

Construction WORLD

2026 PROFILE



For the past 44 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**
16 135

**Weekly
eNewsletter**
6 353

Website
6 647 unique
visitors

**Africa
distribution**
5 312

**Annual
Best Projects
Awards**
Recognising
excellence

**Social
media**
52 000
LinkedIn
followers

The **CONSTRUCTION WORLD** brand

Construction World has been at the forefront of Southern Africa's construction sector for 44 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 44-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, eEdition, 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 (including Trucks) 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 eEditions, a website, eNewsletter, digital out of home advertising and industry events. This is supported by an active LinkedIn page with solid industry support.

Reach your buyers

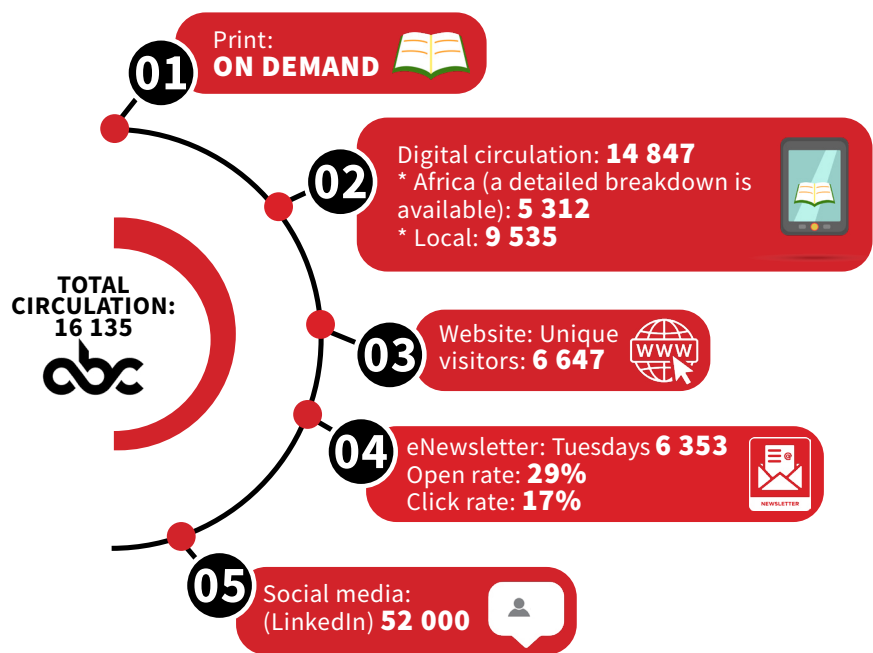
Construction World is a business-to-business magazine that allows you to advertise your product or service to the 16 135 people who receive our monthly magazine, the 6 647 unique visitors to our website and the 6 353 who receive our eNewsletters every week. Whether you want to target engineers, architects, 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).

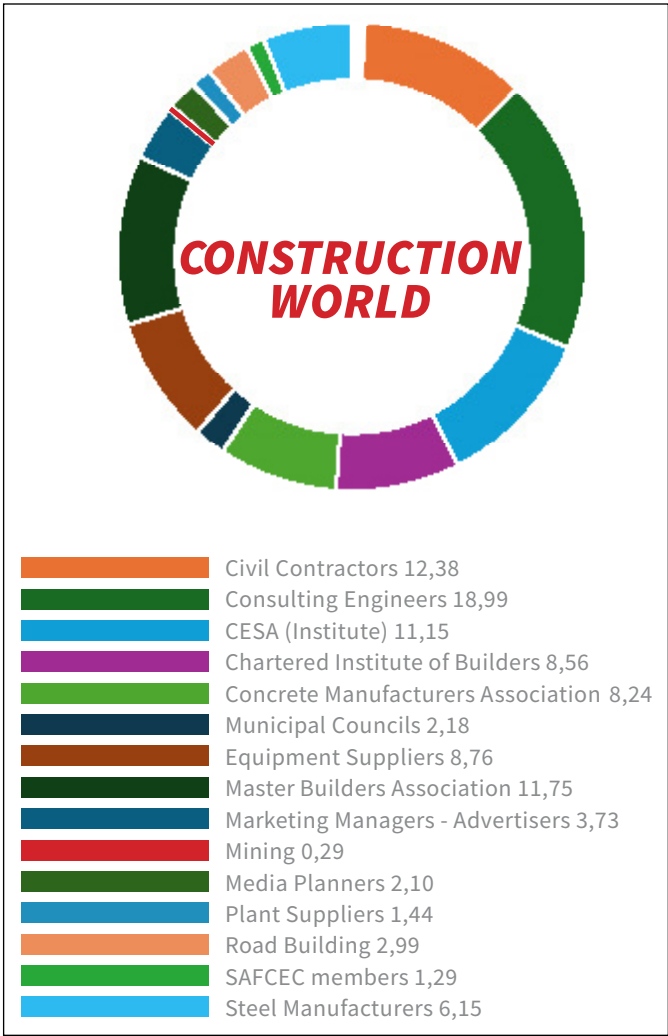
BRAND OFFERING



Audience: **TARGET AND REACH**



Construction World has an audited circulation. The database is actively managed by a circulations manager.



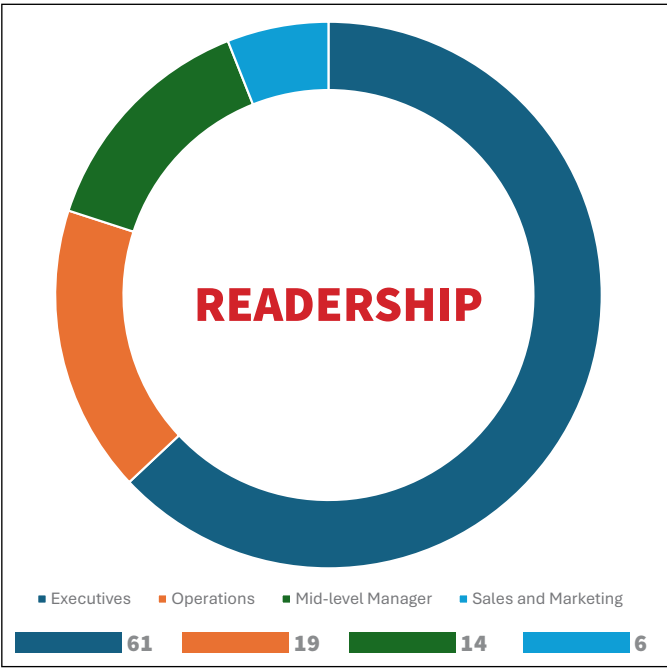
Readers

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. *This breakdown is based on the database in May 2025.

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

- Cranage and heavy lifting
- Geotechnical engineering
- Fuel, oil and lubricants
- Dams, Reservoirs, Tanks & Containers
- 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
- Demolition
- Flooring and waterproofing
- Equipment incorporating Trucking

APRIL, JULY

CONSTRUCTION MATERIALS

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

DECEMBER

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

Detailed briefs for our features are available from the Editor

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

Special features

Although *Construction World* recognises excellence in every issue, we are publishing our 'Best' series on a quarterly basis in recognition of outstanding building contracting and civil engineering companies, developers and those outstanding people that make this industry excellent. This culminates in December when the magazine is dedicated to those projects that are deemed Best Projects.

MARCH

BEST CONTRACTORS

The Best Contractors feature celebrates the excellence of the companies that execute many of South Africa's most noteworthy projects – whether civil engineering or building contractors.

JUNE

BEST DEVELOPERS

The Best Developers feature celebrates the developers of projects – both in the domestic and industrial sphere.

SEPTEMBER

BEST PEOPLE

Construction World's Best People feature will showcase those individuals who stand out in the industry, whether in the engineering, management, quantity surveying, procurement or design sphere.

DECEMBER

BEST PROJECTS

Not a feature per se. The December issue will be dedicated in its entirety to the entries and winners of *Construction World's* annual Best Projects awards.

9 REASONS TO ADVERTISE IN CONSTRUCTION

WORLD

- **CREDIBLE:** 44 years of consistent publishing and morphing into an 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** – eEditions, online banner and DOOH
- It is a successful **HYBRID** publication
- Excellent return on investment