OUR READERS ARE YOUR BUYERS

ReSource and www.infrastructurenew.ws have an overall reach of 45 460 in print, online and on mobile. Daily, weekly and monthly.
Reach your buyers using our print and digital solutions

Are you a supplier offering vehicles, products and services relevant to:
• Solid waste disposal
• Wastewater
• Healthcare risk waste
• Industrial waste
• Recycling
• Cleaner production
• Energy efficiency

Here is your opportunity to grow your business and increase your market share not only in South Africa but also in the rest of Africa.

Use ReSource magazine together with our www.infrastructurene.ws website, newsletters and social media platforms to gain exposure to our readers, who are your buyers.

ReSource subscribers can now earn CPD points by watching ECSA accredited videos on www.infrastructurene.ws

All engineering professionals in South Africa must acquire Continuing Professional Development (CPD) points to work as professionals.

ADVERTISING OPPORTUNITIES
Reach our subscribers through various online advertising opportunities on our CPD on Demand landing pages:
• The leaderboard banner
• Side rectangle banners
• Middle strip banners
• Landing page takeovers (all banner positions on page)
WHO READS RESOURCE

IWMSA Members (16%)
• Institute of Waste Management of Southern Africa

Endorsing Institutions and Associations (15%)
• South African Institute of Engineering Geologists
• Recycling Oil Saves the Environment (ROSE Foundation)
• Environmental Law Association
• Responsible Packaging Management Association of Southern Africa (RPMASA)
• Paper Recycling Association of South Africa (PRASA)
• National Recycling Forum
• Plastics Federation of South Africa
• Geological Society of South Africa
• Chemical and Allied Industries Association
• Tshwane University of Technology
• South African Institute of Materials Handling

Healthcare Risk Waste (12%)
• Hospital managers
• Laboratory managers
• Hospital medical superintendents
• Clinical services directors
• Medical managers
• Healthcare waste management

Wastewater (5%)
• Water & waste engineers
• Water scientists
• Water & wastewater treatment managers
• Water boards directors – provincial and national

Recycling (8%)
• Managing directors
• General managers
• Recycling managers
• Health managers
• Environmental managers

Municipalities (11%)
• Municipal managers
• Municipal engineers
• Water & wastewater engineers
• Environmental engineers
• Pollution control managers
• Municipal park managers

Environmental Industry (14%)
• Environmental managers
• Environmental consulting engineers
• Environmental lawyers
• Environmental waste managers
• Geologists

Manufacturing Industry (11%)
• Chief executive officers
• Managing directors
• Industrial chemists
• Abattoirs

Waste Equipment & Vehicles (4%)
• Managers & fleet managers

Mining (2%)
• Mine managers
• Environmental mine managers
• Geologists
• Demolition Companies

Petrochemical Industry (1%)
• Scientists
• Laboratory managers

Educational Institutes (1%)
• Universities
• Libraries
• Training & research institutes

DID YOU KNOW?
International News Media Association’s research shows that 86% of consumers seek out branded content with brands they trust. But for branded content to work, it must be in a relevant and natural environment.

WHY ADVERTISE IN RESOURCE?
• It is the only magazine in southern Africa dedicated to integrated resources and waste management.
• It is the official magazine of the Institute of Waste Management of Southern Africa (IWMSA).
• It is endorsed by eleven other important industry associations.
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 pull 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 video clip on www.infrastructure.ws
- As a shared article or video on our social media platforms. This includes a specialised campaign to boost the story and extend its reach and engagement.

This special opportunity includes a section cover inside the magazine. The article will be featured:

- In the first two pages of the relevant section
- As a featured article in the newsletter
- As a video clip on www.infrastructure.ws
- As a shared article on our social media platforms. This includes a specialised campaign to boost the story and extend its reach and engagement.

Profile your organisation or a special person within it who is leading the charge towards a more sustainable future. Articles include corporate social investment initiatives, sustainability programmes and internal resource-saving programmes. Sustainability heroes are those people or companies that excel in waste management, water and energy saving, and recycling. The article will be featured:

- As a two-page story upfront in the magazine
- As a featured article in the newsletter
- As a video clip on www.infrastructure.ws
- As a shared article or video on our social media platforms. This includes a specialised campaign to boost the story and extend its reach and engagement.

With a print and digital campaign, there is a reach of 106 391 for your marketing message:

- Print magazines 3 590
- Digimag subscribers 1 136
- Newsletter subscribers 4 400
- Website pageviews per month 79 329
- Facebook likes and Twitter Followers 2 789
ONLINE OPPORTUNITIES

www.infrastructurene.ws

Banners are sold on the home page and run-of-site pages.

- **Leaderboard**: Prime position above the www.infrastructurene.ws masthead.
- **Rectangle banners**: In eye-catching positions in the right-hand column
- **Middle strip and bottom rectangle banners**: Strategically placed between or below newsworthy articles.
- **Home page**: Maximum of four advertisers per banner zone to ensure optimum exposure for advertisers.
- **Run-of-site banners**: Displayed across multiple pages, increasing brand awareness.
- **Takeovers**: Own all banner positions and background branding for the period that you select. Package this with a concurrent newsletter takeover, and make sure your solution is top-of-mind for buyers. Takeovers are available for the homepage and run-of-site pages, and either static or with rotation (other advertisers will rotate with your takeover).
- **Newsletters**: Reach our highly targeted readers’ inboxes weekly by advertising in our informative and relevant newsletters. Banner advertisements and featured articles give you the opportunity to share your marketing message and drive traffic to your website.
- **Videos**: Use any of our banner positions for a company video promoting your products and services, or add other rich media elements to encourage visitors to interact and engage with your content.
- **Featured Articles + Boosting**: Take a content marketing package across print and digital platforms, or a featured article in the newsletter or on the website. Our editorial team will boost the story and extend its reach and engagement with the right target audience.
- **Company page for featured articles**: Book your own page on the www.infrastructurene.ws website where all your featured articles can be found by your customers in one space with your corporate branding.
- **Rich media**: Enhance your banner advert in the newsletter or on the website, or branded advert in the digimag. You can include advanced features like video, audio, animation or other elements that encourage viewers to interact and engage with the content.

**Capitalise on the relationship we have with the waste management, cleaner production and recycling industries.**

Expand your brand, market your products and services and drive traffic to your website through our print and digital advertising opportunities.
FEBRUARY 2018

THE GREEN ENERGY EDITION
Round table: Solid waste management
Municipal focus: eThekwini & Cape Town

Special features:
- Waste to energy
- Healthcare waste
- Packaging recycling
- Oil recycling
- Tyre recycling
- Mine waste management
- Waste vehicles & equipment
- Electronic waste
- Carbon emissions control

Regular features
- Energy efficiency & cleaner production
- Recycling technology
- Sustainable landfills
- Supply-chain management

Calendar events
- African Construction Expo & Totally Concrete
- African Utility Week
- Manufacturing Indaba
- Pollution & Wastech
- Sustainability Week

MAY 2018

THE WASTE MANAGEMENT EDITION
Round table: Integrated waste management
Municipal focus: Tshwane & Johannesburg

Special features:
- Circular economy
- Cleaner production
- Industrial symbiosis
- Waste into worth
- Hazardous waste & spill response
- Commercial vehicles & logistics
- Geosynthetic linings
- Green events

Regular features
- Energy efficiency & cleaner production
- Recycling technology
- Sustainable landfills
- Supply-chain management

Calendar events
- Investing in African Mining Indaba
- Power & Electricity World Africa
- The Solar Show
- Africa Energy Indaba

AUGUST 2018

THE WASTECON 2018 EDITION
Round table: Capacity building & landfilling technology
Municipal focus: Ekurhuleni & local municipalities

Special features:
- Waste management
- Packaging recycling
- Tyre recycling
- Oil recycling
- Waste vehicles & equipment
- Green waste recycling
- Abattoir & tannery waste
- Legal compliance
- Extending the life of landfills
- Specialist waste bins

Regular features
- Energy efficiency & cleaner production
- Recycling technology
- Sustainable landfills
- Supply-chain management

Calendar events
- WASTECON 2018
- IMESA Conference
- Elecra Mining
- Clean-up & Recycle Week SA

NOVEMBER 2018

THE RECYCLING & ENVIRONMENT EDITION
Round table: Waste vehicles & equipment
Municipal focus: Mangaung, Nelson Mandela Bay, Buffalo City

Special features:
- Commercial vehicles & equipment
- Green waste
- Ocean economy
- Climate change
- Skills development & job creation
- Electronic waste
- Healthcare waste & spill response
- Municipal solid waste
- Automotive waste management

Regular features
- Energy efficiency & cleaner production
- Recycling technology
- Sustainable landfills
- Supply-chain management

Calendar events
- WASTECON 2018
- IMESA Conference
- Elecra Mining
- Clean-up & Recycle Week SA

www.infrastructure.ws
**ReSource rates**

<table>
<thead>
<tr>
<th>ADVERT DESCRIPTION</th>
<th>SINGLE</th>
<th>2-4 INSERTS</th>
<th>5-8 INSERTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>18 400</td>
<td>17 450</td>
<td>16 550</td>
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<tr>
<td>Half Page</td>
<td>12 900</td>
<td>12 250</td>
<td>11 600</td>
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<tr>
<td>Third Page</td>
<td>11 050</td>
<td>10 500</td>
<td>9 950</td>
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<tr>
<td>Quarter Page</td>
<td>7 350</td>
<td>7 000</td>
<td>6 650</td>
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<tr>
<td>Double Page Spread</td>
<td>31 250</td>
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<td>Classified Business Card</td>
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<tr>
<td>Classified - Vertical Large</td>
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<td>6 150</td>
<td>5 800</td>
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<tr>
<td>Classified - Vertical Small</td>
<td>4 600</td>
<td>4 400</td>
<td>4 150</td>
</tr>
<tr>
<td>Classified - Horizontal Large</td>
<td>7 350</td>
<td>7 000</td>
<td>6 650</td>
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<tr>
<td>DPS Half Page</td>
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<td>19 700</td>
</tr>
<tr>
<td>Full Page Advertorial</td>
<td>20 200</td>
<td>19 200</td>
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</tr>
<tr>
<td>Half Page Advertorial</td>
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<td>13 450</td>
<td>12 750</td>
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**Covers**

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<th>5-8 INSERTS</th>
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<td>Outside Back</td>
<td>25 750</td>
<td>24 450</td>
</tr>
<tr>
<td>Inside Back</td>
<td>22 050</td>
<td>20 950</td>
</tr>
<tr>
<td>Inside Front</td>
<td>23 900</td>
<td>22 700</td>
</tr>
<tr>
<td>Inside DPS Back</td>
<td>36 750</td>
<td>34 900</td>
</tr>
<tr>
<td>Inside DPS Front</td>
<td>38 600</td>
<td>36 650</td>
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**Profiles**

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<td>2 Page Profile</td>
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<td>29 700</td>
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<td>3 Page Profile</td>
<td>42 250</td>
<td>40 150</td>
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<tr>
<td>4 Page Profile</td>
<td>49 600</td>
<td>47 100</td>
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<td>5 Page Profile</td>
<td>58 800</td>
<td>55 850</td>
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<tr>
<td>Cover Story Package</td>
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<td>47 650</td>
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<tr>
<td>Hot Seat Package</td>
<td>39 150</td>
<td>37 200</td>
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<tr>
<td>Divisional Cover Package</td>
<td>41 000</td>
<td>38 950</td>
</tr>
<tr>
<td>Divisional Hot Seat Package</td>
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<td>33 700</td>
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<tr>
<td>Panel Discussion</td>
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<td>17 450</td>
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**Gatefolds**

POA

**Bellybands/ Inserts**

POA

**Corporate video**

POA

**ReSource advert specifications**

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

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

**Print Advert design rates**

<table>
<thead>
<tr>
<th>ADVERT SIZE</th>
<th>COST</th>
<th>ADVERT SIZE</th>
<th>COST</th>
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<tbody>
<tr>
<td>DPS</td>
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<td>Third page</td>
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<tr>
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<td>Quarter page</td>
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<tr>
<td>Half Page</td>
<td>1 250</td>
<td>Classified</td>
<td>490</td>
</tr>
</tbody>
</table>

**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 as all contracts are subject to these requirements.

**SUBSCRIPTIONS**

- R220/annum (incl. VAT)
- R55/issue (incl. VAT)

**ReSource deadlines**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>BOOKING</th>
<th>MATERIAL</th>
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</thead>
<tbody>
<tr>
<td>FEB 2018</td>
<td>15 Jan 2018</td>
<td>18 Jan 2018</td>
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<tr>
<td>MAY 2018</td>
<td>16 Apr 2018</td>
<td>19 Apr 2018</td>
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<td>AUGUST 2018</td>
<td>16 Jul 2018</td>
<td>19 Jul 2018</td>
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<td>NOVEMBER 2018</td>
<td>15 Oct 2018</td>
<td>18 Oct 2018</td>
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<td>FEB 2019</td>
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<td>MAY 2019</td>
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Please note that the above dates may change.
infrastructurene.ws *rates and dimensions* (width x height in pixels)

<table>
<thead>
<tr>
<th>ADVERT DESCRIPTION</th>
<th>DIMENSION</th>
<th>PC</th>
<th>Tablet</th>
<th>Mobile</th>
<th>1 month</th>
<th>2-4 months</th>
<th>5-8 months</th>
<th>9-12 months</th>
<th>Video</th>
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</thead>
<tbody>
<tr>
<td>HOME PAGE BANNERS</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>468 x 60</td>
<td>320 x 50</td>
<td>12 050</td>
<td>11 450</td>
<td>10 850</td>
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<tr>
<td>Rectangle Banner</td>
<td>300 x 250</td>
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<td>3 300</td>
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<td>Middle Strip</td>
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<td>3 100</td>
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<tr>
<td>Rectangle Banner</td>
<td>300 x 250</td>
<td>6 650</td>
<td>5 300</td>
<td>4 600</td>
<td>3 900</td>
<td>3 300</td>
<td>3 100</td>
<td>4 200</td>
<td></td>
</tr>
<tr>
<td>Bottom Banner</td>
<td>600 x 300</td>
<td>3 050</td>
<td>2 900</td>
<td>2 750</td>
<td>2 600</td>
<td>3 500</td>
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<tr>
<td>Home Page Takeover</td>
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<tr>
<td>Takeover (revolving)</td>
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<tr>
<td>Takeover (static)</td>
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infrastructurene.ws *deadlines*

<table>
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<tr>
<th>BOOKING DEADLINE</th>
<th>MATERIAL DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Five business days prior to distribution date</td>
<td>Two business days prior to distribution date</td>
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</tbody>
</table>

Online Advert design rates*

<table>
<thead>
<tr>
<th>ALL BANNERS</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner design</td>
<td>425 per banner</td>
</tr>
</tbody>
</table>

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

Online Terms And Conditions

1. Booking All bookings are to be made via the 3S Media Online Contract Form.
2. Material All content is subject to 3S Media approval and 3S Media will not alter image files or tags.
3. Payment All online adverts must be paid for in full prior to publication. Please familiarise yourself with the full set of terms and conditions as all contracts are subject to these requirements.

Ask about our video opportunities

- Corporate videos
- Product and service videos
- Event videos
- CPD videos

SUBSCRIBE TO infrastructurene.ws weekly e-newsletter

Email nomsa@3smedia.co.za

infrastructurene.ws *Newsletter rates and dimensions* (width x height in pixels)

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>DIMENSION</th>
<th>PC</th>
<th>1 month</th>
<th>2-4 months</th>
<th>5-8 months</th>
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<td>NEWSLETTER BANNERS</td>
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<tr>
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<tr>
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<tr>
<td>Island Banner Top</td>
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<tr>
<td>Island Banner Left</td>
<td>220 x 150</td>
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<td>Island Banner Right</td>
<td>220 x 150</td>
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<td>37 300</td>
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*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 • Payment by monthly debt order. Contract total divided by period of contract • Click through to website, email or PDF

CONTACT

SALES: Hanlie Fintelman t +27 (0)11 467 6224 c +27 (0)82 338 2266 h.fintelman@lantic.net
EDITOR: Candice Landie t +27 (0)11 233 2600 f +27 (0)11 234 7274/5 candice@3smedia.co.za