

SA Affordable Housing is a unique alternate monthly publication dedicated to the subject of sustainable housing in South Africa today. It addresses topics and issues relating to rural and urban infrastructure planning and development, as well as the delivery of affordable and sustainable housing. This publication is grounded in the absolute conviction that every South African must have access to a home and that these homes, (and the infrastructure that supports them) must be of a standard that reflects the needs and dignity of our citizens.

RATES



ALL RATES EXCLUDE AGENCY COMMISSION AND VAT.
 BOOKINGS DO NOT GUARANTEE EDITORIAL PLACEMENTS.

Print media rates*	6 editions	3 editions	Casual once-off
A4 DPS	R24 700 per issue	R26 400 per issue	R28 800 per issue
A4	R14 700 per issue	R15 300 per issue	R18 700 per issue
1/2 A4	R11 200 per issue	R11 600 per issue	R14 200 per issue
1/3 A4	R9 400 per issue	R11 100 per issue	R12 600 per issue
1/4 A4	R7 300 per issue	R7 900 per issue	R9 100 per issue
Strip	R5 400 per issue	R6 000 per issue	R7 400 per issue
Feature block	R4 800 per issue	R5 400 per issue	R6 700 per issue

Other (print) promotion opportunities*		Cost
Front cover sponsorship	Front cover image, one company logo, A4 advert, 2 pages editorial	R39 100
Other cover sponsorship-with 6 edition contract	IFC-inside front cover / IBC-inside back cover OBC-outside back cover	R14 700
Other cover sponsorship-casual placement		R24 000
Year planner	Annual year planner advert (110mm x 85mm)	R11 600
Inserts per edition	A4 insert (delivered to our Interact Media office)	R13 200

*Rate per insertion unless otherwise specified.

Combos, print and online rates		Cost
Per year	Brandlisting and web (6 issues)	R11 600
Per issue	Feature, project, product print logo and web link	R4 400
Per year	Annual directory logo and web link (SA Roofing Directory)	R4 400

Digital advertising		Cost
Per year	Online web banner	R11 600
Per insert	Feature / project banner	R4 400
Per insert	e-Newsletter banner	R4 500

HEAD OFFICE

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 Bedfordview, 2007, South Africa
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Fax: +27 (0) 11 450 1920
Email: sales@interactmedia.co.za

CAPE TOWN OFFICE (SALES & PRODUCTION)

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Fax: +27 (0) 866 991 346



Talk to us
www.InteractMedia.co.za
www.SAAffordableHousing.co.za

SA Affordable Housing is the only publication in South Africa dedicated entirely to the topic of affordable housing in our country today. Through our pages, we have been connecting professionals who are actively involved in the industry since 2009.

We focus not only on social housing, but also on housing for the first-time home owner, student accommodation and community living. As such, certain topics are addressed regularly as core focus points.

CONTACT WARREN ROBERTSON FOR ANY EDITORIAL RELATED QUERIES

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MATERIAL REQUIREMENTS

- Complete adverts to be supplied in PDF format via CD, email, or e-file transfer service such as Dropbox or WeTransfer.
- All fonts must be embedded and converted to paths and only CMYK will be accepted.
- All advertising material must be 300 dpi in resolution.
- Images to be supplied in JPEG, TIFF or PDF at a minimum of 300 dpi
- No make up fee will be charged for complete material.

READERSHIP WHO DO WE TALK TO?

- Main and subcontractors (levels 3 – 9 as per the CIDB Register of Contractors)
- Civil and consulting engineers
- Architects, specifiers and quantity surveyors
- Government departments (local, provincial and national) that are directly responsible and involved with the delivery of housing and supporting infrastructure
- NGOs that specialise in affordable housing
- Relevant associations, institutes, foundations
- Product and service providers

SPECIAL FEATURES

If you have a topic, product or service to communicate in any issue, please let us know – we go the extra mile.

We will also focus on key topics affecting the industry throughout the year. These include, but are not limited to:

- Student accommodation
- Urban renewal
- Finance, funding and insurance
- Concrete, cement, bricks and paving
- Construction – building, equipment, tools, machinery
- Lights and electrical
- Paintings and coatings
- Plumbing and sanitation
- Alternative building systems

DISTRIBUTION HARD AND SOFT REACH

We print 2 500 copies per issue, which reach key industry professionals, decision makers and end users through mail distribution and custom mail drops, which are highly targeted. Extra copies are printed to hand out at industry and trade events, conferences, seminars and expos where we frequently attend as print media partners.

We are proud that our magazines are used as popular reference sources and are often shared with more than one reader.

Our online readership is constantly growing. We already notify well over 6 000 email recipients upon publication of each issue and, presently, these digital copies, on www.saaffordablehousing.co.za, are regularly being read and/or downloaded by readers across South Africa, Africa and abroad.

CONTACT ANGELINE MARTIN FOR ANY SALES RELATED QUERIES

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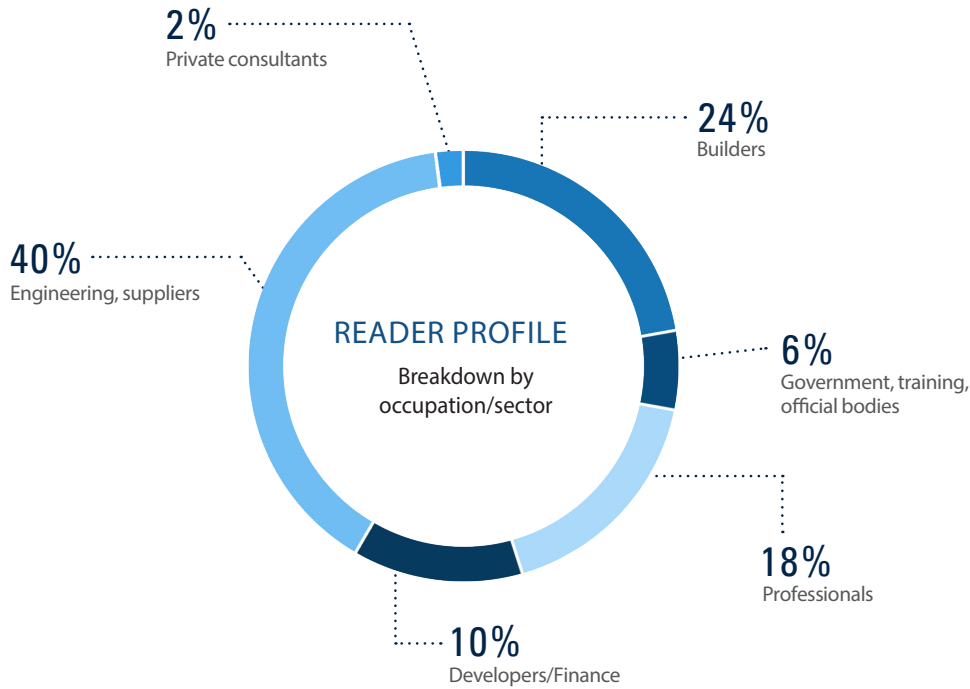
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CIRCULATION

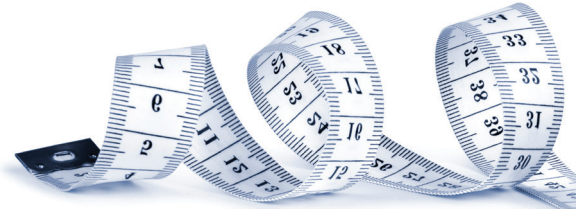
WHEN MEASUREMENT MATTERS
talk to us

ABC (Jan–Jun 2018): 2 299
 Readership: 6 897*

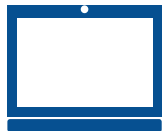


*Research statistics - 3 readers per copy, survey 2014.

EACH OF OUR INDUSTRY BRANDS IS INDIVIDUALLY AUDITED AND CERTIFIED BY THE AUDIT BUREAU OF CIRCULATIONS.



DIGITAL REACH



4 200
 online users in
 1st 6 months

*Live from July 2018



6 000+
 E-Newsletters +
 digital magazines



3 100
 Social media

Industry brands

