

# Water

## SEWAGE & EFFLUENT

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 be the first point of reference for anyone doing business in the African water sector by supplying well researched, credible and objective information on all aspects of the water cycle – be it provision of water and sanitation or the treatment of sewage and industrial effluent.

#### 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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Over the years **Water Sewage & Effluent** has established a reputation for itself as **the** source of business intelligence to the African water sector. Through carefully researched articles the magazine provides insight into new business opportunities while also comparing and analyzing projects, technologies and solutions. This provides readers with the opportunity to learn from the successes and failures of others.

Readers of **Water Sewage & Effluent** value its credible content which helps them in making the right decisions, chasing the best opportunities and achieving significant cost savings by learning from the experience of others.

With over 10% of its readers already comprising paying subscribers, advertisers can be sure that they reach a loyal and interested audience. Added to that is the fact that **Water Sewage & Effluent** is the only independent magazine in South Africa, exclusively targeted at the water industry.

With a comprehensive database of readers that include the major categories of local government (municipal engineers, municipal managers, water/sewage/effluent managers and operators) and industrial water consumers (mines, power stations, factories and packaging plants), **Water Sewage & Effluent** offers its advertisers a unique advertising opportunity.

The innovative package of content of each edition includes a visit to a specific municipal area to analyse the state of its water infrastructure (reservoirs, treatment plants, distribution networks, sewerage system and handling of effluent), as well as regular sections comprising insightful feature articles on projects, issues and trends affecting water provision as well as sewage and effluent treatment. This is coupled by a debate article that includes the opinions of leading water sector role-players. In addition information on government policies, industry news and new products or services in the marketplace, is included.

**Water Sewage & Effluent's** content is complemented by a fortnightly e-mail bulletin that fills the information gap between the alternate-monthly print versions of the magazine.

**Water Sewage & Effluent** is published six times a year in January, March, May, July, September and November.

The journal's circulation data is monitored on a daily basis 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

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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

# Water

## SEWAGE & EFFLUENT

January – December 2011

# Facts & Rates 2011

## WASE Africa

(published alternate monthly in January, March, May, July, September & November)

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

Size	1-2 insertions	3-4 insertions	5-6 insertions
DPS	R19 500	R17 500	R16 600
FP	R13 000	R11 750	R11 000
1/2	R9 000	R8 000	R7 600
1/3	R7 800	R7 000	R6 600
1/4	R6 500	R5 850	R5 500
Strip	R5 200	R4 700	R4 400
<b>COVER RATES</b>	<b>Outside back</b>	<b>Inside front</b>	<b>Inside back</b>
	R17 500	R16 250	R15 000

## 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.

**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.

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.

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.

**For Advertisement Material Requirements Contact**  
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## Circulation:

### Readership breakdown by occupation/sector

<b>National and provincial government:</b> .....	7%
• National and provincial policymakers	
• Government agencies	
• Regional water boards	
<b>Local government:</b> .....	18%
• Municipal engineers and municipal managers	
• Water, sewage, effluent and sanitation managers	
• Water, sewage, effluent and sanitation operators and technicians	
<b>Industrial water consumers:</b> .....	20%
• Water and effluent managers at underground and opencast/surface mines	
• Water and effluent managers at power stations (coal, nuclear)	
• Water and effluent managers at factories and packaging plants (wineries, fisheries, pharmaceutical, paper/pulp, agricultural, food and beverage)	
<b>Consultants:</b> .....	20%
• Civil engineers	
• Environmental consultants	
• Professional scientists	
• Laboratories	
<b>Comprehensive water treatment solution providers:</b> .....	3%
<b>Contractors:</b> .....	5%
• Civil engineering contractors	
<b>Manufacturers, products, agents, distributors:</b> .....	19%
• Trenching equipment	
• Plumbing and sanitation	
• Pipes, pumps and valves	
• Waterproofing	
• Earth retaining and erosion control	
• Filtration and membrane technology	
• Pollution control	
• Irrigation	
• Chemicals and treatment products	
• Metering, control and measurement	
<b>Non-governmental organisations:</b> .....	2%
<b>Training and academic institutions:</b> .....	4%
• Academic universities	
• Universities of Technology	
• Training providers	
• Research institutes	
• Schools	
<b>Industry bodies:</b> .....	1%
<b>Diplomatic, trade and consulates:</b> .....	1%

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### July- December 2010

**Total circulation:** 3 102

Net copy sales (Above 50%)	394
Net copy sales (Below 50%)	0
Controlled free distribution	2 708



**We sell on value rather than price**

**B R O O K E P A T T R I C K**  
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