

steel CONSTRUCTION

Official journal of the Southern African Institute of Steel Construction

Readership Demographics
Rate Card 2015

The SAISC plans to 'go digital' in 2015 and this will offer additional opportunities for our advertisers

Readership Demographics

Circulation: 2500; 6 issues per year

Content

Local & international projects and case studies
Profiles of individuals and companies
Industry news and product updates
Benchmarking and research reports
Technical articles
Architect's viewpoints
Analysis and opinion pieces on industry issues e.g. legal, safety, political, environmental etc.
Institute activities & publications
Member contact list
Coverage on all entries & winners in the special Steel Awards Issue
Light steel frame buildings features
Metal roof and cladding features

Distribution

Gauteng - 55%
KZN - 15%
Cape - 10%
Other SA - 6%
International - 14%

Decision makers in the industry

Directors - 35%
MD, CEO, GM - 25%
Manager - 22%
Senior position - 11%
Other - 7%

Professions

Engineers, architects, developers, steelwork contractors, quantity surveyors, consultants, designers, draughtsmen, academics, related industries.

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Please contact Reneé Pretorius for any editorial contribution (relevant to the content - see above) to the Steel Construction journal.

The publisher will be responsible for the final selection of articles for each issue.

For advertising please contact Viv van Zyl.



SOUTHERN AFRICAN INSTITUTE OF
STEEL CONSTRUCTION



SOUTHERN AFRICAN METAL
CLADDING AND ROOFING ASSOCIATION



POUSA
FOURTH QUARTER
RESOURCES OF SOUTH AFRICA



Rates (Full colour)

		2014 rates
Full page:	R12 300	R11 450
Half page:	R7 800	R7 250
Third page:	R7 500	R7 000
Quarter page:	R4 800	R4 500
Front cover:	R19 350	R18 000
	Steel Awards Issue will be allocated to Main Sponsor of Steel Awards	
Centre spread:	20% loading	
IFC:	10% loading	
IBC:	10% loading	
Back cover:	10% loading	
Advertorial:	10% loading	
Belly band:	R17 000.00	

Terms & conditions

Rates exclude VAT & include advertising agency commission.

Booking will be confirmed when signed booking form has been received.

Bookings can be made up to 2 years in advance conditional to price increase based on CPI index.

Confirmation of available material to be supplied on material deadline when booking is made.

The SAISC reserves the right to decline advertisement bookings that are contrary to the aims and values of the Institute

Material requirements

Advert must be 300dpi in one of the following formats:

PDF (pdf/X-1a:2001)
300dpi JPEG
300dpi Tiff

Adverts created in Freehand, QuarkXpress or Photoshop are also acceptable.

Please supply all fonts if supplying in one of these programmes.

Adverts created in Microsoft Word, Powerpoint, Excel or Corel Draw will not be accepted.

Please remember to add 5mm bleed on adverts which are intended for bleeding off the page.

Material can either be emailed to cbtdesign@adcot.co.za or delivered on disk to 17 Christiaan Street, Brackenhurst, Alberton

Sizes

(The lay-out of SC is in the process of being upgraded - sizes might change but will be communicated timeously)

Double Page Spread:
Trim size: 420mm wide x 297mm deep
Bleed size: 430mm x 307mm

Full Page:
Trim size: 210mm wide x 297mm deep
Bleed size: 220mm x 307mm

1/2 Page Horizontal:
170mm wide x 132mm deep (floating)
210mm wide x 148.5mm deep (with 5mm bleed all round)

1/3 Page Vertical:
100mm wide x 246mm deep (floating)

1/4 Page Vertical:
99mm wide x 132mm deep (floating)

Steel Construction Journal

Deadlines & booking form 2015

Please complete the form and fax to +27 86 647 2788

ISSUES	FEATURES	BOOKING DEADLINE	MATERIAL DEADLINE	PUBLICATION DATE	CHOOSE ISSUE (Tick box)
No 1	Exposed architectural steel	15/12/2014	12/01/2015	05/02/2015	<input type="checkbox"/>
No 2	Tubular Steelwork/ Refurbish with steel	06/02/2015	20/02/2015	16/04/2015	<input type="checkbox"/>
No 3	Green structures & Steel Art	04/05/2015	18/05/2015	04/06/2015	<input type="checkbox"/>
No 4	Mining & export	29/06/2015	13/07/2015	30/07/2015	<input type="checkbox"/>
No 5	The 34th Steel Awards Issue	01/08/2015	15/08/2015	03/09/2015	<input type="checkbox"/>
No 6	Multi-storey buildings & international projects	03/10/2015	17/10/2015	20/11/2015	<input type="checkbox"/>

Company:

Name & Surname: Position:

Email: Tel: Fax:

Name of advertising agency:

Contact person:

Email: Tel: Fax:

Rate: Order no:

Page size

Full page Half page Third page Quarter page
 Front cover Belly band Centre spread Advertorial

Position (IBC, BC, IBC or preferred):

Date to provide material:

Signature

Date:

Duly authorised signatory