

Plumbing

Water | Health | Environment | Energy

RATE & INFORMATION BROCHURE *2016*

* All rates valid October 2015 - October 2016

* All rates exclude VAT and are in SA Rand

PLUMBING AFRICA Distribution Profile

43%	Plumbing Contractors
26%	Plumbing Merchants
13%	Architects & Engineers (Private)
5%	Property Owners
5%	Building Inspectors & Municipalities
8%	Other Professionals: QS, Wet Services, Public Engineers

Targeting professionals in the **PLUMBING industry**

Print ABC (Oct - Dec 2015): 3 667

Print Readership: 11 001*

Plumbing Online: 9 000

e-Newsletters: 1 800

Social Media: 1 500

Digital Magazines Into Africa: 1 699



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

Rates

Print media rates	12 Editions	6 Editions	Casual once-off
A4 DPS	19 900 per issue	21 300 per issue	23 300 per issue
A4	11 900 per issue	12 400 per issue	15 000 per issue
1/2 A4	9 000 per issue	9 400 per issue	11 400 per issue
1/3 A4	7 600 per issue	8 900 per issue	9 900 per issue
1/4 A4	5 900 per issue	6 400 per issue	7 200 per issue
Strip	4 400 per issue	4 900 per issue	5 900 per issue

Combos, print and online rates		Cost
12 Issues	Brandlisting and Web (11 issues)	9 400
Per Issue	Feature, Project, Product print logo & Web link	3 500
Per annum	Annual Directory logo & Web link	3 500

Other (print) promotion opportunities*		Cost
Cover sponsorship Contract	Contents page logo and 1/2 A4 advert	11 900
Cover sponsorship Casual		19 400
Plumbing Yearplanner	Annual yearplanner advert (80 mm x 80 mm)	9 400
Company Profile		10 300
Plumbers Handbook	Available in print or digitally	700
The Plumber Strip		1 100
Inserts	A4 insert: (delivered to our Interact Media office)	10 700

Digital advertising		Size	Cost
Per annum	Plumbing Online rotating banner	200px X 127px	9 400
Per insert	Feature / Project banner	680px X 90px	2 800
Per insert	e-Newsletter banner	400px X 200px	3 500

The Plumber digital: Adverts and logos hyperlinked to your email address or website.			
12 issues	1 100 (per issue)	Covers	
6 issues	1 600 (per issue)	1 x cover (per issue)	8 100
3 issues	2 100 (per issue)	3 x covers (per issue)	5 400

Material specs

A4			
SIZE	TYPE AREA (across x down)	TRIM AREA (across x down)	BLEED (across x down)
DPS	390mm x 270mm	420mm x 297mm	430mm x 307mm
A4	180mm x 270mm	210mm x 297mm	220mm x 307mm
1/2 A4 V	90mm x 270mm	105mm x 297mm	115mm x 307mm
1/2 A4 H	180mm x 130mm	210mm x 148mm	220mm x 158mm
A5	130mm x 180mm	148mm x 210mm	158mm x 220mm
1/3 A4 H	180mm x 90mm	210mm x 100mm	220mm x 110mm
1/4 A4 V	90mm x 130mm	-	-
1/4 A4 H	180mm x 65mm	210mm x 75mm	220mm x 85mm
Strip	180mm x 40mm	210mm x 45mm	220mm x 55mm
Brandlisting	-	58mm x 35mm	-

Talk to us!



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PLUMBING AFRICA:
IT'S NOT COMPLICATED, IT'S TECHNICAL