

# Construction WORLD

[www.constructionworldmagazine.co.za](http://www.constructionworldmagazine.co.za)

CROWN  
PUBLICATIONS

Your 360° business-to-business  
publishing solution

**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 in primarily 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, a focus on projects, specialised services, products and equipment.

#### A 35-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, Property, Projects & Contracts, Equipment and Products and Services), the magazine also regularly carries features such as Precast Concrete Products, Roads and Bridges, Geotechnical Engineering, Cement and Concrete Technology, Readymix etc. (Please see the detailed features-list).

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- Print edition
- Online edition
- Website
- eNewsletter
- Event: Best Projects Awards



2017/2018  
MEDIA KIT

Apart from the print edition that reaches a carefully managed target audience every month, the *Construction World* offering includes:

### Constructionworldmagazine.co.za

With its rapidly increasing unique visitor numbers since its launch in March 2015, [www.constructionworldmagazine.co.za](http://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.

### Online edition

Those who do not receive the physical magazine can read the magazine online. This is an online 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 in the online version to their websites.

### Website

The website, with the sections Marketplace, Environment and Sustainability, Property, Projects and Contracts, Equipment and Products and 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 new 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

*Construction World* has a growing mailing list (currently in excess of 6 000) that receives our bi-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. It is therefore a very targeted advertising and editorial vehicle and is part of the 360° degree strategy that *Construction World* has embarked on: as a business-to-business magazine it interacts with its readers via the print edition, online edition, website, e-newsletter and through its annual event: Best Projects.

### Construction World's Best Projects Awards

*Construction World* hosts its prestigious Best Projects Awards annually, now in its 15<sup>th</sup> year. This is the only award in South Africa that recognises excellence across the entire construction industry (civil, building, professional services, and specialist contractors) and 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.

Platinum, gold and silver sponsorships are available.

### Frequency

*Construction World* is a monthly publication, published 12 times a year.

### Certified circulation figures

Second quarter 2016 – total circulation: 4 766



# 10 reasons to advertise with *Construction World*

1. Covers civil engineering and the building industry

#### Print edition:

2. Distributed to South African Federation of Civil Engineering Contractors (SAFCEC) members, Chartered Institute of Builders Africa (CIOB) members, and the Association of Quantity Surveyors (ASAQS)
3. Highest circulation in its sub-category
4. ABC certified
5. Glossy, high quality content and layout
6. Proven track record of 35 years

#### Online offering:

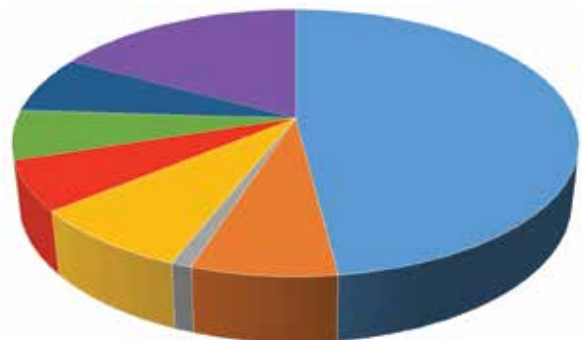
7. Interactive online edition
8. Increasingly popular  
[www.constructionworldmagazine.co.za](http://www.constructionworldmagazine.co.za)
9. Targeted eNewsletter (weekly)

#### Annual event:

10. The brand hosts the only award that recognises excellence across all construction disciplines

### Construction World targeted readership

(based on actual database – ABC for second quarter 2016: 4 766)



- Associations: 48%  
ASAQS (17%), CIOB (16%), IMIESA (2%), SA Bitumen Association (1%), SAFCEC (8%), SALGA (2%), SARMA (2%)
- Architects 7%
- Educational 1%
- Concrete manufacturers 8%
- Product and service suppliers 6%
- Equipment suppliers 6%
- Municipalities 7%
- Consulting engineers 17%





## 2017 Features

### January

Dozers  
HVAC  
Roads and bridges (incorporating asphalt technology)  
Telescopic and access equipment

### February

Cranage and heavy lifting  
Graders  
Rollers and compaction  
Wood construction

### March

Quantity surveyors  
Steel construction and roofing  
Trucking  
Wheel loaders

### April

Cement and concrete technology  
Construction waste management and recycling  
Fuel, oil and lubricants  
Geotechnical engineering

### May

Dams and reservoirs  
Formwork and scaffolding  
Health, safety and security  
Skid steers

*Event: Totally Concrete*

### June

Consulting engineers  
Crushing, screening and reclamation  
Precast concrete products  
Roads and bridges (incorporating asphalt technology)

### July

Backhoe loaders  
Flooring  
Project development  
Water engineering

### August

Cement and concrete technology  
Excavators  
Shopping centres and office developments  
Trucking

*Event: Cape Construction*

### September

Alternative power solutions  
Earthmoving  
Geotechnical engineering  
Wood construction

### October

Fuel, oil and lubricants  
Quarrying  
Readymix  
Roads and bridges (incorporating asphalt technology)

*Supplement: Sustainable Construction World*

### November

Admixtures/Construction chemicals  
External finishes (paints, coating, facades and glazing)  
Formwork and scaffolding  
Trucking

### December

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



*Guests at 2015 Best Projects Awards function.*

## 2018 Features

### January

Dozers  
HVAC  
Roads and bridges (incorporating asphalt technology)  
Telescopic and access equipment

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Cranage and heavy lifting  
Graders  
Rollers and compaction  
Wood construction

### March

Quantity surveyors  
Steel construction and roofing  
Trucking  
Wheel loaders

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Cement and concrete technology  
Construction waste management and recycling  
Fuel, oil and lubricants  
Geotechnical engineering

### May

Dams and reservoirs  
Formwork and scaffolding  
Health, safety and security  
Skid steers

*Event: Totally Concrete*

### June

Consulting engineers  
Crushing, screening and reclamation  
Precast concrete products  
Roads and bridges (incorporating asphalt technology)

*Event: WoodEx for Africa*

## SUPPLEMENT



### Sustainable Construction World

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.

## CROWN PUBLICATIONS

African Fusion  
Capital Equipment News  
Construction World  
Electricity + Control  
Housing in Southern Africa  
Lighting in Design  
MechChem Africa  
Modern Mining  
Modern Quarrying  
Sparks Electrical News

*Informing industry across Africa*



Issue	Editorial deadline	Booking deadline	Material deadline
January	15-Nov	30-Nov	05-Dec
February	11-Jan	18-Jan	24-Jan
March	08-Feb	13-Feb	16-Feb
April	08-Mar	13-Mar	17-Mar
May	05-Apr	07-Apr	13-Apr
June	03-May	05-May	10-May
July	31-May	02-Jun	07-Jun
August	28-Jun	30-Jun	06-Jul
September	02-Aug	04-Aug	09-Aug
October	30-Aug	01-Sep	06-Sep
November	27-Sep	29-Sep	05-Oct
December	Best projects*	03-Nov	08-Nov
2018			
January	29-Nov	01-Dec	06-Dec
February	17-Jan	18-Jan	24-Jan
March	07-Feb	12-Feb	14-Feb
April	28-Feb	07-Mar	13-Mar
May	04-April	06-Apr	11-Apr
June	02-May	04-May	09-May

\*SPECIAL ISSUE

Technical specifications * (height x width)			
Advert description	Crop size	Type area	With bleed
Double Page Spread	297 x 420	277 x 400	303 x 426
Full Page	297 x 210	260 x 180	303 x 216
Half page vertical	260 x 90		
Half page horizontal	130 x 180		
DPS half page (horizontal)	140 x 420	130 x 400	143 x 426
Third vertical	260 x 55		
Third horizontal	85 x 180		
Quarter standard	130 x 100		
Strip	50 x 180		

\* Material requirements: press optimised PDF files, centred with bleed and saved as CMYK

360° solution

Package rates that include print, website and newsletter advertising available

**Terms of Acceptance apply:**  
<http://crown.co.za/advertising>

**Artwork and printing material, if not supplied by the advertiser, are charged at standard Crown Publications rates.**

## PRINT ADVERTISING

2017 Advertising rates* (RANDS)		*All of the rates exclude VAT.				
Description	Casual	2 to 4	5 to 8	9 to 11	12	
Outside Front Cover	44 000 (includes an online advertisement and DPS cover story)					
Inside Front Cover	24 200	23 500	23 100	22 650	22 000	
Inside Back Cover	22 220	21 500	21 150	20 700	20 200	
Outside Back Cover	25 300	24 500	24 100	23 600	23 010	
Full page	20 220	19 650	19 300	18 950	18 500	
DPS	32 500	31 800	31 300	30 800	30 100	
Half page	15 250	14 900	14 550	13 950	13 000	
Half Pge DPS	21 100	20 700	20 500	20 000	19 200	
Third page	13 125	12 850	12 680	12 350	11 700	
Quarter	11 130	10 800	10 500	10 200	9 700	
Strip	8 790	8 580	8 190	8 020	7 820	
Loose insert	15 960 (based on a single A5/A4 insert)					
Advertorial	Display advert rate PLUS 7% ('ADVERTORIAL' to be published at top of page)					

**Outside front cover specs:** Client to supply high resolution portrait photograph and logo for cover.  
 For the DPS cover story copy and 4 to 6 high resolution photographs must be supplied.

## ONLINE ADVERTISING

Banner adverts	Size: wide x high	Rates per month		
		Casual	2 to 5	6 to 12
Standard rectangle	235 pixels w X 175 h	2 470	2 400	2 310
Standard square	235 pixels w X 235 h	3 460	3 370	3 240
Standard tall	235 pixels w X 350 h	5 560	5 400	5 200
Large rectangle	325 pixels w X 245 h	5 080	4 940	4 750
Large square	325 pixels w X 325 h	6 300	6 100	5 900
Wide banner	600 pixels w X 110 h	6 700	6 550	6 300
Weekly eNewsletter: (Top banner)	600 pixels w X 110 h	4 260 once	4 100 per week	3 990 per week

Adverts can be booked on the *Construction World* website, the Crown homepage and the top banner of the weekly newsletter.



1. Large rectangle/square banner
2. Wide banner
3. Standard rectangle banner
4. Standard tall banner

**Material requirements:**

All advertisements must conform to the sizes specified above  
 Resolution: 72dpi. Saved as .png/jpeg/gif

**Deadlines:**

- Web adverts run for a calendar month.
- Booking deadline 20th of month prior. \*
- Material deadline: 25th of month prior. \*

\*If on a public holiday or weekend, the very first possible day after

