

SUSTAIN

2012

November 2011

Facts & Rates

A yearbook on sustainable development in industry and business, brought to you by renowned b2b 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.

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

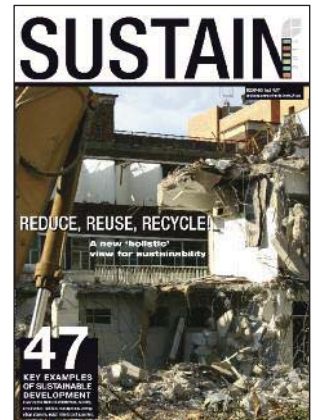
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In November each year Brooke Patrick Publications produces the **SUSTAIN** yearbook - a showcase of sustainable development projects in the fields of mining, quarrying, energy, civil engineering, building, architecture, water, urban/environmental planning and facilities management. The publication provides industry leaders with insight into the achievement of business efficiencies, so as to 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 be minimised, and recycled materials utilised for building projects.



SUSTAIN summarises the latest technologies and trends affecting sustainable development. The focus is on the contribution of business in general, and industry specifically towards achieving sustainable development. Importantly business opportunities surrounding the topic of sustainable development are highlighted.

Who should advertise?

- Companies concerned about their corporate image and who want to showcase their sustainable development initiatives. This is especially important for companies with ISO14001 certification as well as listed companies in terms of the triple bottom-line approach.
- Companies offering technology solutions that can help industrial entities maintain better environmental practices (for example technology that reduces emissions, saves water or 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 that can play a role in minimising pollution and in ensuring the sustainable utilisation of resources. At the same time it presents opportunities for the entrepreneur – from developing new ways to deal with pollution, to generating electricity more efficiently, for instance; to consulting and manufacturing.

Writing worth reading

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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.

Book your advertisement space now!

	Early Bird	Standard
DPS	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
Special Positions		
Outside back cover	R21 000	R22 000
Inside front cover	R19 000	R20 000
Inside back cover	R17 000	R18 000

DEADLINE DATES

Early Bird Bookings:
1 July 2011

Standard Bookings:
14 October 2011

Material:
17 October 2011

Distribution

- A print-run of 4000 copies is envisaged
- **SUSTAIN 2012** will be distributed through direct subscription to selected decision makers on Brooke Patrick Publications' extensive 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

ABC audited net sales: 103

ABC audited controlled free distribution: 2 409



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We sell on value rather than price

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