

**Construction World** will be publishing a supplement on behalf of the Southern African Light Steel Frame Building Association. This supplement will be mailed with the April issue of **Construction World**.

The advent of light steel frame building in South Africa is one of the most exciting developments in recent times in the steel and building industries. While this method of building has been used in the US, Europe and Australia for decades, it was only recently introduced to our shores.

It offers quality, cost efficiency and speed of erection for low-rise residential and non-residential buildings.

We would like to invite members of SASFA to support this supplement by placing an advertisement and submit support editorial to promote the increasing popularity of light steel frame building to a wide audience.

### Why advertise in this supplement

**Construction World** is the perfect magazine with which the SASFA supplement will reach the very market that will support light steel frame building related products and services. Its editorial mix will focus on projects, products and services and will celebrate the successes and advances of this method.

The supplement will be mailed with **Construction World**, with the same circulation as the magazine and a digital version of the supplement will be published online.

### About **Construction World** and its target audience

**Construction World** is a monthly, 35 year old business-to-business magazine that 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, product and services in primarily Southern Africa, but increasingly the rest of Africa. Its editorial mix is targeted to this audience and provides it with relevant industry.

You are welcome to read **Construction World** on-line: <https://user-54716422671.cld.bz/Construction-World-February-2017>



It has an audited circulation figure of 5 000 (readership of approximately 18 000), an interactive website, and weekly eNewsletter that reaches more than 6 000 recipients. In addition, the publication is distributed to mechanical-electrical contractors, project management companies, property owners/developers, architects, and local government etc.

**CROWN**  
PUBLICATIONS

**Construction**WORLD

The business magazine for the construction industry

#### Editorial queries

Wilhelm du Plessis

011 622 4770

082 890 4872

[constr@crowm.co.za](mailto:constr@crowm.co.za)

#### Advertising queries

Erna Oosthuizen

011 622 4770

082 578 5630

[ernao@crowm.co.za](mailto:ernao@crowm.co.za)

### DATES

PUBLICATION date: April 2017

EDITORIAL deadline: 1 March

BOOKING deadline: 6 March

MATERIAL deadline: 10 March

### RATES

SASFA Members\*

Full page: R18 500

Half page: (H or V) R13 000

Third page (H or V): R11 700

\*Non Members: Add 9%