

**Cost per insertion - Rates Exclude VAT and agency commission**

Size	Type area width x height	1 - 3	4 - 6	7 - 12	Advert Make-up
<b>Full Page</b>	180 x 267 mm	9 950	9 600	9 350	935
<b>Double Page</b>	390 x 267 mm	18 150	17 800	17 550	1 485
<b>Half Page</b> Horizontal Vertical	180 x 130 mm 86 x 130 mm	6 790	6 450	6 100	605
<b>Half Double</b>		12 650	12 400	12 050	1045
<b>2/3 Page</b> Two Columns	117 x 267 mm	8 780	8 430	8 190	825
<b>Third Page</b> Single Column Three Columns	55 x 267 mm 180 x 89 mm	5 150	4 800	4 450	495
<b>Quarter Page</b> Horizontal Vertical	180 x 62 mm 86 x 130 mm	4 450	4 220	3 980	385
<b>Cover Positions</b> Front Cover Back Cover Inside Front Inside Back	180 x 267 mm	26 330 14 630 14 050 11 120	14 280 13 580 10 770	13 810 13 230 10 420	
<b>Envelopes</b> 20 000 Full colour advert on reverse side (10 000 envelopes per monthly issue)	Pricing on request	<b>ADVERTISE ON OUR A4 ENVELOPES</b> (10 000 envelopes per month over 3 months) Excellent brand exposure - great value for money			

**Loose inserts: Max. 210 x 297 mm printed one or both sides. Extra pages negotiable.**

Editorial submissions appear at the discretion of the editor/publisher. While editorials are accepted, there is a difference between editorial and advertorial and for the latter, standard advertising rates apply – as seen above. Website advertising rates available on request. Revise your material requirements to reflect your own requirements, formats, etc.

**Advertisers will receive 3 copies for free.**

**Every copy thereafter will sell for standard subscriptions rates – R30 per issue.**

**Material requirements**

- Complete adverts to be supplied in PDF format via CD or e-mail. CD to be supplied with colour proof.
- All fonts must be embedded and converted to paths and only CMYK will be accepted.
- All advertising material must be 300 dpi in resolution.
- No compressed or zipped files will be accepted.
- Images to be supplied in Jpeg or TIFF at 300 dpi.
- No make-up fee will be charged for complete material.

**Material & Booking deadlines**

- Material to be supplied by the 20th of the month prior to the publication month.
- Trademax can assist with editorial write-ups and advertisement make-up upon request.

**Contact us:**

<b>Publisher</b>	Billy Perrin	021 591 7000	billy@trademax.co.za
<b>Advertising Sales</b>	Darren le Roux	021 591 7021	darren@trademax.co.za
<b>Editor</b>	Celeste Perrin	021 591 7549	celeste@trademax.co.za



SA Roofing is the only publication that is dedicated entirely to the residential, commercial and industrial roofing and re-roofing industries. We report on current topics and issues relating to both inner and outer roofing systems. SA Roofing is widely regarded as the leading source of information for the roofing industries in South Africa, and quantity surveyors, architects and structural engineers form an integral part of our readership.

## Basic Features - 2012

SA Roofing covers residential, commercial and industrial roofing in each issue and all features apply to all three sectors respectively. Energy efficiency, the environment, skills, health, safety, insurance, legislation and compliance are some of the important topics that appear frequently in addition to those on our features list. While other publications feature roofing as a quarterly feature, SA Roofing covers roofing exclusively and therefore your advertising is relevant in all issues, regardless of the allocated feature for any said issue.

<b>Jan</b>	Ceilings & Insulation • Concrete Roofing • Affordable Housing • Thatching & Timber Roofing • Green Roofing & Energy Efficiency
<b>Feb</b>	Ceilings & Insulation • Fire & Safety • Trusses & Fastening Systems • Gutters, Drainage & Waterproofing • Slate Roofing
<b>March</b>	Ceilings & Insulation • Affordable Housing • Steel & Aluminium Roofing • Paints, Coatings & Protective Sealants • Translucent Roof Sheeting
<b>April</b>	Ceilings & Insulation • Concrete Roofing • Fire & Safety • Thatching & Timber Roofing • Green Roofing & Energy Efficiency
<b>May</b>	Ceilings & Insulation • Affordable Housing • Roof Tiles • Paints, Coatings & Protective Sealants • Green Roofing & Energy Efficiency
<b>June</b>	Ceilings & Insulation • Concrete Roofing • Trusses & Fastening Systems • Steel & Aluminium Roofing • Translucent Roof Sheeting
<b>July</b>	Ceilings & Insulation • Affordable Housing • Roof Tiles • Paints, Coatings & Protective Sealants • Slate Roofing
<b>Aug</b>	Ceilings & Insulation • Concrete Roofing • Steel & Aluminium Roofing • Translucent Roof Sheeting • Gutters, Drainage & Waterproofing
<b>Sept</b>	Ceilings & Insulation • Trusses & Fastening Systems • Roof Tiles • Thatching & Timber Roofing • Green Roofing & Energy Efficiency
<b>Oct</b>	Ceilings & Insulation • Fire & Safety • Steel & Aluminium Roofing • Translucent Roof Sheeting • Gutters & Drainage & Waterproofing
<b>Nov</b>	Ceilings & Insulation • Concrete Roofing • Affordable Housing • Roof Tiles • Green Roofing & Energy Efficiency
<b>Dec</b>	Ceilings & Insulation • Trusses & Fastening Systems • Steel & Aluminium Roofing • Translucent Roof Sheeting • Slate Roofing

## Circulation

The editorial policy of our magazine is geared to streamline the delivery of vital and current trade information from credible and respected authorities in the industry to a highly targeted audience.

SA Roofing distributes 5 000 copies monthly to a range of associated industries.

In addition to our 5 000 monthly readers, SA Roofing also has a growing number of online readers, both locally and abroad.

## Some of our Readers:

- Main Contractors and Installers
- Residential, Commercial and Industrial Property Owners and Developers
- Building and Property Managers
- Government Departments Owning and Managing State Property
- Town and Regional Planners
- Registered Architects
- Quantity Surveyors
- Structural and Consulting Engineers
- Waterproofing Industry
- Manufacturing and Suppliers
- Associations, Institutes and Federations
- Insurance Industry
- SAPOA Members and Facilities Managers

## Contact us:

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