

earthworks

FOR A SUSTAINABLE BUILT ENVIRONMENT

ISSUE 42 | APRIL-JUNE 2018

THE SECOND ACT

MEETING EXPECTATIONS
WITH CTICC 2

SPECIAL REPORT

Climate change

PROJECTS

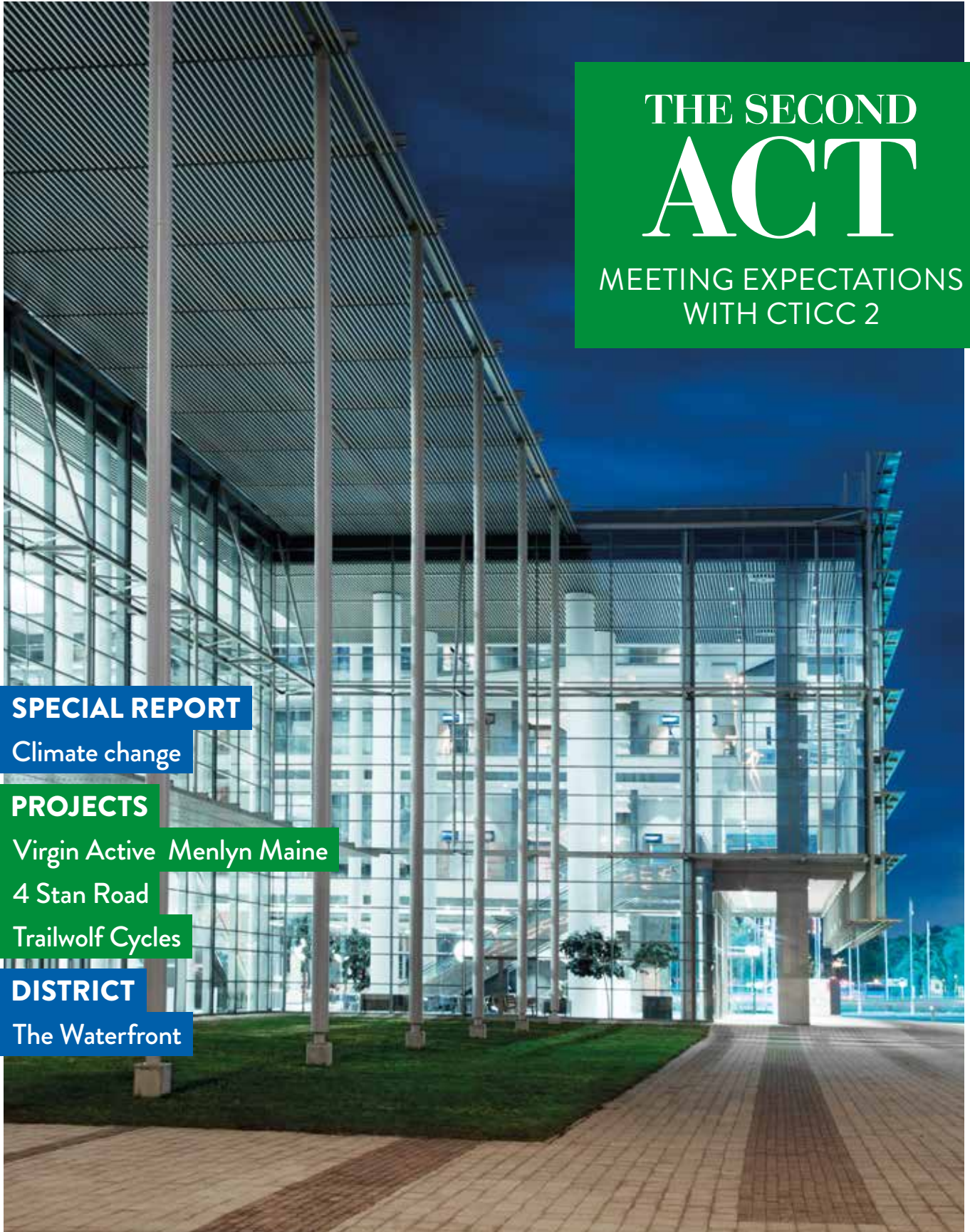
Virgin Active Menlyn Maine

4 Stan Road

Trailwolf Cycles

DISTRICT

The Waterfront





An intelligent cutting-edge media source that provides in-depth, accurate and useful information to industry professionals responsible for implementing lasting new construction practices

INTRODUCTION

earthworks is a magazine for the construction and property industry of tomorrow. From being a radical concept, 'green' has become an everyday notion. Terms such as sustainability, environmental responsibility, carbon footprint, carbon credits, water scarcity and the likes are on the tip of everyone's tongue.

As one of the players with historically the biggest negative impact, there is no doubt that the construction and property industry is also well positioned to be one of the largest contributors to the new 'environmentally friendly age' or 'green economy'. Various laws have been passed to limit the effect of the industry on the environment. Every step in the construction cycle has had to change or be modified to suit new legislation and regulations created by governing bodies.

This has created a clear need for a quality magazine dedicated to the construction and property industry's immediate response to this new reality and beyond.



The only magazine dedicated exclusively to the innovative people, processes, products and projects that will future- proof the construction industry in South Africa



AIM

OF THE PUBLICATION

earthworks contributes to the 'greening' of the greater construction industry by providing current, informed and useful information. The publication guides and supports the industry's journey from conventional to future best practice. Through knowledge sharing, it promotes the forward-looking principle of the triple bottom line: environmental stewardship and social equity along with economic prosperity.

COVERS ALL SUB INDUSTRIES WITHIN THE GREATER CONSTRUCTION INDUSTRY:

- Architecture
- Construction
- The supply chain
- Property development
- Property management
- Quantity surveying
- Town and regional planning
- Governance/ legislation
- Home ownership

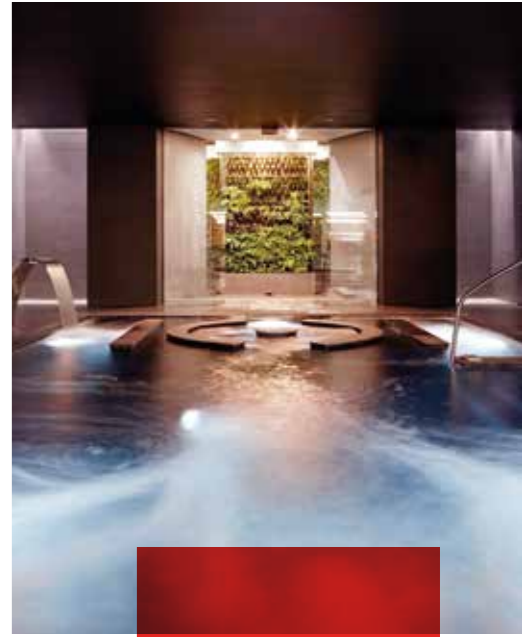


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AUDIENCE

earthworks is a vehicle for role players in the construction industry to showcase their latest products and services to a focused audience of readers and consumers.



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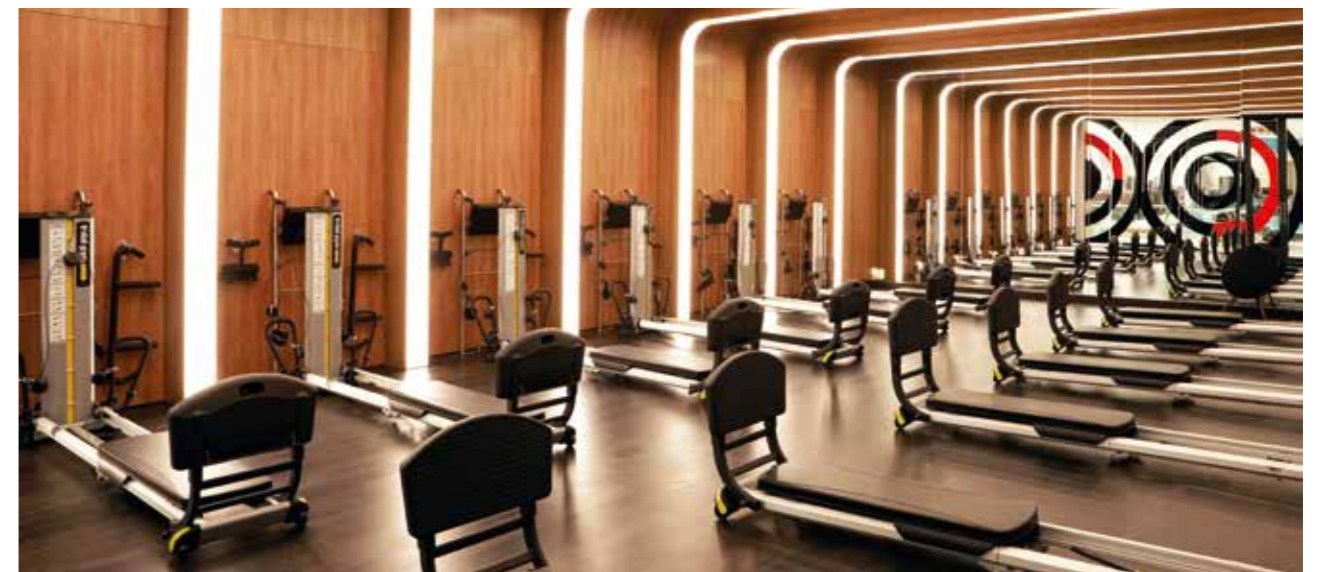
DISTRIBUTION

12 000 copies distributed countrywide...

- To all members of the GREEN BUILDING COUNCIL OF SOUTH AFRICA (GBCSA)
- To all members of the SOUTH AFRICAN INSTITUTE OF ARCHITECTS (SAIA)
- To all members of the CONSULTING ENGINEERS OF SOUTH AFRICA (CESA)
- To members of the SOUTH AFRICAN INSTITUTE OF INTERIOR DESIGN PROFESSIONS (IID)
- To all members of the MASTER BUILDERS ASSOCIATION (MBA)

FREQUENCY

QUARTERLY: Jan-Mar | Apr-Jun | Jul-Sept | Oct-Dec



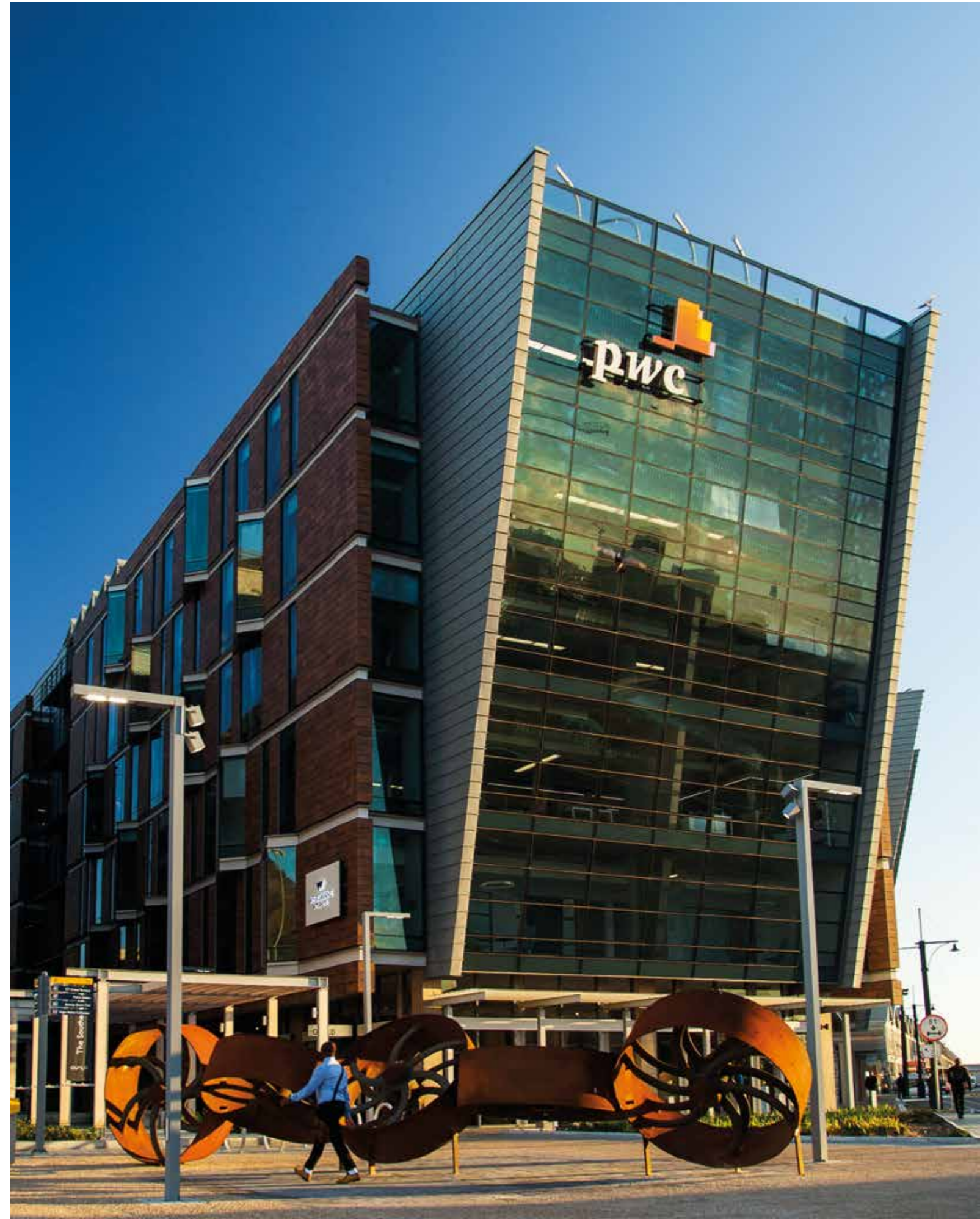
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CONTENT

earthworks is a rich source of information on the latest positive trends, products, developments, techniques and processes to emerge from the construction industry.

The magazine features property developments and special projects – both commercial and residential on a large and small scale – that showcase innovative sustainable technology. Articles keep readers up to date on the implications of new laws and other regulations as well as profile key role players in the industry.

earthworks magazine is the first step in creating a respected platform for meaningful exchanges between all role players within South Africa in this significant industry.



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RATES

RATECARD

	Rates	Incl. agency comm
A4 FULL COLOUR PAGE	R 38 950	R 46 647
HALF A4 FULL COLOUR PAGE	R 21 950	R 26 287
DOUBLE PAGE SPREAD	R 56 950	R 68 204
INSIDE FRONT COVER DOUBLE PAGE SPREAD	R 60 950	R 72 994
INSIDE BACK COVER	R 40 950	R 49 042
OUTSIDE BACK COVER	R 46 950	R 52 635
COMPANY PROFILE	R 44 950	R 53 832

The above rates all exclude VAT



MATERIAL SPECS

Deadlines to be confirmed by the Production Department

SIZE	TRIM	TYPE AREA (IMPORTANT!)	BLEED
Double page spread	297 mm x 420 mm	277 mm x 380 mm Gutter: Please ensure 10 mm on both the left side and right side	5 mm all around
Full page	297 mm x 210 mm	277 mm x 190 mm	5 mm all around
Half horizontal	148 mm x 210 mm	128 mm x 190 mm	5 mm all around
Half vertical	297 mm x 105 mm	277 mm x 85 mm	5 mm all around

MATERIAL REQUIREMENTS

- High-resolution PDF (based on PDF/X-1a:2001, with crop marks AND bleed).
- 300 dpi, high resolution and CMYK.
- No spot or Pantone colours.
Please double-check logos and images in Photoshop for spot colours.

- Black' text must be made up of 100% K (black) and NOT four colours (CMYK).
- **IMPORTANT!** Please ensure the designer stays within the type area, as highlighted above, to prevent copy being hindered by the binding and trimming process.
- All overprint must be switched off on all objects that should not contain it.
- If the ad includes white text, the designer must make absolutely sure all the white text is set to 'knock-out' and that the overprint is switched off.
- If a colour-correct proof (chromalin or matchprint) is not supplied, colour quality cannot be guaranteed.

For all advertising enquiries, please contact Suna Hugo suna@hsm.co.za or Eugene Hugo eugene@hsm.co.za

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MEDIA

