

THE CIVIL ENGINEERING CONTRACTOR

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 provide intelligence on business opportunities in the infrastructural development field throughout Africa.

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

Contact Neil Patrick

Managing Director
Tel: (+27 11) 603-3960
Fax: (+27 11) 234-6290
Cell: 082 3318 777

e-mail: npatrick@brookepatrick.co.za
website: www.brookepatrick.com



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

The magazine's goals and objectives are:

1. To inform the industry of policy issues that will affect the way consultants plan and design, as well as the way contractors build and suppliers manufacture.
2. To highlight business opportunities on various levels:
 - initiatives by government departments, agencies, donor organisations and developers that will result in new projects
 - projects being planned or designed by engineering consultants
 - projects under construction
 - new equipment, products and technologies that can be of benefit to the industry
3. To report on past and existing projects, so as to inform the industry of successful construction methods, technologies and design approaches.
4. To highlight the important and positive social impact that infrastructure provision can have on the African continent and its people.
5. To promote continual education both on the professional qualification level, and 'onsite' level so as 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.

Civil Engineering Contractor's 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, 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

THE CIVIL ENGINEERING CONTRACTOR

January – December 2011

Facts & Rates 2011

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.

Civil Engineering Contractor (published monthly)

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

Size	9-12 insertions	5-8 insertions	1-4 insertions
DPS	R17 900	R18 900	R21 000
FP	R11 900	R12 600	R14 000
1/2	R8 500	R9 000	R10 000
1/3	R7 200	R7 650	R8 500
1/4	R5 900	R6 300	R7 000
Strip	R4 700	R4 950	R5 500
Cover rates	Outside back R18 900	Inside front R17 500	Inside back R16 100

Circulation: January - March 2011

Readership breakdown by occupation/sector

- Civil engineering contractors, mines, quarries, plant hirers.....41%
- Consulting engineers.....24%
- Related industries21%
- CSIR, SABS, libraries, universities & technikons, state departments5%
- Local authorities9%

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

Total circulation: 3 026

Net copy sales (Above 50%) 621
Net copy sales (Below 50%) 0
Controlled free distribution 2405



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

We sell on value rather than price

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