

Building Africa

January – December 2011

Facts & Rates 2011

Philosophy:

Serving our readers with credible information, resulting in trusting relationships between our readers and publications, thereby providing our advertisers with 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. So as to facilitate better building practices and successful building-businesses.

Publishers of: Websites, E-mail bulletins, Yearbooks and magazines

- The Civil Engineering Contractor
 - Mining Mirror
 - Plant Equipment & Hire
 - Building Africa
 - Urban Green File
- The 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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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 right 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 who initiate building projects)
2. Consultants (range of specialists who plan and design buildings; architects, engineers)
3. Contractors (those who undertake the very technical task of the actual building work)
4. Suppliers (manufacturers, distributors and agents of equipment, materials and products)

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, training etc)
- examples of both 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 for 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 onsite and drawings or illustrations to explain building processes are extensively used to draw the reader's attention. The layout portrays the excitement of innovative thinking, cutting-edge technologies and visionary business thinking which results 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, company and job title to a carefully researched audience.

Writing worth reading

Brooke Patrick Publications (Pty) Ltd

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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

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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: Fifth 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 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 on the advertisement confirmation letter, Brooke Patrick Publications reserves the right to repeat old material, or 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 frontcover 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 accepts no responsibility for slight **variations in colour** on advertisements.

Brooke Patrick Publications accepts no responsibility for advertisements that are 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 be charged for.

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.

Building Africa (published monthly)

- All rates in South African Rand and exclude VAT.
- Rates for black & white advertisements: 75% of full colour rates.

Size	9+ insertions	5-8 insertions	1-4 insertions
DPS	R16 000	R16 900	R18 750
FP	R10 700	R11 250	R12 500
1/2	R7 400	R7 900	R8 750
1/3	R6 400	R6 750	R7 500
1/4	R5 300	R5 600	R6 250
Strip	R4 250	R4 500	R5 000
Cover rates	Outside back R16 900	Inside front R15 600	Inside back R14 400

Circulation: January - March 2011

Readership breakdown by occupation/sector

- Industry drivers (national, provincial and local government, property developers, property owners, financial institutions and major contractors)13%
- Consultants and contractors (project managers, quantity surveyors, land surveyors, architects, architectural technologists, structural engineers and subcontractors).....66%
- Suppliers to the building industry (site and logistical equipment, building products, systems and finishes) ...21%

Total circulation: 3 029

Net copy sales (Above 50%) 272
 Net copy sales (Below 50%) 0
 Controlled free distribution 2 757



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We sell on value rather than price

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