



INFRASTRUCTURE DEVELOPMENT • BUILDING • MAINTENANCE • SERVICE DELIVERY

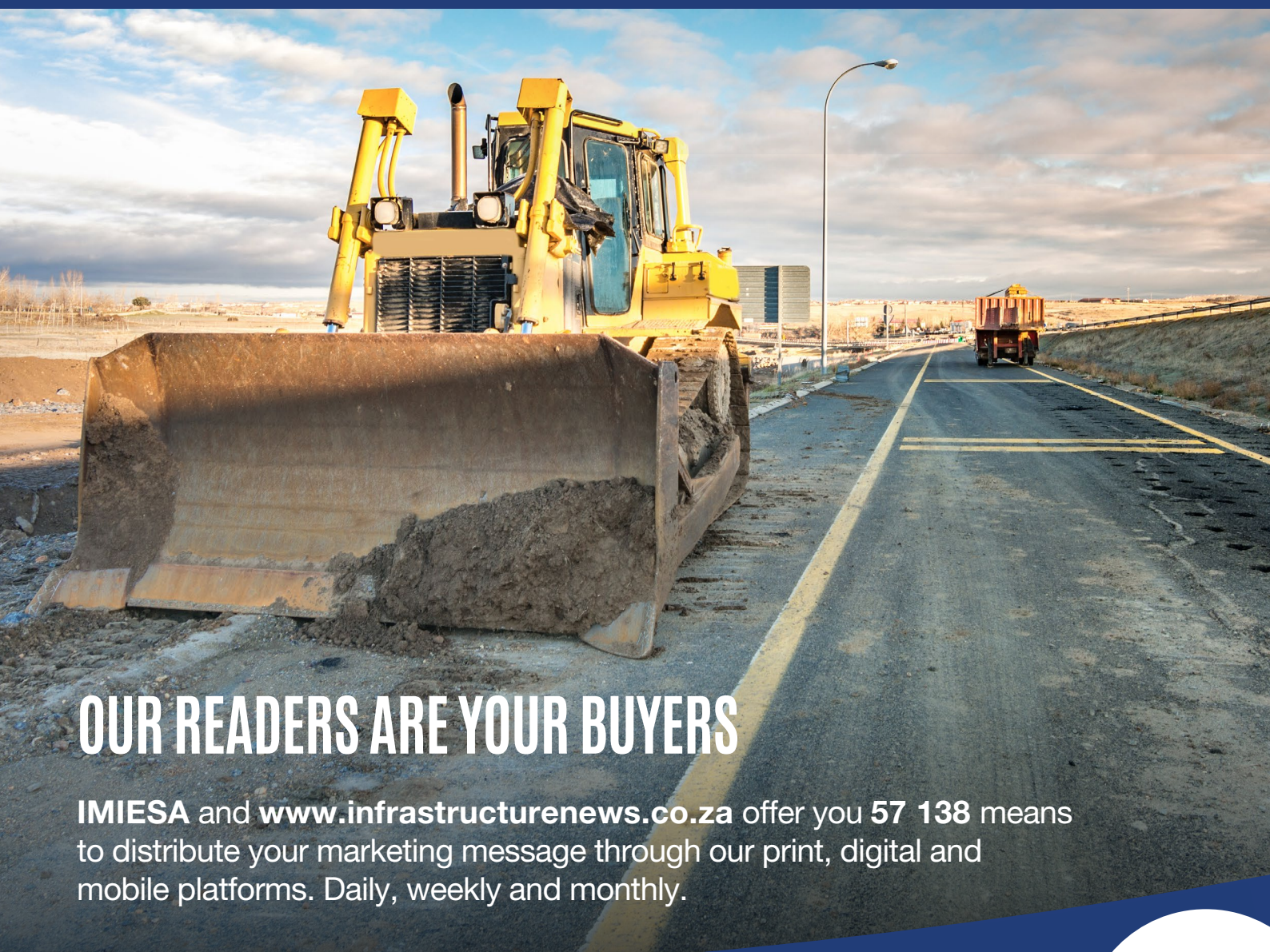
RATE
CARD
2020

The official magazine of the Institute of
Municipal Engineering of Southern Africa



www.infrastructurenews.co.za
and service delivery

IMIESA is the official magazine of the Institute of Municipal Engineering of Southern Africa (IMESA), focusing on infrastructure development, maintenance, utilities management and service delivery within the construction sector.



OUR READERS ARE YOUR BUYERS

IMIESA and www.infrastructurenews.co.za offer you **57 138** means to distribute your marketing message through our print, digital and mobile platforms. Daily, weekly and monthly.



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www.infrastructurenews.co.za

3

3SMEDIA

Magazine circulation



Print	IMESA members	Digital Pdf	Total
4 463	1 241	967	5 430

Digital reach

Newsletter subscribers	11 600
Website page views per month	36 245
Social media following	3 863
Total Distribution Footprint	57 138

CLICK HERE



**TO VIEW THE
MAGAZINE ONLINE!**



Readership



86%

*of consumers seek out
branded content* with
brands they trust, according to
the International News Media
Association. But for branded content
to work, it must be placed in a
relevant and natural environment.



WHO READS IMIESA?

Official Institute

- Institute of Municipal Engineering of Southern Africa (IMESA)

Civil Engineering and Construction

- Civil engineering contractors
- Construction managers
- Road and bridge engineers
- Structural engineers
- Project managers
- Mechanical engineers
- Electrical engineers
- Transport engineers
- Geotechnical engineers
- Water and sanitation engineers
- Maintenance managers
- Building contractors
- Architects

Consulting Engineers

- Electrical
- Civil
- Water and sanitation
- Environmental
- Building
- Mechanical
- Structural
- Road and bridge

Suppliers & Manufacturers

- OEM and industry dealers

Local, National & Provincial Government

- Municipal managers and engineers
- Solid waste managers and engineers
- Water and waste engineers/managers

- Stormwater, road and bridge engineers
- Environmental engineers
- Electrical engineers
- Mechanical engineers
- Municipal finance officers
- Public places and spaces management
- Asset, fleet and IT managers

Transport & Logistics

- Public transport companies
- Transport and logistic managers
- Commercial fleet managers
- Fleet managers

Educational Institutes

- Universities
- Training and research institutes

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Click here to visit the National Treasury website.

Content marketing opportunities across print and digital platforms

Front Cover + Cover Story

This exclusive package includes the front cover image and an article. The article will be featured:

- as a two-page cover story upfront in the **magazine**
- as a featured article in the **newsletter**
- as a shared article on our **social media** platforms
- as a video clip on www.infrastructurereads.co.za

COVER STORY

A safer, smoother Cape Town commute

UTFC

The new road being constructed using a... (text continues)

COVER STORY

ERWAT shares new thoughts on wastewater

IMIESA speaks to Tumbelo Gopane, managing director, East Rand Water Care Company (ERWAT), about the company's future strategy and its plans for the future of wastewater treatment in South Africa.

CLICK HERE TO VIEW MORE EXAMPLES ONLINE



Hot Seat

The answer to water security

The social and economic impact of not adequately planning for water supply is substantial. Here, Tumbelo Gopane, Managing Director, Vovani Water Products, explains what the implications are and what municipalities should be doing to avoid a crisis.

ERWAT shares new thoughts on wastewater

IMIESA speaks to Tumbelo Gopane, managing director, East Rand Water Care Company (ERWAT), about the company's future strategy and its plans for the future of wastewater treatment in South Africa.

Industry Insight

COVER STORY

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COVER STORY

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CLICK HERE TO VIEW MORE EXAMPLES ONLINE

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This prime position consists of an interview in Q&A format written by our editorial team. It includes a photograph of the interviewee and a quote on the front cover. The article will be featured:

- as a two-page story upfront in the **magazine**
- as a featured article in the **newsletter**
- as a shared article on our **social media** platforms
- as a video clip on www.infrastructurereads.co.za

This sought-after position includes a photograph of the interviewee on the front cover. The article will be featured:

- as a two-page story upfront in the **magazine**
- as a featured article in the **newsletter**
- as a shared article on our **social media** platforms
- as a video clip on www.infrastructurereads.co.za

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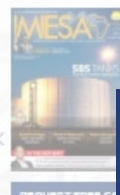
ONLINE OPPORTUNITIES

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and service delivery
ROTATING BANNER POSITIONS (x3)

LEADERBOARD: 728 X 90

Investment in the construction of Africa's transport networks set to reach \$69 ...

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In This Issue
The official magazine of the Institute of Municipal Engineering of Southern Africa (IMESA) / IMESA

RECTANGLE BANNER
(Above the fold)
300 x 250

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TO WATCH


LATEST ARTICLES



Human Rights Commission to launch citywide inquiry into Tshwane water situation

The South African Human Rights Commission (SAHRC) is set to launch a citywide inquiry into the broader water situation in the City of Tshwane. The probe followed the negative results of water tests conducted by the Council for Scientific and...

[READ MORE](#)


Mpumalanga residents urged to intensify water saving efforts

With Mpumalanga dam levels continuing to drop, the Department of Water and Sanitation has called on all consumers in the province to intensify their water saving efforts until the next summer rains. The call comes against the backdrop of...

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RECTANGLE BANNER
(Below the fold)
300 x 250

ports rail
evolution innovation

Next generation Africa's premier infrastructure magazine



South African cement producers apply for protection against imports

The Concrete Institute (ICI) has on behalf of the South African cement producers applied to the International Trade Administration Commission (ITAC) of South Africa to investigate the surge of imports of low-priced cement. ICI has lodged the...

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Reduced water consumption contributes to improving SA water situation

With almost two months to go before the first possible summer rains, South Africa has a fairly sufficient amount of water in storage to sustain it through the wet season. The change in water consumption has contributed immensely to the improved...

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RECTANGLE BANNER
(Below the fold)
300 x 250

All eyes are currently on Switzerland, where members of the 14th Conference of Parties to the Basel Convention (COP14) are considering a Norwegian proposal to add plastic to a list of wastes governed by the Convention that will see tighter...

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BOTTOM RECTANGLE
600 X 300

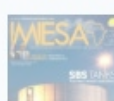
Water Consulting: 100 decades of excellence

Renewing Middle Lake Dam

Concrete contribution to solar energy

Go local with Florite GRP pipe

Construction industry's September Congress expected to produce action-plan to ...



In This Issue
The official magazine of the Institute of Municipal Engineering of Southern Africa (IMESA) / IMESA

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NEWSLETTER
infrastructurenews.co.za

LEADERBOARD: 680 x 150

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News Round Up | 21 May 2019
News from the water sector delivered to your Inbox!



KZN residents embark on a drive to clean-up Durban's coastline after floods
2019-05-20

KwaZulu-Natal residents have embarked on an initiative to restore Durban's coastline and beaches. The clean-up drive comes after last month's flooding, which left a trail of litter along...



MIDDLE STRIP
680 x 100

TOP STORY IN THE WATER SECTOR



South Africa has enough water to sustain it through the dry winter – says DWS
2019-05-17

South Africa currently has 23 809,2 cubic metres of water in storage and according to a weekly report by the Department of Water and Sanitation, it's ...

[Read more](#)

BOTTOM STRIP
680 x 100



st serious



May/June Features
Get the latest copy of Water & Sanitation today:

• Industry 4.0 – KwaZulu-Natal

JANUARY 2020

THE INFRASTRUCTURE ASSET MANAGEMENT ISSUE

- **Bitumen and asphalt:** Technology & projects
- **Industry perspective:** Recycling Africa's roads: a Southern African focus
- Infrastructure Condition Assessments
- Municipal Finance & IT
- **Municipal focus:** Nelson Mandela Bay
- Environmental engineering
- **Mining social and labour plans:** housing and infrastructure
- Landfills & Recycling
- **Panel:** Meters, motors, pipes, pumps and valves
- Dams and water storage
- Formwork and scaffolding
- Cement and concrete technology
- **Construction equipment and vehicles:** Earthmoving and allied

Conferences

- African Mining Indaba

FEBRUARY 2020

THE TECHNOLOGY ISSUE

- **Panel:** The best in road and bridge construction
- Municipal architects
- BIM
- Software & apps
- Drones
- Steel construction
- Green building innovations
- **Municipal focus:** Midvaal
- Geotechnical engineering
- **Industry perspective:** Optimising SA's water utilities
- Wastewater treatment works infrastructure and innovations
- Precast concrete
- Building systems
- SHEQ
- Infrastructure planning, funding and implementation
- **Construction equipment and vehicles:** earthmoving and allied

Conferences

- Mining Indaba

MARCH 2020

THE NATIONAL WATER WEEK ISSUE

- **Special feature:** City of Johannesburg
- **Panel:** Perfecting South Africa's water system – storing, measuring, pumping, testing, monitoring, managing and delivering
- **Industry perspective:** Department of Water and Sanitation
- Renewable energy
- Waste & recycling
- Construction law
- Leading water projects of 2019
- Meters, motors, pipes, pumps and valves
- **Electrification:** Urban and rural
- Environmental engineering
- **Consulting engineers:** Showcasing excellence in design and project delivery
- Ports and harbours
- Sanitation
- **Cement and concrete:** Focus on environmental management, sand and aggregate production, readymix design and delivery, and machinery
- **Construction equipment and vehicles:** Earthmoving and allied

APRIL 2020

THE ROADS CONSTRUCTION, MAINTENANCE AND REPAIR ISSUE

- **Special feature:** eThekweni
- **Panel:** Technologies and specifications for road construction – conversations with Sanral, Sabita and SARF plus suppliers to the roads industry
- **Industry perspective:** Metering and control
- Roads management and maintenance for local government
- **Public buildings:** Design, restoration and new projects
- Labour-intensive construction techniques
- Cement and concrete technology
- Human settlements
- Project and programme management

- Trenchless technologies (SASTT)
- **Construction equipment and vehicles:** Earthmoving and allied

MAY 2020

PUBLIC BUILDINGS & ALLIED SERVICES ISSUE

- **Special feature:** City of Cape Town
- **Industry perspective:** Department of Public Works & Infrastructure
- PPP projects
- Human settlements
- Public building projects
- Geomatics
- **Panel:** Water utility technologies – investing now to save the future
- Cement and concrete technology
- Infrastructure funding and implementation
- Public lighting and safety
- Environmental engineering
- Construction SHEQ
- **Construction equipment and vehicles:** Earthmoving and allied

JUNE 2020

THE SMART CITIES & TRANSPORTATION ISSUE

- **Special feature:** Smart cities
- **Panel:** Planning and building SA's metros
- Transportation engineering
- Airports and runways
- Ports and harbours
- **Railway:** Design, construction and maintenance
- Meters, pipes, pumps and valves
- Public transport solutions
- Geotechnical engineering
- **Smart cities:** Metering, monitoring and asset management
- **Roads and bridges:** Design, construction and maintenance
- Cement and concrete technology
- Trenchless technologies (SASTT)
- Costing and estimating
- Municipal Finance & IT
- Drones
- **Construction equipment and vehicles:** Earthmoving and allied

JULY 2020

THE ENERGY ISSUE

- **Special feature:** Ekurhuleni
- Industry leaders
- **Panel:** Building pipelines – bulk and reticulation
- Cement and concrete technology
- Renewable energy, IPP & PPA developments
- **Electrification:** urban and rural
- Cogeneration
- Building systems
- Low-cost and affordable housing
- **Power stations:** Construction and refurbishment
- Municipal asset management
- Dams and reservoirs
- Scaffolding and formwork
- **Construction equipment and vehicles:** Earthmoving and allied

Conferences

- The Southern African Transport Conference

AUGUST 2020

THE BITUMEN AND ASPHALT ISSUE

- **Special feature:** Nelson Mandela Bay & Buffalo City
- **Panel:** Road construction, maintenance and equipment
- Roads industry stakeholder perspective
- Design, planning and project management for water and wastewater infrastructure
- Water system pressure management
- Geotechnical engineering

- Project and programme management
- Cement and concrete technology
- Infrastructure funding and implementation
- BIM technology
- Landfill design and construction
- **Construction equipment and vehicles:** Earthmoving and allied

Conferences

- Power and Electricity World Africa
- The Water Show Africa
- A-OSH

SEPTEMBER 2020

THE PIPES ISSUE

- **Special feature:** Social & affordable housing
- **Industry perspective:** SAPPMA
- **Pipeline panel discussion:** Concrete, HDPE, GRP and steel
- Trenchless technologies (SASTT)
- Non-revenue water losses
- Human settlements
- Landfill design and construction
- **Roads and bridges:** Design, construction and maintenance
- Motors, pumps and valves
- Utilities management
- SHEQ
- Concrete and cement
- **Construction equipment and vehicles:** Earthmoving and allied

Conferences

- African Construction expo
- Totally Concrete
- Pumps, Valves & Pipes

OCTOBER 2020

THE IMESA CONFERENCE ISSUE

- **Industry perspective:** Institute of Municipal Engineering of Southern Africa

- CESA Awards
- Best municipal projects in South Africa
- Optimising water and wastewater treatment plants
- SABITA who's who
- Civil engineering contractors
- Pipes, pumps and valves
- Geotechnical engineering
- Infrastructure funding and implementation
- Sanitation
- SAPPMA review
- Asset management
- **Construction equipment and vehicles:** Earthmoving and allied

Conferences

- IMESA Conference
- SAFCEC Conference
- AfriBuild

NOVEMBER/DECEMBER 2020

THE SUSTAINABLE INFRASTRUCTURE DEVELOPMENT ISSUE

- **Special feature:** City of Tshwane
- **Industry perspective:** Consulting Engineers Southern Africa
- **Panel:** Project planning and implementation
- Prestigious projects of the year for roads and water
- Water metering and pressure management
- Sustainable building systems
- Renewable energy
- Cement and concrete technology
- Human settlements
- Bitumen and asphalt mixes
- SHEQ
- Geomatics (SAGI)
- **Construction equipment and vehicles:** Earthmoving and allied

Conferences

- African Utility Week & PowerGen Africa
- WISA Conference





IMIESA RATES*

ADVERT DESCRIPTION	SINGLE	2-4 INSERTS	5-8 INSERTS	9-11 INSERTS
Full Page	22 500	21 400	20 250	19 150
Half Page	15 750	15 000	14 200	13 400
Third Page	13 500	12 850	12 150	11 500
Quarter Page	10 150	9 650	9 150	8 650
Double Page Spread	38 250	36 350	34 450	32 550
Classified Business Card	4 500	4 300	4 050	3 850
Strip Ad	6 750	6 450	6 100	5 750
DPS Half Page	26 800	25 450	24 100	22 800
Full Page Advertorial	24 750	23 550	22 300	21 050
Half Page Advertorial	17 350	16 500	15 600	14 750
COVERS	SINGLE	2-4 INSERTS	5-8 INSERTS	9-11 INSERTS
Outside Back	31 500	29 950	28 350	26 800
Inside Back	27 000	25 650	24 300	22 950
Inside Front	29 250	27 800	26 350	24 900
Inside DPS Back	45 000	42 750	40 500	38 250
Inside DPS Front	47 250	44 900	42 550	40 200
PROFILES	SINGLE	2-3 INSERTS	4-6 INSERTS	7-8 INSERTS
1 Page Profile	27 000	25 650	24 300	22 950
2 Page Profile	38 250	36 350	34 450	32 550
3 Page Profile	51 750	49 200	46 600	44 000
4 Page Profile	60 750	57 750	54 700	51 650
5 Page Profile	72 000	68 400	64 800	61 200
Cover Story Package	59 800	56 800	53 800	50 850
Hot Seat Package	42 900	40 800	38 650	36 500
Divisional Cover Package	47 400	45 050	42 700	40 300
Divisional Hot Seat Package	39 550	37 550	35 600	33 600
Industry Insight	42 900	40 800	38 650	36 500
Panel Discussion	22 500	21 400	20 250	19 150
Gatefolds	POA			
Bellybands/Inserts	POA			

IMIESA DEADLINES

ISSUES	BOOKING	MATERIAL
JAN	25 Nov 2019	28 Nov 2019
FEB	15 Jan 2020	20 Jan 2020
MAR	12 Feb 2020	17 Feb 2020
APR	11 Mar 2020	16 Mar 2020
MAY	13 May 2020	18 May 2020
JUNE	12 Jun 2020	18 Jun 2020
JULY	06 Jul 2020	09 Jul 2020
AUG	03 Aug 2020	06 Aug 2020
SEPT	31 Aug 2020	03 Sep 2020
IMIESA Conference	09 Sep 2020	14 Sep 2020
OCT	18 Sep 2020	23 Sep 2020
NOV/DEC	19 Oct 2020	22 Oct 2020
JAN 2021	27 Nov 2020	02 Dec 2020
FEB 2021	20 Jan 2021	25 Jan 2021
MAR 2021	17 Feb 2021	22 Feb 2021

Please note that the above dates may change.

Print Advert design rates*

ADVERT SIZE	COST	ADVERT SIZE	COST
DPS	3 672	Third Page	1 050
Full Page	2 680	Quarter Page	900
Half Page	1 350	Classified	530

*The above prices are in ZAR and exclude VAT. Please supply instructions, text, contact details, and high-resolution pictures and logos.

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Print Terms and Conditions

Please note that if an agency is contracted to manage an advertising booking on behalf of a client that has made a direct booking, the initial booking will not be diminished or renegotiated until expiry of the existing contract. Please familiarise yourself with the full set of terms and conditions (link below) as all contracts are subject to these requirements.

SUBSCRIPTIONS

R600/annum (incl. VAT)
R55/issue (incl. VAT)

IMIESA ADVERT SPECIFICATIONS** (width x height in mm)

SIZE	CROP SIZE	TYPE AREA	WITH BLEED
Double Page Spread	420 x 297	400 x 277 (mind spine)	426 x 303
Full Page	210 x 297	190 x 277	216 x 303
Half Page (Landscape)	210 x 148.5	190 x 128.5	216 x 154.5
Half Page (Portrait)	105 x 297	85 x 277	111 x 303
Third Page (Landscape)	210 x 99	190 x 79	216 x 105
Third Page (Portrait)	70 x 297	50 x 277	76 x 303
Quarter Page (Landscape)	210 x 74	190 x 54	216 x 80
Quarter Page (Portrait)	105 x 148.5	85 x 128.5	111 x 154.5

*All the above prices are in ZAR exclude VAT.

**Press-optimised high-quality PDF file, 300 dpi

VIDEO/ONLINE/BROCHURE OPPORTUNITIES

Make use of our trusted industry writers, designers and marketers to get your message to your customers in 2019.

VIDEO SERVICES



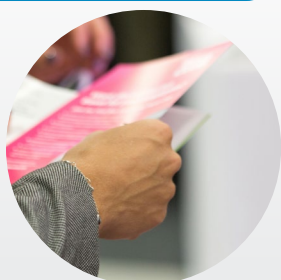
Around one third of users spend their time online watching videos. In the age of information overload, videos are an easy way for buyers to consume information, especially on their mobiles.

Our team of experts provide a full video service offering, from conceptualisation to the filming and post-production of your interview, commercial profile, project or corporate video.

Video interview (3 minutes)	R17 500	Project video (3-5 minutes)	POA
Commercial/profile (1-2 minutes)	R30 000	Corporate video (6 minutes)	POA

Rates include post-production. Filming of videos to take place at 3S Media's studio in Linbro Business Park, JHB, or within an 80 km radius. For locations beyond 80 km, standard AA rates per km will apply.

BROCHURES



Our expert content marketing team will take care of your brochures from start to finish, including:

- Conceptualisation
- Content creation
- Photography
- Design
- Printing

4 pages	R30 000
8 pages	R55 000
12 pages	R85 000
16 pages	R100 000
20 pages	R120 000

These rates included 1 000 printed brochures. POA for higher print runs.

SOCIAL MEDIA



Our social media package is linked to selected social platforms like LinkedIn, Facebook and Twitter.

The package includes:

- The writing of three content marketing articles, each with a length of ± 500 words
- Scheduled posting of these articles over a preplanned period to coincide with the client's marketing campaign
- Facebook boosted posts and LinkedIn sponsored content
- Shared on www.infrastructurenews.co.za and the IMIESA newsletter
- Campaign reporting

R15 500

**All the above prices in ZAR exclude VAT.*

www.infrastructurenews.co.za
and service delivery



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THE MAGAZINE ONLINE!**

infrastructurenews deadlines

BOOKING DEADLINE	MATERIAL DEADLINE
Five business days prior to distribution date	Two business days prior to distribution date

Online Advert design rates*

ALL BANNERS	COST
Banner design	460 per banner

*The above prices are in ZAR and exclude VAT.
Please supply instructions, text, contact details, pictures and logos.
20% discount applicable for more than one banner ad per order.

Online Terms And Conditions

- Booking** All bookings are to be made via the 3S Media Online Contract Form.
- Material** All content is subject to 3S Media approval and 3S Media will not alter image files or tags.
- Payment** Please familiarise yourself with the full set of terms and conditions, as all contracts are subject to these requirements.



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- Event videos

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infrastructurenews rates and dimensions* (width x height in pixels)

ADVERT DESCRIPTION	DIMENSIONS			COST				
				1 month	2-4 months	5-8 months	9-12 months	 Video
HOME PAGE BANNERS								
	Computer	Tablet	Mobile					
Leaderboard (Mega) Banner	728 x 90	468 x 60	320 x 50	12 800	12 150	11 500	10 850	14 700
Rectangle Banner (Above the fold)	300 x 250	300 x 250	300 x 250	7 050	6 700	6 350	6 000	8 100
Rectangle Banner (Below the fold)	300 x 250	300 x 250	300 x 250	3 850	3 650	3 450	3 300	4 450
Bottom Rectangle (Bottom)	600 x 300	468 x 60	320 x 50	3 200	3 050	2 900	2 750	3 700

infrastructurenews Newsletter rates and dimensions* (width x height in pixels)

DESCRIPTION	DIMENSIONS	COST			
		1 month	2-4 months	5-8 months	9-12 months
NEWSLETTER BANNERS					
Leaderboard	680 x 150	6 750	6 450	6 100	5 750
Middle strip	680 x 100	4 400	4 200	3 950	3 750
Bottom strip	680 x 100	3 400	3 200	2 950	2 750



*All the above prices in ZAR exclude VAT.

DETAILS: Home page banners: Maximum of 4 advertisers per zone • A month consists of a minimum of 4 x inserts • One change per month permitted • Contract total divided by period of contract