

Civil Engineering



Civil Engineering is known to be the publication most read by civil engineers countrywide and has the largest circulation of any similar official publication.

Reaching your target

- Informed decision-making is the key to the delivery of cost-effective, efficient and sustainable infrastructure.
- Our readers are qualified professionals and the decision-makers responsible for infrastructure and the operation of essential services.
- The size of the market amongst civil engineering contracting firms is in the order of R45 to R60 billion per annum.

Advertising Agent

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Winner of the 2009 Pica Award
in the Construction, Engineering and Related Industries category for the third year running

The official magazine and voice of

The South African Institution of Civil Engineering – SAICE

Private Bag X200, Halfway House, 1685, Telephone: +27-11-805-5947/48, Fax: +27-11-805-5971

You have identified built environment professionals (engineers, architects, quantity surveyors, town and regional planners, land surveyors and others) as prime and valuable targets for your marketing message.

You should therefore be very interested in the approximately 9 000 civil engineering professionals who receive **SAICE's monthly magazine, *Civil Engineering***. SAICE, (the South African Institution of Civil Engineering), is the home of professional civil engineers, technologists and technicians, who work as consultants and contractors in the private sector and as engineers in government, municipal and parastatal services, as well as suppliers. All are actively involved in planning, providing and maintaining the infrastructure of South Africa's built environment. Our readers interact with all other professions in this industry.

Civil Engineering provides the best option for your marketing and advertising.

Consider that *Civil Engineering*:

- is ABC certified, and that
- our ABC figure has increased from 6571 in 2005 to 9410 currently, an increase of 43% in a current magazine market of declining circulations, and that
- our circulation is more than double that of other industry magazines in this sector, and that
- our advertising support has increased year on year, in most years by more than 20%.

Consider also that our ad rates are the best in the business.

But perhaps the most independent and credible acknowledgement of our worth comes from the fact that *Civil Engineering* magazine won the PiCA Award in the Construction, Engineering and Related Industries category for 2007, 2008 and 2009, and was one of the top four nominees in 2010 in the new PiCA categories (which no longer has a construction and engineering category, resulting in us also competing against non-engineering magazines).

The value of a publication as an avenue for your advertising is, as you know, dependent on the "reach" of the magazine – both the quantity and quality of the readers. But perhaps most important of all from an advertising perspective, the value is a function of the relationship that the readers have with the medium. *Civil Engineering* is by far the best avenue with which to reach SAICE's influential and thought-leader members who have a special regard for what they rightly view as "their magazine".

***Civil Engineering* magazine is indeed the right avenue for your adspend.**











Circulation ABC Certified
9 410 (July to September 2010).

Civil Engineering



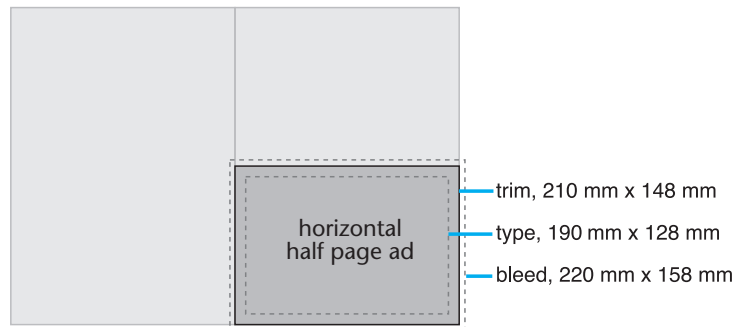
Dimensions

Ad size	Width and height (mm)	
	trim	420 x 297
	type	400 x 277
	bleed	430 x 307
	gutter	20
	trim	210 x 297
	type	190 x 277
	bleed	220 x 307
	trim	210 x 148
	type	190 x 128
	bleed	220 x 158
	trim	105 x 297
	type	85 x 277
	bleed	115 x 307
	trim	210 x 99
	type	190 x 79
	bleed	220 x 109
	trim	70 x 297
	type	50 x 277
	bleed	80 x 307
	trim	210 x 74
	type	190 x 54
	bleed	220 x 84
	trim	105 x 148
	type	85 x 128
	bleed	115 x 158

Rate Card

Rates	Casual	2-5 Inserts	6-10 Inserts	11+ Inserts
Front Cover	R24 174	–	–	–
Inside Front	R13 750	R13 093	R12 631	R12 150
Inside Back	R13 654	R13 122	R12 865	R12 431
Outside Back	R15 367	R14 850	R13 986	R13 555
DPS	R21 585	R20 375	R18 821	R17 094
Full Page	R12 951	R12 260	R11 224	R9 498
Half Page	R8 978	R8 547	R7 771	R7 079
Third Page	R7 942	R7 581	R7 184	R6 733
Quarter Page	R7 079	R6 820	R6 390	R6 371
Belly Band	R18 796	–	–	–
Loose Inserts	R8 634 per 5 grams or less. Surcharge of R200 per gram over 5 grams.			

All prices quoted are per insertion and are excluding VAT (agency commission is included).



Should the ad be intended to go to the edge of the page, text and images (those that do not bleed off the page) must fit into the type area, and the artwork must be extended an extra 5 mm (bleed) beyond the trim size to ensure that, when the page is trimmed, text isn't cut off and the artwork indeed goes to the edge of the page. If the advertiser does not want the ad to run up to the edge of the page, the entire ad must fit into the type area.

Material

- **Booking deadline** 1st of the month preceding cover date
- **Material deadline** 5th of the month preceding cover date
- **Frequency** 11 per annum
- **Publication date** 2nd week of the month

Features for 2011

- **Jan/Feb**IT & Technology, International focus, Legal, Management, HR, Health & Safety
- **March**Structural engineering
- **April**Geotechnical engineering
- **May**Railway, harbour, coastal & airport engineering
- **June**Water engineering
- **July**Construction & Project Management
- **August**Environmental engineering
- **September**Transportation engineering
- **October**Municipal engineering, urban and rural infrastructure
- **November**Professional Development (focus on engineering, educational & associated bodies)
- **December**Civil engineering project awards

Please note the following

- **Front cover** Only logos will appear on the cover. Logos and cover pictures (at least 300 dpi and A4 size, in portrait format) must be submitted separately. The final choice of cover picture and design remains the prerogative of the editor. Front covers once booked cannot be cancelled.
- **Material** should be supplied in a press-optimised pdf format – colours converted to CMYK. Material should be made up in bureau software (eg Quark, Indesign, Freehand, Illustrator, CorelDraw) before converting to pdf. Note that material made up in MS Word and Powerpoint before converting to pdf will result in poor printing and/or extra costs for the advertiser's account, and is therefore not acceptable.
- **Bleed** should be added equally on all sides of the artwork.
- **Liaise** with the design studio rather than submitting incorrect material. (Marketing Support Services, e-mail: marna@marketingss.co.za, tel: 012-346-2168, fax: 012-460-2571)
- Material must be accompanied by a correct **colour proof**. Please note that no responsibility can be taken for wrong colours, text, etc, if no proof was supplied to check against.
- Material should be **delivered to**:
Avenue Advertising, 5 Ashley Avenue (off Cottesmore Road), Bryanston, e-mail: danielle@avenue.co.za
- All advertising material will be retained until after publication.
- Any **typesetting or layout required** will be for the advertiser's account.