

urban green FILE

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 readers with knowledge, empowering them to successfully develop and manage sustainable cities and towns. To promote integrated urban environmental planning and management where multi-disciplinary teams of experts work together for the greater good of our cities.

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

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With the current 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 communicate its products, technologies or services to those responsible for the planning, development and management of our cities, should make use of this magazine.

Coined as '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) these range from municipal managers to consultants (town planners, architects, consulting engineers, landscape architects, environmental consultants). Together they form the 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 3200 people of which almost 18% are paying subscribers. This provides an advertiser with an independent measurable indicating that subscribers have chosen to read **Urban Green File**, greatly enhancing the chances of a reader noticing an advertiser's message.

Its success can probably 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. Another regular, 'Battle of the 'burbs', compares different suburbs to each other so as to establish which is best planned and managed.

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

The fact is both 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 2011

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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.

Urban Green File

(published alternate monthly; February, April, June, August, October, & December)

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

Size	5-6 insertions	3-4 insertions	1-2 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: July - December 2010

Readership breakdown by occupation/sector

Municipalities:37%
Municipal managers and managers of the following municipal departments: town planning/urban development, roads and infrastructure, environment, waste management, water, sanitation and parks.

Private developers:11%
Property developers and owners of large facilities or land (ranging from office parks and buildings to golf courses and major factories).

Planning professions:33%
Professionals who are advising both 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.

Contractors:10%
Companies responsible for the construction of urban development/infrastructure projects (civil contractors, landscape contractors, building contractors and sub-contractors).

Technology & product companies:9%
Urban Green File is mailed independently and addressed personally by title, name, job designation and company to a carefully researched audience.

Total circulation: 3 105

Net copy sales (Above 50%) 647
Net copy sales (Below 50%) 0
Controlled free distribution: 2 458



For Advertisement Material Requirements Contact

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website: www.brookepatrick.com

**We sell on value
rather than price**

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

Directory advertisements 2011

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Directory listing advertisements require full payment upfront.

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Sizes and prices

Size A 56 mm x 48 mm

UGF R6 000.00
per annum (6 editions)

The quoted rates exclude VAT

Size C 56 mm x 144 mm

UGF R15 000
per annum (6 editions)

The quoted rates exclude VAT

Size D 56 mm x 192 mm

UGF R20 000.00
per annum (6 editions)

The quoted rates exclude VAT

Size B 56 mm x 96 mm

UGF R9 000.00
per annum (6 editions)

The quoted rates exclude VAT

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- Plant Equipment & Hire
- Building Africa
- Urban Green File
- JFM
- African Mining

- African Energy Journal
- Water Sewage & Effluent (WASE Africa)
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- 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.

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(Pty) Ltd**

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