

Construction WORLD

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 36-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, Housing, 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



2018/2019
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, 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 9 000) 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. 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 16th 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 2017 – total circulation: 4 740



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 36 years

Online offering:

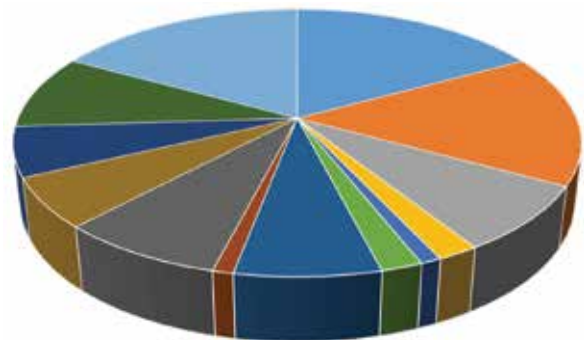
7. Interactive online edition
8. Increasingly popular
www.constructionworldmagazine.co.za
9. Targeted eNewsletter (weekly)

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 2017: 4 740)



- Quantity surveyors
- SALGA
- Architects
- Product and service suppliers
- Consulting engineers
- Registered builders
- Bitument Association
- Educational
- Equipment suppliers
- Civil engineers
- Readymix producers
- Concrete manufacturers
- Municipalities



2018 Features Schedule

January

Telescopic & Access Equipment
Roads & Bridges (incorporating asphalt technology)
Dozers
HVAC

February

Rollers & Compaction
Crane & Heavy Lifting
Graders
Wood Construction

Event:
bauma
CONEXPO
AFRICA

March

Steel Construction & Roofing
Wheel Loaders
Quantity Surveyors
Trucking

April

Cement & Concrete Technology
Geotechnical Engineering
Construction Waste Management & Recycling
Fuel, Oil & Lubricants

Event:
Totally
Concrete

May

Formwork & Scaffolding
Dams & Reservoirs
Skid Steers
Light Steel Frame Building
Health, Safety & Security

June

Roads & Bridges (incorporating asphalt technology)
Crushing, Screening & Reclamation
Precast Concrete Products
Consulting Engineers
*Annual calendar (June 2018 to May 2019)

Event:
Interbuild
Africa

July

Water Engineering
Flooring
Backhoe Loaders
Project Development & Management

August

Shopping Centres & Office Developments
Excavators
Cement & Concrete
Trucking

Event:
Electra
Mining

September

Geotechnical Engineering
Wood Construction
Earthmoving
Alternative Power Solutions

October

Roads & Bridges (incorporating asphalt technology)
Readymix
Fuel, Oil & Lubricants Quarrying
*Sustainable Supplement

November

Trucking
Admixture/Construction Chemicals
Formwork & Scaffolding
External Finishes (paints, coatings, façades, glazing)

December

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



Guests at 2017 Best Projects Awards function.

2019 Features Schedule

January

Telescopic & Access Equipment
Roads & Bridges (incorporating asphalt technology)
Dozers
HVAC

February

Rollers & Compaction
Crane & Heavy Lifting
Graders
Wood Construction

March

Steel Construction & Roofing
Wheel Loaders
Quantity Surveyors
Trucking

April

Cement & Concrete Technology
Geotechnical Engineering
Construction Waste Management & Recycling
Fuel, Oil & Lubricants

Event:
Interbuild
Africa

May

Dams & Reservoirs
Skid Steers
Light Steel Frame Building
Health, Safety & Security

June

Roads & Bridges (incorporating asphalt technology)
Crushing, screening & Reclamation
Precast Concrete Products
Consulting Engineers

*Annual calendar (June 2019 to May 2020)



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
Lighting in Design
MechChem Africa
Modern Mining
Modern Quarrying
Sparks Electrical News

Informing industry across Africa



Issue	Editorial	Booking	Material
2018	deadline	deadline	deadline
January	16-Nov	01-Dec	07-Dec
February	12-Dec	19-Jan	24-Jan
March	19-Jan	14-Feb	19-Feb
April	14-Feb	07-Mar	12-Mar
May	14-Mar	06-Apr	12-Apr
June	13-Apr	04-May	10-May
July	15-May	06-Jun	12-Jun
August	15-Jun	06-Jul	12-Jul
September	18-Jul	03-Aug	08-Aug
October	17-Aug	05-Sep	11-Sep
November	14-Sep	05-Oct	11-Oct
December	Best projects*	08-Nov	13-Nov
2019			
January	16-Nov	06-Dec	10-Dec
February	13-Dec	18-Jan	24-Jan
March	18-Jan	15-Feb	21-Feb
April	15-Feb	13-Mar	19-Mar
May	15-Feb	09-Apr	12-Apr
June	12-Apr	09-May	14-May

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

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



PRINT ADVERTISING

2018 Advertising rates* (RANDS)					
Description	Casual	2 to 4	5 to 8	9 to 11	12
Outside Front Cover	R45 000.00 (includes a large square banner and DPS cover story)				
Inside Front Cover	25 500	24 790	24 370	23 890	23 200
Inside Back Cover	23 440	22 680	22 300	21 800	21 300
Outside Back Cover	26 690	25 840	25 420	24 890	24 270
DPS	34 290	33 550	33 020	32 450	31 750
Full page	21 300	20 730	20 350	19 990	19 500
Half page	16 100	15 720	15 350	14 720	13 700
Half Page DPS	22 260	21 830	21 630	21 100	20 250
Third page	13 850	13 550	13 380	13 030	12 340
Quarter	11 740	11 395	11 080	10 760	10 230
Strip	9 270	9 050	8 640	8 460	8 250
Loose insert	16 830 (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	2 600	2 530	2 440
Standard square	235 pixels w X 235 h	3 650	3 560	3 420
Standard tall	235 pixels w X 350 h	5 870	5 700	5 490
Large rectangle	325 pixels w X 245 h	5 360	5 210	5 010
Large square	325 pixels w X 325 h	6 650	6 440	6 230
Wide banner	600 pixels w X 110 h	7 070	6 910	6 650

Newsletter banners (Weekly)	Size: wide x high	Rates (annually)		
		Casual	2 to 5	6 to 12
Top Banner	600 pixels w X 110 h	4 500	4 330	4 210
Centre banner	600 pixels w X 110 h	4 260	4 100	3 990

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

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*

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.

CROWN
PUBLICATIONS *Informing industry across Africa*

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