

African Energy JOURNAL

January – December 2012

Facts & Rates 2012

Philosophy

To serve our readers with credible information and thus create trusting relationships which introduce our advertisers to receptive audiences.

Mission statement

To report on the African continent's fast-developing power infrastructure with emphasis on providing early notification of emerging projects which look globally for expertise and technology inputs.

Publisher of Websites, e-mail bulletins, yearbooks and magazines

- *The Civil Engineering Contractor*
 - *Mining Mirror*
 - *Plant Equipment & Hire*
 - *Building Africa*
 - *Urban Green File*
- *Journal of Facilities Management*
 - *African Mining*
 - *African Energy Journal*
- *Water Sewage & Effluent (WASE Africa)*
 - *Quarry Southern Africa*
 - *African Mines Handbook*
 - *African Mines Online*
 - *Sustain Yearbook*
- *Equipment Specifications Yearbook*

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The growth of Africa's power supply (on-grid and off-grid electricity) will support the continent's future development and **African Energy Journal** was launched in 1999 to track this growth into the new millennium.

The magazine covers the development of the African continent's power infrastructure, through new projects and the refurbishment of existing plants and facilities. Africa's various energy options are explored, as well as the technical, economic, regulatory and environmental issues involved in the business of power generation, transmission and distribution.

Most importantly, **African Energy Journal** provides early warning of emerging projects which seek, globally, expertise and technology inputs – this information is crucial for companies expanding to take advantage of new opportunities in Africa.

The journal is circulated throughout South Africa and the rest of Africa; targeting senior decision-makers in national power utilities, government energy departments, municipalities, engineering companies, mines, contractors, equipment manufacturers, research institutions and other groups allied to the field of power generation, transmission and distribution.

African Energy Journal is published six times a year (February, April, June, August, October and December).

African Energy Journal won the award for best magazine in the Electrical & Electronics Engineering category of the Magazine Publishers Association of South Africa 2005 Sappi Pica Awards.

The journal's well-established readership and circulation data is monitored on a daily basis to ensure accuracy and correct targeting. **African Energy Journal** is mailed independently and addressed personally by name, job title and company to a carefully researched audience.

Writing worth reading

**Brooke Pattrick Publications
(Pty) Ltd**

Building 13, Pinewood Office Park,
33 Riley Road, Woodmead
Private Bag X40, Rivonia, 2128, South Africa

B R O O K E P A T T R I C K
P U B L I C A T I O N S

African Energy JOURNAL

January – December 2012

Facts & Rates 2012

Terms and conditions

Booking deadline: First day of the month prior to the month of publication (NB: no cancellations will be accepted after this date). A surcharge will be levied for cancellations of contract bookings.

Material deadline: 5th day of the month prior to month of publication.

For new clients: A deposit of 30% is required based on the total of the confirmed quote. During this time, the account will be monitored and, if payments of invoices are received timeously, the debtor will qualify for a 30-day account from the date of the invoice. The deposit will be offset against the final payment required. Once-off bookings require a 50% deposit.

Payment is strictly 30 days for direct bookings and 45 days for advertisement-agency bookings from the date of statement. Interest will be charged at a rate of prime plus 3% per annum on outstanding accounts.

Cancellations will only be accepted in writing (with the onus of proof resting with the advertiser) and received by no later than the 1st day of the month prior to the month of publication. If any advertisements are cancelled and not replaced during the course of the contract, a surcharge must be made in accordance with our rate card.

In the event that **material does not reach us on time**, as instructed in the advertisement-confirmation letter, Brooke Patrick Publications reserves the right to repeat old material, to charge the client for the advertisement without it appearing or to place the advertisement in a future edition of the same magazine.

Special positions and cover alternatives cannot be cancelled once confirmed. No position can be guaranteed unless the advertiser has paid a surcharge or if it is a cover booking.

Brooke Patrick Publications does not accept responsibility for slight **variations in colour** in advertisements.

Brooke Patrick Publications does not accept responsibility for advertisements supplied without a **colour proof**.

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Alterations will incur a fee.

Should an **advertising agency** be contracted to manage direct bookings, the value of the initial booking may not be diminished.

Agency commission – Agencies forfeit ALL commission if payment is not received within 45 days from the invoice date.

African Energy Journal

(published alternate monthly in February, April, June, August, October and December)

• All rates in South African rand (excluding VAT)

Size	1-3 (per insertion)	4-6 (per insertion)
Double-page spread	R18 000	R16 200
Full page	R12 000	R10 800
Half page	R8 400	R7 550
Third page	R7 200	R6 500
Quarter page	R6 000	R5 400
Strip	R4 800	R4 350
Outside back	R16 200	R14 600
Inside back	R13 800	R12 500
Inside front	R15 000	R13 500
Loose insert	R17 550	

E-mail bulletin	6-11 (minimum)	12-18	19-25
Banner advertisement	R3 400	R2 800	R2 200

The e-mail bulletin is distributed fortnightly.

Circulation: January – June 2011

Readership breakdown by occupation/sector

- Equipment supply professionals23%
- Power-utility managers and engineers17%
- Municipalities17%
- Mine engineers13%
- Government officials10%
- Consulting engineers10%
- Universities, technikons and libraries10%

African Energy Journal is mailed independently and addressed personally by name, job title and company to a carefully researched audience.

Total circulation: 2 584

Net copy sales (above 50%): 230

Net copy sales (below 50%): 0

Controlled free distribution: 2 354



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 Advertisement Sales Administrator
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We sell on value rather than price

BROOKEPATTRICK
 P U B L I C A T I O N S

African Mining

REVEALING AFRICA'S MINERAL WEALTH

January – December 2012

Facts & Rates 2012

Philosophy

To serve our readers with credible information and thus create trusting relationships which introduce our advertisers to receptive audiences.

Mission statement

To provide a regular flow of valuable business-related information on minerals exploration and mining developments throughout Africa.

Publisher of Websites, e-mail bulletins, yearbooks and magazines

- *The Civil Engineering Contractor*
 - *Mining Mirror*
- *Plant Equipment & Hire*
 - *Building Africa*
 - *Urban Green File*
- *Journal of Facilities Management*
 - *African Mining*
 - *African Energy Journal*
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African Mining is a refreshing and informative journal focusing on mineral exploration and development across the African continent, excluding South Africa. **African Mining's** sister publication, **Mining Mirror**, focuses extensively on mining activities, exploration and development in South Africa.

To match the editorial focus, **African Mining** is circulated to all mining countries in Africa; reaching key managerial and technical staff on mines, as well as decision-makers in mining companies, exploration groups, government departments, consultancies and equipment suppliers.

The magazine's main articles are generated from original research; attracting a high level of reader interest by providing in-depth reports on exploration projects and mines (in development and operation). These reports carry valuable business intelligence for individuals and companies working to develop their businesses in Africa.

Regular topics covered in the magazine include exploration (regional briefings), mining projects, mineral processing, technology, environmental issues and equipment-supplier news. Each edition of **African Mining** focuses on a major mining region in Africa with exploration features on countries with mineral industries in earlier stages of development. The high quality of **African Mining's** content and presentation, combined with carefully targeted distribution, ensures that advertisers reach their audiences effectively.

African Mining is published six times a year in January, March, May, July, September and November. Readership and circulation data is monitored on a daily basis to ensure accuracy and correct targeting. The magazine is mailed independently and addressed personally – by name, title and company – to a carefully researched audience.

Writing worth reading

Brooke Patrick Publications (Pty) Ltd

Building 13, Pinewood Office Park,
33 Riley Road, Woodmead
Private Bag X40, Rivonia, 2128, South Africa

B R O O K E P A T T R I C K
P U B L I C A T I O N S

African Mining

REVEALING AFRICA'S MINERAL WEALTH

January – December 2012

Facts & Rates 2012

Terms and conditions

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Material deadline: 5th day of the month prior to month of publication.

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African Mining

(published six times a year in January, March, May, July, September and November)

• All rates in South African rand (excluding VAT)

Size	1-3 (per insertion)	4-6 (per insertion)
Double-page spread	R22 500	R20 250
Full page	R15 000	R13 500
Half page	R10 500	R9 450
Third page	R9 000	R8 100
Quarter page	R7 500	R6 750
Strip	R6 000	R5 400
Outside back cover	R20 250	R18 250
Inside back cover	R17 250	R15 550
Inside front cover	R18 750	R16 900
Loose insert	R22 900	

E-mail bulletin	6-11 (minimum)	12-18	19-25
Banner advertisement	R3 400	R2 800	R2 200

The e-mail bulletin is distributed fortnightly.

Circulation: January – June 2011

Readership breakdown by occupation/sector

- Mine, production, plant and procurement managers26%
- Exploration managers and geologists19%
- Mining houses and junior mining houses18%
- Related industries13%
- Universities, technikons and libraries5%

Total circulation: 3 276

Net copy sales (above 50%): 616
 Net copy sales (below 50%): 0
 Controlled free distribution: 2 660



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B R O O K E P A T T R I C K
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African Mines

Handbook 2013

Facts & Rates

Philosophy

To serve our readers with credible information and thus create trusting relationships which introduce our advertisers to receptive audiences.

Mission statement

To produce, in book form, an update of the most comprehensive database on operational mines, mine projects and exploration undertakings throughout Africa.

Publisher of Websites, e-mail bulletins, yearbooks and magazines

- *The Civil Engineering Contractor*
 - *Mining Mirror*
 - *Plant Equipment & Hire*
 - *Building Africa*
 - *Urban Green File*
- *Journal of Facilities Management*
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Alongside its respected mining journals, *African Mining* and *Mining Mirror*, Brooke Patrick Publications has been successfully publishing the *African Mines Handbook* since 2002. Initially a stand-alone book listing all the mines and mining activities on the African continent, it was followed in 2004/5 by a handbook distributed in six regional sections to paying subscribers to *African Mining* and *Mining Mirror* magazines. During 2005 and early 2006, the same handbook became available online at www.mining.co.za with access restricted to paying subscribers to the *African Mines Handbook* and *African Mines Online*.

Brooke Patrick Publications intends to publish the *African Mines Handbook* again in December 2012.

Why publish a hard-copy version if the information is available online?

Although the online version enables the user to search for information on a specific mine at any time, and to find the most up-to-date information, it is not always convenient or possible to conduct business with mines in Africa via the Internet. With slow and expensive Internet connections, it is often easier to just flip through the book. It is also often easier to carry a book when travelling rather than a computer with an Internet connection.

Ownership, in terms of exploration projects and mines, changes continually because of mergers and acquisitions in the junior-mining field. New explorations and projects also take off constantly while new companies are established. The information in the *African Mines Handbook* is, therefore, updated regularly. By the end of 2012, it would be safe to say that the printed version issued in 2011 will be outdated. For this reason, Brooke Patrick Publications will again produce an updated printed version of the *African Mines Handbook* in December 2012.

Known as the *African Mines Handbook 2013*, it will be made available to subscribers only. A print run of 2 000 copies is planned.

The content will comprise:

- Maps of countries and the location of mines by country or region
- Information on current and planned exploration projects in each country
- Information on mining projects under way in each country
- Information on operational mines in each country – underground and opencast
- Alphabetical cross-reference list by mine/project name, mineral type and owner
- Alphabetical cross-reference to advertisements organised by company name and type of services/products offered

The book will be an invaluable source of information for anyone who wants to track the status, location or contact details of any exploration project or mine on the African continent. Users vary from financial advisers on the stock markets, mining houses, junior miners and operational personnel on mines to mining consultants and suppliers of products and services to the mines.

Writing worth reading

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B R O O K E P A T T R I C K
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African Mines

Handbook 2013

Facts & Rates

Terms and conditions

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Agency commission – Agencies forfeit ALL commission if payment is not received within 45 days from the invoice date.

Who should advertise?

- Mining houses and junior miners who want to showcase their projects and companies
- Mining consultants who want to promote their services to the mines
- Exploration companies
- Mining contractors
- Product and equipment suppliers to the mines

The handbook will include approximately 272 pages with 40 full pages allocated to advertising. With limited space available, we recommend that advertisers book without delay!

Circulation

A total of 2 000 copies will be mailed to paying subscribers to the *African Mines Handbook* and *African Mines Online*, as well as other industry leaders.

Readers will comprise government departments, mining houses, junior miners, mine managers and technical staff, geologists, exploration companies, mining consultants and investors in mining.

African Mines Handbook 2013*

- All rates in South African rand (excluding VAT)

	Early Bird	Normal
Full page	R15 300	R17 000
Half page	R10 600	R11 900
Third page	R9 250	R10 100
Quarter page	R7 650	R 8 500
Strip	R4 250	R 6 800
Outside back cover	R20 750	R22 900
Inside front cover (double-page spread)	R28 750	R31 800
Inside back cover (double-page spread)	R26 400	R29 250
Inside back cover	R17 550	R19 500
Inside front cover	R19 100	R21 200
Double-page spread	R22 900	R25 500
Full page (opposite contents page)	R16 950	R18 750
Full page – area	R16 800	R18 750
Full page – How to use the handbook	R16 100	R17 850

DEADLINE DATES

Early Bird Bookings:
1 August 2012

Standard Bookings:
1 November 2012

Material:
5 November 2012

Circulation: Jan – Dec 2010

Total circulation: 1 682

Net copy sales: 378
Controlled
free distribution: 1 304



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rather than price**

B R O O K E P A T T R I C K
P U B L I C A T I O N S

Building Africa

January – December 2012

Facts & Rates 2012

Philosophy

To serve our readers with credible information and thus create trusting relationships which introduce our advertisers to receptive audiences.

Mission statement

To focus on the construction of buildings throughout the African continent; providing readers with knowledge of project opportunities and development trends, as well as building technologies and efficiencies, to facilitate better building practices and successful building businesses.

Publisher of Websites, e-mail bulletins, yearbooks and magazines

- *The Civil Engineering Contractor*
 - *Mining Mirror*
 - *Plant Equipment & Hire*
 - *Building Africa*
 - *Urban Green File*
- *Journal of Facilities Management*
 - *African Mining*
 - *African Energy Journal*
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Buildings are places. People define themselves by buildings – the places where they live, work, shop or relax. **Building Africa** writes about the creation of these places. It offers readers insight into the “business of building” – how buildings come to exist – from planning and design through to construction and refurbishment.

Readers comprise the full spectrum of people involved in the creation of buildings – they can be grouped into four broad categories:

1. client bodies (people who own or control property and initiate building projects);
2. consultants (specialists – architects and engineers – who plan and design buildings);
3. contractors (who undertake the technical task of the actual construction); and
4. suppliers (manufacturers, distributors and agents supplying equipment and materials).

Editorially, **Building Africa** appeals to all four categories of readers by providing intelligence on:

- opportunities in the building industry;
- property, business and development trends affecting the industry;
- new or innovative building technologies;
- issues affecting the industry (health, safety and training, for example); and
- examples of successful and unsuccessful projects, businesses and people in the industry.

To ensure wide coverage, the editorial team travels extensively to visit role players and projects throughout the continent.

The magazine covers all types of buildings from industrial and commercial to public and residential. It is, however, a journal for major construction projects – not single home building or alterations.

Building Africa has a bold design to appeal to its target audience of builders, architects and property developers. Original photographs taken on site and drawings or illustrations to describe building processes are used extensively to appeal to the reader. The layout portrays the excitement of innovative thinking, cutting-edge technologies and visionary business strategies in building projects.

The journal's well-established readership and circulation data is monitored on a daily basis to ensure accuracy and correct targeting. **Building Africa** is mailed independently and addressed personally by name, job title and company to a carefully researched audience.

Writing worth reading

Brooke Patrick Publications (Pty) Ltd

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33 Riley Road, Woodmead
Private Bag X40, Rivonia, 2128, South Africa

B R O O K E P A T T R I C K
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Building Africa

January – December 2012

Facts & Rates 2012

Terms and conditions

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Building Africa (published monthly)

• All rates in South African rand (excluding VAT)

Size	1-4 (per insertion)	5-8 (per insertion)	9-12 (per insertion)
Double-page spread	R18 750	R16 900	R16 000
Full page	R12 500	R11 250	R10 650
Half page	R8 750	R7 900	R7 500
Third page	R7 500	R6 750	R6 400
Quarter page	R6 250	R5 650	R5 350
Strip	R5 000	R4 500	R4 250
Outside back cover	R16 900	R15 200	R14 250
Inside back cover	R14 400	R12 950	R12 250
Inside front cover	R15 650	R14 100	R13 350
Loose insert	R21 900		

E-mail bulletin	6-11 (minimum)	12-18	19-25
Banner advertisement	R3 400	R2 800	R2 200

The e-mail bulletin is distributed fortnightly.

Circulation: July – September 2011

Readership breakdown by occupation/sector

- Consultants and contractors (project managers, quantity surveyors, land surveyors, architects, architectural technologists, structural engineers and subcontractors)60%
- Suppliers to the building industry (site and logistical equipment, building products, systems and finishes).....15%

Total circulation: 3 124

- Industry drivers (national, provincial and local government, property developers, property owners, financial institutions and major contractors)25%

Net copy sales (above 50%): 296
Net copy sales (below 50%): 0
Controlled free distribution: 2 828



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B R O O K E P A T T R I C K
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JFM

JOURNAL OF FACILITIES MANAGEMENT

January – December 2012

Facts & Rates 2012

Philosophy

To serve our readers with credible information and thus create trusting relationships which introduce our advertisers to receptive audiences.

Mission statement

To present facility owners/operators with a comprehensive reference of best practice in facilities management. The aim is to provide essential and factual information which facility owners/operators can rely on to make important business decisions.

Publisher of Websites, e-mail bulletins, yearbooks and magazines

- *The Civil Engineering Contractor*
 - *Mining Mirror*
 - *Plant Equipment & Hire*
 - *Building Africa*
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The **Journal of Facilities Management (JFM)**, published monthly, provides business intelligence on the overall management of facilities.

The target readers are the owners/operators of properties and facilities. They are business people responsible for financial decisions about the operation, maintenance and expansion or development of facilities. They are interested in running a profitable and sustainable facility, and keen to learn about new business approaches and technologies. Outsourced services and solutions which will result in improved efficiencies, such as energy saving, attract their attention.

Apart from the owner/operator, **JFM** appeals to facilities-management solution providers and consultants such as mechanical and electrical engineers, architects and interior designers. The magazine is also read by service providers of hard and soft facilities-management services such as heating, ventilation and air-conditioning (HVAC), plumbing and sewerage, electrical services, security and access control, catering, cleaning and landscaping, for example.

JFM has been carefully structured to attract the facility owner/operator's attention. Specific sections of the magazine focus on personality profiles, the overall operation of a facility, the design and construction of new facilities, and aspects of facilities management (hard and soft services).

JFM pursues a paid-subscription distribution model. Each edition is circulated to at least 3 000 industry specialists. At least a third of readers represent specific facility owners/operators and, depending on the theme, this varies from sports, transport and business/retail/leisure facilities to owners/operators.

E-mail bulletin: communicating with a captive audience

Every fortnight, **JFM** subscribers receive an e-mail bulletin filling the information gap between print editions of the magazine. The bulletin contains the exclusive opportunity for a single advertiser to communicate with this audience through a Website-linked banner advertisement. Rates are available on request.

Brooke Patrick Publications (Pty) Ltd

Building 13, Pinewood Office Park,
33 Riley Road, Woodmead
Private Bag X40, Rivonia, 2128, South Africa

B R O O K E P A T T R I C K
P U B L I C A T I O N S

January – December 2012

Facts & Rates 2012

Terms and conditions

Booking deadline: First day of the month prior to the month of publication (NB: no cancellations will be accepted after this date). A surcharge will be levied for cancellations of contract bookings.

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Alterations will incur a fee.

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Agency commission – Agencies forfeit ALL commission if payment is not received within 45 days from the invoice date.

JFM

(published monthly)

• All rates in South African rand (excluding VAT)

Size	1-4 (per insertion)	5-8 (per insertion)	9-12 (per insertion)
Double-page spread	R18 750	R16 900	R16 000
Full page	R12 500	R11 250	R10 650
Half page	R8 750	R7 900	R7 500
Third page	R7 500	R6 750	R6 400
Quarter page	R6 250	R5 650	R5 350
Strip	R5 000	R4 500	R4 250
Outside back cover	R16 900	R15 200	R14 350
Inside back cover	R14 400	R12 950	R12 250
Inside front cover	R15 650	R14 100	R13 350
Loose insert	R21 900		

E-mail bulletin	6-11 (minimum)	12-18	19-25
Banner advertisement	R3 400	R2 800	R2 200

The e-mail bulletin is distributed fortnightly.

Circulation: July – September 2011

Readership breakdown by occupation/sector

- Owners/operators and managers of sports and transport facilities, corporate offices, shopping centres, resorts, hotels, hospitals and prisons.....70%
- Maintenance services providers (suppliers of hard and soft maintenance services, as opposed to management functions, ranging from HVAC and electrical to landscaping and catering)10%
- Suppliers of products and technologies9%
- Government departments and local authorities6%

- Built-environment professionals (consultants such as mechanical and electrical engineers, architects and interior designers – space planners)3%
- Academic and training institutions as well as industry bodies, among others.....2%

JFM is mailed independently and addressed personally by name, title and company to a carefully researched audience.

Total circulation: 3 063

Net copy sales (above 50%): 97
 Net copy sales (below 50%): 0
 Controlled free distribution: 2 966



For advertisement-material requirements, contact:
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 Website: www.brookepatrick.com

We sell on value rather than price



MINING MIRROR

January – December 2012

Facts & Rates 2012

Philosophy

To serve our readers with credible information and thus create trusting relationships which introduce our advertisers to receptive audiences.

Mission statement

Mining Mirror reflects the full spectrum of the mining and minerals-processing industry in South Africa with emphasis on project and technical news.

Publisher of Websites, e-mail bulletins, yearbooks and magazines

- *The Civil Engineering Contractor*
 - *Mining Mirror*
 - *Plant Equipment & Hire*
 - *Building Africa*
 - *Urban Green File*
- *Journal of Facilities Management*
 - *African Mining*
 - *African Energy Journal*
- *Water Sewage & Effluent (WASE Africa)*
 - *Quarry Southern Africa*
 - *African Mines Handbook*
 - *African Mines Online*
 - *Sustain Yearbook*
- *Equipment Specifications Yearbook*

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Website: www.brookepatrick.com



Since its inception in 1988, **Mining Mirror** has earned widespread respect as the premier South African monthly publication covering mining, mineral processing, exploration and junior-mining opportunities.

Mining Mirror's philosophy is to provide readers with impartial editorial in the form of exclusive coverage of the latest developments influencing this important sector of the economy. The **Mining Mirror** team travels extensively throughout the country and internationally in its quest for original editorial gathered through research and investigative journalism.

Mining Mirror focuses on current issues in the mining industry:

The "Sunrise" section focuses on new projects, black economic empowerment in mining and revitalising existing operations.

"Profile" introduces the views of operation and future leaders on the business practicalities of mining in South Africa.

"Excursion" introduces a mine in a different province every month (exposing its solutions to various business and operating challenges).

All aspects pertaining to companies serving the mining industry form an integral part of the journal in the "Mining in Focus" section (including contracts awarded, achievements, new technologies, hardware/software and safety).

"News" and "Global" feature the latest developments influencing this important sector of the economy locally and internationally.

Statistics, products and services, mining equipment, new people in the industry and a mining diary are also included every month.

Mining Mirror is published monthly for the industry's decision-makers.

The journal's well-established readership and circulation data are monitored on a daily basis to ensure accuracy and correct targeting.

Mining Mirror is mailed independently and addressed personally by name, title and company to a carefully researched audience.

Writing worth reading

**Brooke Pattrick Publications
(Pty) Ltd**

Building 13, Pinewood Office Park,
33 Riley Road, Woodmead
Private Bag X40, Rivonia, 2128, South Africa

B R O O K E P A T T R I C K
P U B L I C A T I O N S



MINING MIRROR

January – December 2012

Facts & Rates 2012

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Agency commission – Agencies forfeit ALL commission if payment is not received within 45 days from the invoice date.

Mining Mirror (published monthly)

• All rates in South African rand (excluding VAT)

Size	1-4 (per insertion)	5-8 (per insertion)	9-12 (per insertion)
Double-page spread	R22 500	R20 250	R19 150
Full page	R15 000	R13 500	R12 750
Half page	R10 500	R9 450	R8 950
Third page	R9 000	R8 100	R7 650
Quarter page	R7 500	R6 750	R6 400
Strip	R6 000	R5 400	R5 100
Outside back cover	R20 250	R18 250	R17 250
Inside back cover	R17 250	R15 550	R14 750
Inside front cover	R18 750	R16 900	R16 000
Loose insert	R22 900		

E-mail bulletin	6-11 (minimum)	12-18	19-25
Banner advertisement	R3 400	R2 800	R2 200

The e-mail bulletin is distributed fortnightly.

Circulation: July – September 2011

Readership breakdown by occupation/sector

- Mine, plant, procurement and product managers35%
- Exploration companies, junior-mining houses and other mining houses ..26%
- Mining contractors and geologists18%
- Related industries10%
- Government departments8%
- Training and academic institutions3%

Mining Mirror is mailed independently and addressed personally by name, title and company to a carefully researched audience.

Total circulation: 3 173

Net copy sales (above 50%): 686
 Net copy sales (below 50%): 0
 Controlled free distribution: 2 487



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We sell on value rather than price

BROOKEPATTRICK
 P U B L I C A T I O N S

Quarry

SOUTHERN AFRICA

January – December 2012

Facts & Rates 2012

Philosophy

To serve our readers with credible information and thus create trusting relationships which introduce our advertisers to receptive audiences.

Mission statement

To be the magazine of choice for information relating to the successful operation of businesses within the southern African quarrying sector.

Publisher of Websites, e-mail bulletins, yearbooks and magazines

- *The Civil Engineering Contractor*
 - *Mining Mirror*
- *Plant Equipment & Hire*
 - *Building Africa*
 - *Urban Green File*
- *Journal of Facilities Management*
 - *African Mining*
- *African Energy Journal*
- *Water Sewage & Effluent (WASE Africa)*
 - *Quarry Southern Africa*
 - *African Mines Handbook*
 - *African Mines Online*
 - *Sustain Yearbook*
- *Equipment Specifications Yearbook*

Contact:

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Advertisement Sales Manager
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Cell: 082-419-2358
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Website: www.brookepatrick.com



The growth of Africa's infrastructure development depends on the sustainable supply of construction material. To this end, **Quarry Southern Africa** promotes the development of quarrying solutions appropriate to the region's economic context.

The launch of **Pit & Quarry Southern Africa** in March 1997, to serve the region's extensive surface-mining, quarrying and construction industries, proved to be the right step at the right time.

The magazine grew from strength to strength with increasing support from each sector. However, in 2006, **Pit & Quarry Southern Africa's** publisher felt that the quarrying and recycling sector had outgrown the space it shared with opencast mining in the magazine. On top of this, the mining sector was already particularly well served in South Africa and the rest of Africa by sister publications **Mining Mirror** and **African Mining**.

It was, therefore, decided that the magazine should focus entirely on the sourcing and mining of construction material – or quarrying!

Quarry Southern Africa highlights four segments of the quarrying industry:

1. Exploration and sourcing of material.
2. Winning or mining of material.
3. Beneficiation and processing of material.
4. Use of material in the construction industry.

Quarry Southern Africa provides original business intelligence. The content is valuable to business readers in that it provides analysis, comparison, debate, insight and business opportunities. Most importantly, it draws on the experiences of others operations in the same industry.

The journal is published every alternate month in January, March, May, July, September and November.

Quarry Southern Africa provides news and information accurately and on time to an identified and qualified readership.

Quarry Southern Africa won a Sappi Pica Award in 2003 after being voted the best "civil construction, building and infrastructural development" magazine in South Africa.

Readership and circulation data is monitored on a daily basis to ensure accuracy and correct targeting. **Quarry Southern Africa** is mailed independently and addressed personally by name, title and company to a carefully researched audience.

Writing worth reading

**Brooke Patrick Publications
(Pty) Ltd**

Building 13, Pinewood Office Park,
33 Riley Road, Woodmead
Private Bag X40, Rivonia, 2128, South Africa

B R O O K E P A T T R I C K
P U B L I C A T I O N S

January – December 2012

Facts & Rates 2012

Terms and conditions

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Agency commission – Agencies forfeit ALL commission if payment is not received within 45 days from the invoice date.

Quarry Southern Africa

(published alternate monthly in January, March, May, July, September and November)

• All rates in South African rand (excluding VAT)

Double-page spread	R19 500	R17 550
Full page	R13 000	R11 700
Half page	R9 100	R8 200
Third page	R7 800	R7 050
Quarter page	R6 500	R5 850
Strip	R5 200	R4 700
Outside back cover	R17 550	R15 800
Inside back cover	R14 950	R13 450
Inside front cover	R16 250	R14 650
Loose insert	R17 500	

E-mail bulletin	6-11 (minimum)	12-18	19-25
Banner advertisement	R3 400	R2 800	R2 200

The e-mail bulletin is distributed fortnightly.

Circulation: January – June 2011

Readership breakdown by occupation/sector

- Quarry managers and operators32%
- Civil-engineering and building contractors.....28%
- Manufacturers of building and construction materials such as cement and bricks.....12%
- Equipment and technology suppliers10%
- Contract miners9%
- Government departments5%
- Consultants (geologists, civil engineers and environmental consultants).....4%

Quarry Southern Africa is mailed independently and addressed personally by name, title and company to a carefully researched audience.

Total circulation: 2 607

Net copy sales (above 50%): 208
 Net copy sales (below 50%): 0
 Controlled free distribution: 2 399



For advertisement-material requirements, contact:

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 Advertisement Sales Administrator
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 Fax: (+27 11) 234-6290
 E-mail: mmuller@brookepatrick.co.za
 Website: www.brookepatrick.com

We sell on value rather than price

EQUIPMENT Specifications HANDBOOK 2013

Facts & Rates

Philosophy

To serve our readers with credible information and thus create trusting relationships which introduce our advertisers to receptive audiences.

Mission statement

To provide comprehensive specification statistics and information on the construction, quarrying and mining equipment available in South Africa in 2013.

Publisher of Websites, e-mail bulletins, yearbooks and magazines

- *The Civil Engineering Contractor*
 - *Mining Mirror*
- *Plant Equipment & Hire*
 - *Building Africa*
 - *Urban Green File*
- *Journal of Facilities Management*
 - *African Mining*
 - *African Energy Journal*
- *Water Sewage & Effluent (WASE Africa)*
 - *Quarry Southern Africa*
 - *African Mines Handbook*
 - *African Mines Online*
 - *Sustain Yearbook*
- *Equipment Specifications Yearbook*

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Website: www.brookepatrick.com



For anyone, or a company, wanting to market equipment for sale or rental to interested parties in construction, quarrying and mining, this is the ideal vehicle.

Equipment Specifications Handbook 2013 will be published in the December 2012 edition of *Plant Equipment & Hire* with all current equipment specifications for mining, quarrying and construction equipment available in South Africa in 2013. The information will be sourced from original equipment manufacturers and presented per equipment type and model in table format.

Just as these "specs" have been presented in *Plant Equipment & Hire* magazine on a monthly basis, they will appear in this handbook – one consolidated resource of equipment specifications. From skid-steers and excavators to backhoe loaders and wheel loaders – we will cover all!

Demand for this type of handbook has been voiced by countless equipment buyers and decision-makers across southern Africa. *Equipment Specifications Handbook 2013* aims to provide the necessary information which will be used throughout 2013.

The shelf life of 12 months also makes this an extremely worthwhile tool for interested advertisers and marketers.

Equipment categories include:

- Skid-steers
- Telehandlers
- Crawler excavators
- Wheeled excavators
- Wheel loaders
- Backhoe loaders
- Articulated dump trucks
- Rigid dump trucks
- Motor graders
- Bulldozers
- Vibratory rollers
- Tower cranes
- Mobile cranes
- Mobile compressors
- Mobile generators
- Mobile crushers
- Mobile screens
- Bucket crushers
- Tippers and mixers
- Asphalt batching plants
- Dumpers

Writing worth reading

Brooke Patrick Publications (Pty) Ltd

Building 13, Pinewood Office Park,
33 Riley Road, Woodmead
Private Bag X40, Rivonia, 2128, South Africa

B R O O K E P A T T R I C K
P U B L I C A T I O N S

EQUIPMENT Specifications HANDBOOK 2013

Facts & Rates

Terms and conditions

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Agency commission – Agencies forfeit ALL commission if payment is not received within 45 days from the invoice date.

• All rates in South African rand (excluding VAT)

Size	Early Bird	Normal
Double-page spread	R21 500	R23 850
Full page	R14 500	R15 900
Half page	R10 000	R11 150
Third page	R8 600	R9 550
Quarter page	R7 200	R7 950
Strip	R5 500	R6 400
Outside back cover	R19 000	R21 500
Inside front cover	R18 000	R19 900
Inside back cover	R16 500	R18 300
Inside front cover double-page spread	R18 000	R20 300
Inside back cover double-page spread	R17 800	R19 875
Full page after contents page	R15 500	R16 750

DEADLINE DATES

Early Bird Bookings:
1 August 2012

Standard Bookings:
1 November 2012

Material:
5 November 2012

Circulation: July – September 2011

Readership breakdown by occupation/sector

- Contractors, mines and quarries.....34%
- State departments, consulting engineers, plant hirers and local authorities38%
- Related industries20%
- Universities, technikons and libraries8%

information package and will be published in December 2011.

It is mailed independently and addressed personally by name, title and company to a carefully researched and targeted readership.

Total circulation: 2 530

Equipment Specifications Handbook 2013 is a supplementary special edition of the **Plant Equipment & Hire** print-media

Net copy sales (above 50%):355
Net copy sales (below 50%): 0
Controlled free distribution:2 175



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B R O O K E P A T T R I C K
P U B L I C A T I O N S

SUSTAIN

2013

November 2012

Facts & Rates

A yearbook on sustainable development in industry and business brought to you by renowned business-to-business publisher Brooke Patrick Publications.

Mission statement

To provide a comprehensive overview of sustainable development within the South African business sector, specifically cleaner production and resource-efficient technologies as well as best practices in sustainable development.

Publisher of Websites, e-mail bulletins, yearbooks and magazines

- *The Civil Engineering Contractor*
 - *Mining Mirror*
 - *Plant Equipment & Hire*
 - *Building Africa*
 - *Urban Green File*
- *Journal of Facilities Management*
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In November each year, Brooke Patrick Publications produces the **SUSTAIN** yearbook – a showcase of sustainable-development projects in the fields of mining, quarrying, energy, civil engineering, building, architecture, water, urban/environmental planning and facilities management. The publication provides industry leaders with insight into the achievement of business efficiencies which increase profitability while safeguarding social and environmental interests. Extensively researched articles illustrate how resources such as water and energy can be used more efficiently, pollution minimised and recycled materials used for building projects.



SUSTAIN summarises the latest technologies and trends affecting sustainable development with focus on the contribution of business in general, and industry specifically, towards achieving sustainable development. Importantly, business opportunities emerging from the pursuit of sustainable development are highlighted.

Who should advertise?

- Companies concerned about their corporate images and wanting to showcase their sustainable-development initiatives. This is particularly important for companies with ISO 14001 certification, as well as listed companies which have adopted the triple bottom-line approach.
- Companies offering technology solutions which can help industrial entities maintain better environmental practices (for example, technology which reduces emissions or saves water/energy).
- Consultancies such as engineering practices, “green” architects and environmental consultants.

An information exchange

SUSTAIN is a publication for African business – from large-scale corporate and industrial entities to small-scale enterprises – to exchange information on cleaner production methods and the efficient use of resources.

SUSTAIN showcases technologies which can play a role in minimising pollution and ensuring the sustainable utilisation of resources. At the same time, it presents opportunities for the entrepreneur – from developing new ways to deal with pollution or generating electricity more efficiently, for instance, to consulting and manufacturing.

Writing worth reading

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P U B L I C A T I O N S

SUSTAIN

2013

November 2012

Facts & Rates

Terms and conditions

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SUSTAIN

(annual publication)

- All rates in South African rand (excluding VAT)

	Early Bird	Standard
Double-page spread	R22 500	R24 500
Full page	R15 000	R16 500
Half page	R10 500	R12 000
Third page	R8 750	R10 000
Quarter page	R7 000	R8 000
Strip	R6 000	R6 750
Outside back cover	R21 000	R22 000
Inside front cover	R19 000	R20 000
Inside back cover	R17 000	R18 000

Distribution

- A print run of 4 000 copies is envisaged.
- **SUSTAIN 2013** will be distributed through direct subscription to selected decision-makers in the extensive Brooke Patrick Publications database of business people in the fields of mining, quarrying, energy, civil construction, building, architecture, equipment, water, urban/environmental planning and facilities management.
- Some copies will be available in selected bookstores in South Africa's main urban centres.

Circulation: Jan – Dec 2010

Total circulation: 2 512

Net copy sales: 103

Controlled free distribution: 2 409



For advertisement-material requirements, contact:

Michelle Muller
Advertisement Sales Administrator
Tel: (+27 11) 603-3960
Fax: (+27 11) 234-6290
E-mail: mmuller@brookepatrick.co.za
Website: www.brookepatrick.com

DEADLINE DATES

Early Bird Bookings:
1 July 2012

Standard Bookings:
14 October 2012

Material:
17 October 2012

We sell on value rather than price

BROOKEPATRICK
P U B L I C A T I O N S

THE CIVIL ENGINEERING CONTRACTOR

January – December 2012

Facts & Rates 2012

Philosophy

To serve our readers with credible information and thus create trusting relationships which introduce our advertisers to receptive audiences.

Mission statement

To provide a regular flow of valuable business-related information on minerals exploration and mining developments throughout Africa.

Publisher of Websites, e-mail bulletins, yearbooks and magazines

- *The Civil Engineering Contractor*
 - *Mining Mirror*
- *Plant Equipment & Hire*
 - *Building Africa*
 - *Urban Green File*
- *Journal of Facilities Management*
 - *African Mining*
 - *African Energy Journal*
- *Water Sewage & Effluent (WASE Africa)*
 - *Quarry Southern Africa*
 - *African Mines Handbook*
 - *African Mines Online*
 - *Sustain Yearbook*
- *Equipment Specifications Yearbook*

Contact:

Tracey Hack
Advertisement Sales Manager
Tel: (+27 11) 603-3960
Fax: (+27 11) 234-6290
Cell: 082-419-2358
E-mail: thack@brookepatrick.co.za
Website: www.brookepatrick.com



The Civil Engineering Contractor tracks infrastructure-development opportunities in South Africa and the rest of Africa. The editorial team invests significantly in extensive research and travel to produce high-quality, original articles which provide the construction industry with essential business intelligence.

The magazine's goals and objectives are:

1. To inform the industry about policy issues which will affect planning and design by consultants, as well as the way contractors build and suppliers manufacture.
2. To highlight business opportunities at various levels:
 - initiatives by government departments, agencies, donor organisations and developers which will lead to new projects;
 - projects being planned or designed by engineering consultants;
 - projects under construction; and
 - new equipment, products and technologies which could be beneficial to the industry.
3. To discuss completed and existing projects in order to inform the industry about successful construction methods, technologies and design approaches.
4. To highlight the important and positive social impact of infrastructure provision on the African continent and its people.
5. To promote continuous education at professional-qualification level and "on-site" level in order to facilitate skills transfer, ensure the maintenance of safety and construction standards, and play a role in the general upliftment of people in the construction industry.
6. To be a construction-industry watchdog.

The Civil Engineering Contractor readership and circulation data is monitored on a daily basis by our dedicated subscriptions department to ensure accuracy and correct targeting. The magazine is mailed independently and addressed personally by name, job title and company to a carefully researched audience.

Writing worth reading

Brooke Patrick Publications (Pty) Ltd

Building 13, Pinewood Office Park,
33 Riley Road, Woodmead
Private Bag X40, Rivonia, 2128, South Africa

B R O O K E P A T T R I C K
P U B L I C A T I O N S

THE CIVIL ENGINEERING CONTRACTOR

January – December 2012

Facts & Rates 2012

Terms and conditions

Booking deadline: First day of the month prior to the month of publication (NB: no cancellations will be accepted after this date). A surcharge will be levied for cancellations of contract bookings.

Material deadline: 5th day of the month prior to month of publication.

For new clients: A deposit of 30% is required based on the total of the confirmed quote. During this time, the account will be monitored and, if payments of invoices are received timeously, the debtor will qualify for a 30-day account from the date of the invoice. The deposit will be offset against the final payment required. Once-off bookings require a 50% deposit.

Payment is strictly 30 days for direct bookings and 45 days for advertisement-agency bookings from the date of statement. Interest will be charged at a rate of prime plus 3% per annum on outstanding accounts.

Cancellations will only be accepted in writing (with the onus of proof resting with the advertiser) and received by no later than the 1st day of the month prior to the month of publication. If any advertisements are cancelled and not replaced during the course of the contract, a surcharge must be made in accordance with our rate card.

In the event that **material does not reach us on time**, as instructed in the advertisement-confirmation letter, Brooke Patrick Publications reserves the right to repeat old material, to charge the client for the advertisement without it appearing or to place the advertisement in a future edition of the same magazine.

Special positions and cover alternatives cannot be cancelled once confirmed. No position can be guaranteed unless the advertiser has paid a surcharge or if it is a cover booking.

Brooke Patrick Publications does not accept responsibility for slight **variations in colour** in advertisements.

Brooke Patrick Publications does not accept responsibility for advertisements supplied without a **colour proof**.

Advertisement material must be supplied in **digital format**, as stipulated, and will be kept in the advertisement material archive for a period of no longer than six months from the date of that material's final insertion. Standard production rates apply for any additional work required to make digital work press-ready, including converting open files or resizing advertisements.

Alterations will incur a fee.

Should an **advertising agency** be contracted to manage direct bookings, the value of the initial booking may not be diminished.

Agency commission – Agencies forfeit ALL commission if payment is not received within 45 days from the invoice date.

The Civil Engineering Contractor (published monthly)

• All rates in South African rand (excluding VAT)

Size	1-4 (per insertion)	5-8 (per insertion)	9-12 (per insertion)
Double-page spread	R22 500	R20 250	R19 150
Full page	R15 000	R13 500	R12 750
Half page	R10 500	R9 450	R8 950
Third page	R9 000	R8 100	R7 650
Quarter page	R7 500	R6 750	R6 400
Strip	R6 000	R5 400	R5 100
Outside back cover	R20 250	R18 250	R17 250
Inside back cover	R17 250	R15 550	R14 750
Inside front cover	R18 750	R16 900	R16 000
Loose insert	R22 900		

E-mail bulletin	6-11 (minimum)	12-18	19-25
Banner advertisement	R3 400	R2 800	R2 200

The e-mail bulletin is distributed fortnightly.

Circulation: July – September 2011

Readership breakdown by occupation/sector

- Civil-engineering contractors31%
- Consulting engineers.....26%
- Related industries.....20%
- Government and local authorities, institutes and finance houses18%
- Libraries, universities and technikons5%

The Civil Engineering Contractor is mailed independently and addressed personally by name, title and company to a carefully researched audience.

Total circulation: 3 155

Net copy sales (above 50%): 660
 Net copy sales (below 50%): 0
 Controlled free distribution: 2 495



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 Advertisement Sales Administrator
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 E-mail: mmuller@brookepatrick.co.za
 Website: www.brookepatrick.com

We sell on value rather than price



urban green FILE

January – December 2012

Facts & Rates 2012

Philosophy

To serve our readers with credible information and thus create trusting relationships which introduce our advertisers to receptive audiences.

Mission statement

To provide readers with knowledge which empowers them to successfully develop and manage sustainable cities and towns. To promote integrated urban environmental planning and management where multidisciplinary teams of experts work together for the greater good of our cities.

Publisher of Websites, e-mail bulletins, yearbooks and magazines

- *The Civil Engineering Contractor*
 - *Mining Mirror*
- *Plant Equipment & Hire*
 - *Building Africa*
 - *Urban Green File*
- *Journal of Facilities Management*
 - *African Mining*
 - *African Energy Journal*
- *Water Sewage & Effluent (WASE Africa)*
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With the push to provide municipal services and infrastructure to South Africa's urban population, **Urban Green File** offers the ideal advertising platform. Any company wanting to promote its products, technologies or services to those responsible for the planning, development and management of our cities, should make use of this magazine.

Termed "the journal for the planning professions", **Urban Green File** is the publication of choice for the custodians, planners, designers and managers of the urban environment. Who are these people? As can be seen from the circulation breakdown (overleaf), this ranges from municipal managers to consultants (town planners, architects, consulting engineers, landscape architects and environmental consultants). Together they form a group of people who specify all the products and technologies used in the development of infrastructure in our cities.

Urban Green File has an extremely loyal readership of approximately 3 200 people – almost 18% are paying subscribers. This provides an advertiser with an independent measurable indicating that subscribers have chosen to read **Urban Green File**. This, in turn, greatly enhances the chances of a reader noticing an advertiser's message.

Its success could be ascribed to its independent and critical voice. The magazine is not afraid to comment on urban-development issues and its regular "inspiration" and "insult" columns draw significant reader response.

Its innovative editorial mix is successful in attracting readers of value to advertisers with infrastructure products and technologies which can aid urban development – be it waste-management technology, infrastructure products for roads, stormwater and hard surfaces, or products which contain seepage into groundwater. **Urban Green File** should be the advertiser's first choice.

Municipal officials and planning professionals prefer to read **Urban Green File**. Wouldn't you, the advertiser, like to follow suit and ensure that your message is read by your target market?

Writing worth reading

Brooke Patrick Publications (Pty) Ltd

Building 13, Pinewood Office Park,
33 Riley Road, Woodmead
Private Bag X40, Rivonia, 2128, South Africa

B R O O K E P A T T R I C K
P U B L I C A T I O N S

urban green FILE

January – December 2012

Facts & Rates 2012

Terms and conditions

month of publication (NB: no cancellations will be accepted after this date). A surcharge will be levied for cancellations of contract bookings.

Material deadline: 5th day of the month prior to month of publication.

For new clients: A deposit of 30% is required based on the total of the confirmed quote. During this time, the account will be monitored and, if payments of invoices are received timeously, the debtor will qualify for a 30-day account from the date of the invoice. The deposit will be offset against the final payment required. Once-off bookings require a 50% deposit.

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Alterations will incur a fee.

Should an **advertising agency** be contracted to manage direct bookings, the value of the initial booking may not be diminished.

Agency commission – Agencies forfeit ALL commission if payment is not received within 45 days from the invoice date.

Urban Green File

(published alternate monthly in February, April, June, August, October and December)

• All rates in South African rand (excluding VAT)

Size	1-3 (per insertion)	4-6 (per insertion)
Double-page spread	R18 750	R16 900
Full page	R12 500	R11 250
Half page	R8 750	R7 900
Third page	R7 500	R6 750
Quarter page	R6 250	R5 650
Strip	R5 000	R4 500
Outside back cover	R16 900	R15 200
Inside back cover	R14 400	R12 950
Inside front cover	R15 650	R14 100
Loose insert	R21 900	

E-mail bulletin	6-11 (minimum)	12-18	19-25
Banner advertisement	R3 400	R2 800	R2 200

The e-mail bulletin is distributed fortnightly.

Circulation: January – June 2011

Readership breakdown by occupation/sector

- Municipal managers and managers of the following municipal departments: town planning/urban development, roads and infrastructure, environment, waste management, water, sanitation and parks.18%
- Property developers and owners of large facilities or land (ranging from office parks and buildings to golf courses and major factories).8%
- Professionals who are advising municipalities and private developers on urban development and infrastructure delivery. These range from town planners and landscape architects to consulting engineers, architects and environmental consultants.61%
- Companies responsible for the construction of urban development/infrastructure projects (civil contractors, landscape contractors, building contractors and subcontractors).8%
- Technology and product companies:5%

Urban Green File is mailed independently and addressed personally by name, title and company to a carefully researched audience.

Total circulation: 3 019

Net copy sales (above 50%): 700
Net copy sales (below 50%): 0
Controlled free distribution: 2 319



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**We sell on value
rather than price**

B R O O K E P A T T R I C K
P U B L I C A T I O N S

Directory advertisements 2012

Terms and Conditions

Booking deadline: First day of the month prior to the month of publication (NB: no cancellations will be accepted after this date). A surcharge will be levied for cancellations of contract bookings.

Material deadline: 5th day of the month prior to month of publication.

For new clients: A deposit of 30% is required based on the total of the confirmed quote. During this time, the account will be monitored and, if payments of invoices are received timeously, the debtor will qualify for a 30-day account from the date of the invoice. The deposit will be offset against the final payment required. Once-off bookings require a 50% deposit.

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Alterations will incur a fee.

Should an **advertising agency** be contracted to manage direct bookings, the value of the initial booking may not be diminished.

Agency commission – Agencies forfeit ALL commission if payment is not received within 45 days from the invoice date.



Sizes and prices

Size A 56 mm x 48 mm

R6 180 per annum (6 editions)

The quoted rates exclude VAT

Size C 56 mm x 144 mm

R15 900 per annum (6 editions)

The quoted rates exclude VAT

Size D 56 mm x 192 mm

R20 600 per annum (6 editions)

The quoted rates exclude VAT

Size B 56 mm x 96 mm

R9 540 per annum (6 editions)

The quoted rates exclude VAT

Publisher of:

- *The Civil Engineering Contractor*
- *Mining Mirror*
- *Plant Equipment & Hire*
- *Building Africa*
- *Urban Green File*
- *Journal of Facilities Management*
- *African Mining*
- *African Energy Journal*
- *Water Sewage & Effluent (WASE Africa)*
- *Quarry Southern Africa*
- *African Mines Handbook*
- *African Mines Online*
- *Sustain Yearbook*
- *Equipment Specifications Yearbook*

Reproduction material

- **Digital files required** - **PDF** (Closed, all fonts included, press-optimised PDF file, PDF/X-1a:2001)
 - **Tiff** (300 dpi Tiff (CMYK, real advertisement size)
 - **JPG** (300 dpi JPG, highest quality (CMYK, real advertisement size)

Brooke Patrick Publications can ONLY accept these three file types.

- **Crop marks**

All digital files must be supplied with crop marks. Crop marks must show the trim size.

A conversion rate of R350 will be applicable if the advertisements must be re-sized or are supplied without crop marks.

- **Colour proof**

A colour proof of the advertisement must be submitted. Brooke Patrick Publications accepts no responsibility for colour variations in advertisements that are supplied without a colour correct proof.

**Brooke Patrick Publications
(Pty) Ltd**

Building 13, Pinewood Office Park,
33 Rileys Road, Woodmead
Private Bag X40, Rivonia, 2128, South Africa

B R O O K E P A T T R I C K
P U B L I C A T I O N S

Water

SEWAGE & EFFLUENT

January – December 2012

Facts & Rates 2012

Philosophy

To serve our readers with credible information and thus create trusting relationships which introduce our advertisers to receptive audiences.

Mission statement

To be the first point of reference for anyone doing business in the southern African water sector by supplying well-researched, credible and objective information on all aspects of the water cycle – be it provision of water and sanitation or the treatment of sewage and industrial effluent.

Publisher of Websites, e-mail bulletins, yearbooks and magazines

- *The Civil Engineering Contractor*
 - *Mining Mirror*
- *Plant Equipment & Hire*
 - *Building Africa*
 - *Urban Green File*
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Over the years, **Water Sewage & Effluent** has established a reputation as **the** source of business intelligence for the southern African water sector. Through carefully researched articles, the magazine provides insight into new business opportunities while comparing and analysing projects, technologies and solutions. This provides readers with the opportunity to learn from the successes and failures of others.

Readers of **Water Sewage & Effluent** value its credible content which helps them in making the right decisions, chasing the best opportunities and achieving significant cost savings by learning from the experiences of others.

With over 10% of its readers already comprising paying subscribers, advertisers can be sure that they reach a loyal and interested audience. Added to this is the fact that **Water Sewage & Effluent** is the only independent magazine in South Africa exclusively targeted at the water industry.

With a comprehensive database of readers including the major categories of local government (municipal engineers, municipal managers, water/sewage/effluent managers and operators) and industrial water consumers (mines, power stations, factories and packaging plants), **Water Sewage & Effluent** offers its advertisers a unique advertising opportunity.

The innovative package of content in each edition includes a visit to a specific municipal area to analyse the state of its water infrastructure (reservoirs, treatment plants, distribution networks, sewerage system and handling of effluent), as well as regular sections comprising insightful feature articles on projects, issues and trends affecting water provision as well as sewage and effluent treatment. This is accompanied by a debate article which includes the opinions of leading water-sector role players. In addition, it includes information on government policies, industry news and new products or services in the marketplace.

Water Sewage & Effluent's content is complemented by a fortnightly e-mail bulletin which fills the information gap between the alternate-monthly print versions of the magazine.

Water Sewage & Effluent is published six times a year in January, March, May, July, September and November.

The journal's circulation data is monitored on a daily basis to ensure accuracy and correct targeting. The magazine is mailed independently and addressed personally by name, company and job title to a carefully researched audience.

Writing worth reading

Brooke Patrick Publications (Pty) Ltd

Building 13, Pinewood Office Park,
33 Riley Road, Woodmead
Private Bag X40, Rivonia, 2128, South Africa

B R O O K E P A T T R I C K
P U B L I C A T I O N S

Water

SEWAGE & EFFLUENT

January – December 2012

Facts & Rates 2012

Terms and conditions

Booking deadline: First day of the month prior to the month of publication (NB: no cancellations will be accepted after this date). A surcharge will be levied for cancellations of contract bookings.

Material deadline: 5th day of the month prior to month of publication.

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Payment is strictly 30 days for direct bookings and 45 days for advertisement-agency bookings from the date of statement. Interest will be charged at a rate of prime plus 3% per annum on outstanding accounts.

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Standard production rates apply for any additional work required to make digital work press-ready, including converting open files or resizing advertisements.

Alterations will incur a fee.

Should an **advertising agency** be contracted to manage direct bookings, the value of the initial booking may not be diminished.

Agency commission – Agencies forfeit ALL commission if payment is not received within 45 days from the invoice date.

WASE Africa

(published alternate monthly in January, March, May, July, September and November)

• All rates in South African rand (excluding VAT)

Size	1-3 insertions	4-6 insertions
Double-page spread	R20 250	R18 250
Full page	R13 500	R12 150
Half page	R9 450	R8 550
Third page	R8 100	R7 300
Quarter page	R6 750	R6 100
Strip	R5 400	R4 850
Outside back cover	R18 250	R16 450
Inside back cover	R15 550	R14 000
Inside front cover	R16 900	R15 250
Loose insert	R 21 000	

E-mail bulletin	6-11 (minimum)	12-18	19-25
Banner advertisement	R3 400	R2 800	R2 200

The e-mail bulletin is distributed fortnightly.

Circulation: January – June 2011

Readership breakdown by occupation/sector

• National and provincial policymakers, government agencies and regional water boards	19%	• Water and effluent managers at power stations	7%
• Civil engineers, environmental consultants, professional scientists and laboratories	19%	• Water and effluent managers at factories and packaging plants (wineries, fisheries, pharmaceutical, paper/pulp, agricultural, food and beverage)	5%
• Water and effluent managers on underground and opencast/surface mines and quarries	13%	• Water-treatment solution providers	5%
• Municipal engineers and municipal managers; water, sewage, effluent and sanitation managers; operators and technicians at municipalities	9%	• Training and academic institutions	2%
• Manufacturers, suppliers and distributors of trenching, plumbing and sanitation equipment, pipes, pumps and valves, waterproofing, earth retaining and erosion control, filtration and membrane technology, pollution control, irrigation, chemicals and treatment products, metering, control and measurement products	9%		
		Total circulation:	3 059
		Net copy sales (above 50%):	395
		Net copy sales (below 50%):	0
		Controlled free distribution:	2 664



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