

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 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 for the making of important business decisions.

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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The Journal of Facilities Management (JFM), published monthly, provides business intelligence into the overall management of facilities.

The target reader is the owner/operator 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 are keen to learn about new business approaches and technologies. Outsourced services and solutions that will result in improved efficiencies, such as energy saving, attracts their attention.

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

JFM has been carefully structured so as to attract the facility owner/operator's attention. Specific sections of the magazine focus on people 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 3000 industry specialists. At least a third of readers represents specific facility owners/operators, and depending on the theme this varies between sports facilities, transport facilities and business/ retail/leisure facilities owners/operators.

E-mail bulletin: communicate 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 clickable banner advertisement. Rates are available on request.

**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.

- 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	R14 700	R15 500	R17 250
FP	R9 800	R10 350	R11 500
1/2	R6 800	R7 200	R8 000
1/3	R5 800	R6 200	R6 900
1/4	R4 950	R5 200	R5 800
Strip	R3 900	R4 100	R4 600
Cover rates	Outside back R15 500	Inside front R14 300	Inside back R13 200

Readership breakdown by occupation/sector

- Owner/operators (managing directors, financial directors, municipal/government department managers and facilities managers of either sports facilities, transport facilities or the grouping of corporate offices, shopping centres, resorts, hotels, hospitals and prisons; depending on the theme of the edition)33%
- Facilities management solutions providers (providers of total FM solutions, or specific hard; HVAC, electrical, plumbing etc; and soft ;catering, cleaning, landscaping etc; management solutions – often these companies manage out-sourced services and oversee the provision of the actual services)12%
- Built environment professionals (consultants such as mechanical and electrical engineers, architects and interior designers – space planners)15%
- Maintenance services providers (suppliers of actual hard and soft maintenance services ;as opposed to management functions; ranging from HVAC and electrical down to landscaping and catering)20%
- Suppliers of products and technologies18%
- Academic, training institutions, industry bodies etc2%

Circulation: January - March 2011

Total circulation: 3 008

Net copy sales (Above 50%)	105	
Net copy sales (Below 50%)	0	
Controlled free distribution	2 903	

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

For Advertisement Material Requirements Contact

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We sell on value rather than price

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