of Department), 23% (Managing) and 2% (Owner).

Your message will be read by those that make the decisions for products or services.

\*A more detailed title breakdown is available on request.

\*\*This is based on the *Construction World* database in July 2024.



**Our database**  
Our readers buy your products or services and this enables you to reach the right audience to market products and services. *Construction World* has a tightly and actively managed database. The data above represents the breakdown of its total circulation which includes both print and digital issues.

# Editorial calendar **AND FEATURES**

## JANUARY, MAY\*, SEPTEMBER

### ROADS AND BRIDGES

- Asphalt technology
- Rollers and compaction
- Earthmoving
- Readymix
- Equipment incorporating Trucking
- Admixtures

## FEBRUARY, JUNE, OCTOBER

### CIVIL CONSTRUCTION

- Cranes and heavy lifting
- Geotechnical engineering
- Fuel, oil and lubricants
- Dams and reservoirs
- Consulting engineers
- Water engineering
- Equipment incorporating Trucking

## MARCH, AUGUST, NOVEMBER\*\*

### GENERAL CONSTRUCTION

- Readymix
- External finishes
- Alternative power solutions
- Architects

- Telescopes and access equipment
- Formwork and scaffolding
- Equipment incorporating Trucking
- Demolition
- Flooring and waterproofing

## APRIL, JULY

### CONSTRUCTION MATERIALS

- Cement and concrete technology
- Precast concrete products
- Crushing, screening and reclamation
- Admixtures and construction chemicals
- Wood construction
- Steel construction
- Equipment incorporating Trucking

## DECEMBER

- A dedicated issue featuring entries and winners of our Best Projects awards

- In May\* we have a focus on the top 20 construction firms in Southern Africa
- In November\*\* we have a focus on the top 20 developers in Southern Africa

**Detailed briefs for our features are available from the Editor**



### 9 REASONS TO ADVERTISE IN CONSTRUCTION WORLD

- **CREDIBLE:** 43 years of consistent publishing and morphing into a print and online brand
- Targets both **CIVIL ENGINEERING** and **BUILDING**
- It is a **TARGETED** publication with little wastage
- It is **AUDITED** for peace of mind
- Has become a **TRUE MARKETING BRAND**
- Mixture of **ORIGINAL CONTENT** and content from **CREDIBLE SOURCES**
- It is **MEASURABLE** – both print and online advertisements (web and eNewsletter)
- It is a successful **HYBRID** publication
- Excellent return on investment

**CROWN**  
PUBLICATIONS

www.crown.co.za

**EDITOR**

Wilhelm du Plessis | Cell: +27 (0) 82 890 4872

Email: constr@crown.co.za

**ADVERTISING MANAGER**

Erna Oosthuizen | Cell: +27 (0) 82 578 5630

Email: ernao@crown.co.za