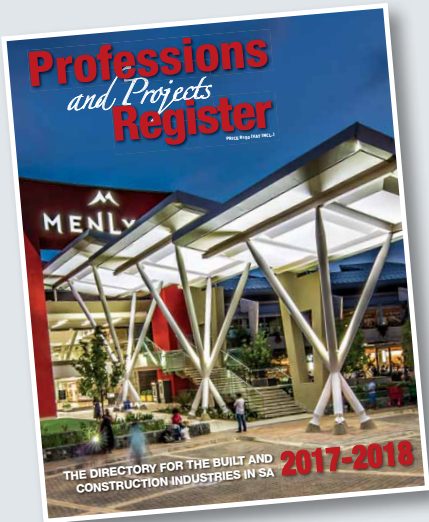


# Professions and Projects Register



## INDUSTRY IN PICTURES:

A pictorial showcase of projects, this overview serves as a new platform to feature more detail on recent and future construction projects.

|                 |         |
|-----------------|---------|
| <b>1 PAGE:</b>  | R10 000 |
| <b>2 PAGES:</b> | R15 000 |
| <b>3 PAGES:</b> | R18 000 |
| <b>4 PAGES:</b> | R20 000 |

## SPECIAL POSITIONS:

**FRONT COVER PACKAGE:** R42 000

**This includes:**

- The front cover image, logo and credit on the contents page.
- A two page company profile in the overview section.

|                            |         |
|----------------------------|---------|
| <b>OUTSIDE BACK COVER:</b> | R30 000 |
| <b>INSIDE FRONT COVER:</b> | R20 500 |
| <b>INSIDE BACK COVER:</b>  | R17 500 |
| <b>CATEGORY DIVIDERS:</b>  | R16 500 |
| <b>BOOKMARK:</b>           | R12 500 |

## RATES 2018/9

The **PROFESSIONS & PROJECTS REGISTER** is a glossy, annual comprehensive information resource and marketing tool for the built environment which consists of an extensive directory of listings and advertisements specific to the built and construction industry in South Africa. **PROFESSIONS & PROJECTS REGISTER** has been published for the last 31 years and is used as an essential reference guide by readers and subscribers, thereby giving advertisers a continued presence in their target market.

### DISPLAY ADVERTS:

|                            |         |
|----------------------------|---------|
| <b>HALF PAGE VERTICAL:</b> | R7 500  |
| <b>FULL PAGE:</b>          | R15 000 |
| <b>DOUBLE PAGE SPREAD:</b> | R18 000 |

### BLOCK ADVERTS:

|                                  |        |
|----------------------------------|--------|
| <b>1 x 9<sup>TH</sup> BLOCK:</b> | R2 400 |
| <b>2 x 9<sup>TH</sup> BLOCK:</b> | R4 400 |
| <b>3 x 9<sup>TH</sup> BLOCK:</b> | R6 200 |
| <b>4 x 9<sup>TH</sup> BLOCK:</b> | R7 500 |

### BRANDED LISTINGS:

Company logo with listing: R650

**7%**  
DISCOUNT  
if you book  
before 31 January 2018

**WE WILL MAKE  
UP YOUR ADS  
FOR FREE**

## SPECIAL FOCUS: HISTORICAL MILESTONES IN CONSTRUCTION

We are celebrating our 31st Anniversary Edition and invite all Companies in Construction to celebrate with us and to be included in our Special Feature, which will be published in the opening pages of our Publication.

**FULL PAGE: R12 500**

### TOP CONSTRUCTION COMPANIES

**PROFESSIONS & PROJECTS REGISTER** plans to identify the 15 construction companies that achieve one of the highest levels of performance and success in the construction industry.

### TOPICS TO CONSIDER:

- General overview
- Regional presence
- Company offering
- Corporate social investment
- Your team
- Projects
- Awards
- Your company's strategy: purpose, vision, mission statement, core values and goals

**OPTION ONE:** Corporate Profile & Industry in Pictures – three pages

**OPTION TWO:** Company profile – two full pages (advert/advertorial), one full page in the Industry in Pictures feature (total of three full pages)

**OPTION THREE:** Company profile – one full page (advert/advertorial) and two full pages in the Industry in Pictures feature (total of three full pages)

**NORMAL COST: R40 000**  
**PACKAGE DEAL: R29 850**

**OPTION TWO:** Corporate Profile & Industry in Pictures option – four pages

Option Two A: Company profile – two full pages (advert/advertorial), two full pages in the Industry in Pictures feature (total of four full pages)

**NORMAL COST: R45 000**  
**PACKAGE DEAL: R35 000**

Kindly refer to the Industry in Pictures flyer, which offers an example of how your company can illustrate two of your prestigious projects.

### ADDED VALUE:

- 1 Your company profile/overview (three pages) will be placed on the website ([www.profred.co.za](http://www.profred.co.za)) under the Projects tab, and will be displayed on a rotating basis for a full year, until the 2019 issue goes to print.
- 2 At no extra cost, advertisers have the added bonus of unlimited internet exposure on the E-zine version of the publication ([www.profred.co.za](http://www.profred.co.za) and [www.businessmediamags.co.za/the-professionsprojects-register/](http://www.businessmediamags.co.za/the-professionsprojects-register/)), an exact replica of the printed edition. Click-throughs will connect readers immediately to your email and website.

### BOOKING & MATERIAL DEADLINES

**SALES DEADLINE:** 25 May 2018

**MATERIAL FOR MAKE-UP:** 25 May 2018

**READY MATERIAL:** 1 June 2018

**DISTRIBUTION:** 30 June 2018

### MATERIAL REQUIREMENTS

**DIGITAL:** All digital advertising must be supplied in PDF format.

**PDF:** Press optimized with the high resolution images (minimum 300 dpi) and fonts embedded. The PDF should be pre-flighted and verified prior to submission.

### AD MAKE UP REQUIREMENTS

All artwork must be supplied at high resolution (minimum 300 dpi). Should any material changes be requested, Tiso Blackstar Group accepts no responsibility for print errors.

**COLOUR:** Professions & Projects Register is not responsible for colour discrepancies which may occur when images are converted from RGB to CMYK.

**PROOFS:** A high quality colour proof is essential, colour laser/inkjet printouts are not sufficient and Professions & Projects Register will not be held responsible for variations in the final printed colour.

### METHODS OF RECEIVING ADS

- 1 High resolution CMYK PDF, EPS, JPEG, PSD supplied on disc.
- 2 E-mail: [profreg@telkomsa.net](mailto:profreg@telkomsa.net)



## DIGITAL ADVERTISING

Ad online – 12 months (June 2018 – May 2019)

**ONLINE EXCLUSIVE PACKAGE DEAL:** R15 500

(excluding VAT)

([www.profreg.co.za](http://www.profreg.co.za) and [www.businessmediamags.co.za/the-professions-projects-register/](http://www.businessmediamags.co.za/the-professions-projects-register/))

- 3 x banner adverts, plus company logo on the top of the landing page, with hyperlinks, on [www.businessmediamags.co.za/the-professions-projects-register/](http://www.businessmediamags.co.za/the-professions-projects-register/).
- 1 x banner advert with hyperlink on [www.profreg.co.za](http://www.profreg.co.za).

Your company will be featured exclusively with banner adverts on both websites.

You can send your submissions to: [profreg@telkomsa.net](mailto:profreg@telkomsa.net). THE PROFESSIONS & PROJECTS REGISTER team will review your submission and respond accordingly. Submission guidelines will be emailed to you.

## DIGITAL SUBMISSIONS

Printed magazine 2018/19 – Online  
**PROFESSIONS & PROJECTS REGISTER**  
 Facebook page

• **PROFESSIONS & PROJECTS REGISTER** reserves the right to accept or deny any submission based on available space, content and quality. It does not pay for submissions or the publication of full or partial content of any kind.

Industry news and trends, competitions/prizes/giveaways/bursaries/event listings are always welcome and will be placed free of charge on the **PROFESSIONS & PROJECTS REGISTER** Facebook page.

**ALL ADS WILL BE MADE UP FREE OF CHARGE.**

All proofs for display adverts. Industry In Pictures, block adverts, branded listings and online adverts designed by Tiso Blackstar Group must be approved and signed off by 25 May.

## MATERIAL SIZES

| SIZING:                   | MEASUREMENTS (W x H) | BLEED    |
|---------------------------|----------------------|----------|
| DOUBLE PAGE SPREAD        | 420mm x 275mm        | 5mm      |
| FULL PAGE                 | 210mm x 275mm        | 5mm      |
| HALF PAGE VERTICAL        | 125mm x 250mm        | NO BLEED |
| 1 x 9 <sup>TH</sup> BLOCK | 60mm x 78mm          | NO BLEED |
| 2 x 9 <sup>TH</sup> BLOCK | 60mm x 160mm         | NO BLEED |
| 3 x 9 <sup>TH</sup> BLOCK | 60mm x 250mm         | NO BLEED |
| 4 x 9 <sup>TH</sup> BLOCK | 125mm x 160mm        | NO BLEED |

## ADVERTISING SALES

**ZELDA BOTMA**

Cell: 083 731 0510

[profreg@telkomsa.net](mailto:profreg@telkomsa.net)

**DAWN MITCHELL**

Cell: 083 727 1113,

[dawnmitchell@telkomsa.net](mailto:dawnmitchell@telkomsa.net)

**tiso blackstar group.**

# INFRASTRUCTURE

UNLOCKING GROWTH IN AFRICA

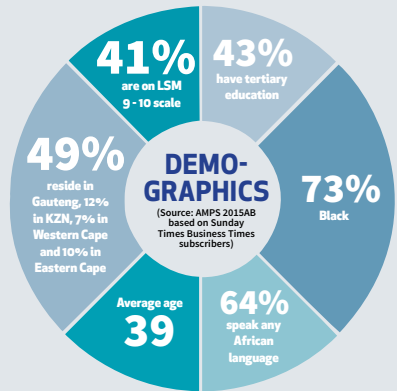
**DEAR PROFESSIONS & PROJECTS ADVERTISER,**

As an advertiser in our **PROFESSIONS & PROJECTS REGISTER** we would like to offer you an exclusive, once off, special discounted rate to advertise in our partner title, *Sunday Times Infrastructure*, which is distributed to 30 000 *Sunday Times* subscribers. That's a massive 20% discount off the rate card rate.

## Professions and Projects Register

| ADVERTISING RATES   | WAS      | NOW    |
|---------------------|----------|--------|
| FULL PAGE           | –20 000– | 16 000 |
| DPS PAGE            | –35 000– | 28 000 |
| THREE PAGE PROFILE  | –38 000– | 30 000 |
| HALF PAGE           | –12 000– | 9 800  |
| QUARTER PAGE        | –8 000–  | 6 600  |
| STRIP               | –8 000–  | 6 600  |
| FRONT COVER PACKAGE | –34 500– | 27 600 |
| OUTSIDE BACK COVER  | –30 000– | 24 000 |
| INSIDE FRONT COVER  | –29 000– | 23 000 |
| INSIDE BACK COVER   | –26 000– | 21 000 |

All rates exclude vat, include 16.5% agency commission to accredited agencies



**BOOKING AND MATERIAL DEADLINES**

|           | BOOKING     | MATERIAL    |
|-----------|-------------|-------------|
| June 2018 | 17 May 2018 | 25 May 2018 |

Infrastructure development remains critical to the development of any country. In South Africa, the government through its National Development Plan has identified infrastructure development as crucial to socio-economic development, with government committing to R827bn for public sector spending on infrastructure over the next three years.

In light of the drive to develop infrastructure on the continent, and to highlight projects underway in Africa, Tiso Blackstar Group will be publishing an infrastructure-focused magazine to be distributed in the Business Times in May 2017.

*Infrastructure* will be available on the Business Media Mags website for 12 months:

[www.businessmediamags.co.za](http://www.businessmediamags.co.za)

The *Sunday Times Infrastructure* publication will be distributed to 30 000 *Sunday Times* subscribers.

**DISTRIBUTION**

*Infrastructure* is published by *Tiso Blackstar Group*, inserted into the *Sunday Times* and distributed to 30 000 subscribers nationally in major metropolitan areas. The publication will also be made available on the Business Media Mags website.

**CONTACT SALES:**

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 Dawn Mitchell  
 Cell: 083 727 1113  
[dawnmitchell@telkomsa.net](mailto:dawnmitchell@telkomsa.net)

IN ASSOCIATION WITH:



tiso blackstar group.

