



INFRASTRUCTURE DEVELOPMENT • SERVICE DELIVERY • ROADS • BUILDING • MAINTENANCE • ENERGY

www.imesa.org.za

MEDIA KIT



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

Everything and anything that you need to know about **IMIESA** magazine – a leading media brand focusing on infrastructure development, maintenance, utilities management and service delivery within the construction sector. Find out more about our editorial features, platforms, distribution, deadlines and rates.



WHAT YOU NEED TO KNOW...

1

IMIESA magazine contains valuable information for municipal engineers, consulting and civil engineers as well as civil engineering contractors, making it the most important source of business intelligence for the infrastructure market.

2

We are the official magazine of the **Institute of Municipal Engineering of Southern Africa** (IMIESA) – giving you access to a wide range of experts (and decision-makers) in the construction sector.

3

IMIESA is available in digital magazine format for easy reading on desktop, tablet or mobile devices. Digital magazines are easy to share with colleagues and easy to search as all content are hyperlinked.

4

Our writers, editors and designers create relevant and original, **in-demand content** to support your marketing campaign.

5

In addition to the magazine, **IMIESA** also produces and distributes electronic **newsletters**, offering a round-up of breaking news stories, and latest press releases.

NOT JUST PRINT: A FULL 360° BRAND

As a media house, we know that there is only one clear way to grow and thrive in a fast-paced digital age, and that is with a multiplatform approach:

- PRINTED MAGAZINES
- DIGITAL MAGAZINES
- WEBSITE
- NEWSLETTERS
- WEBINARS
- EVENTS
- LINKEDIN
- YOUTUBE
- FACEBOOK
- TWITTER

We publish our content on different media platforms, organically maximising our reach.

Deliver your message on a platform that is optimally formatted to desktop and mobile devices. The **IMIESA** digital magazine is available on Issuu, and is fully downloadable, shareable and hyperlinked.

Our digital magazines feature embedded videos as part of the layout. This facilitates a symbiotic relationship between print and digital.

Digital editions also overcome physical distribution challenges.



CLICK HERE TO
VIEW THE
MAGAZINE ONLINE



www.imesa.org.za



WHO READS IMIESA MAGAZINE & HOW MANY READERS ENGAGE WITH US?

We are ABC accredited. This means that we submit our distribution figures quarterly, and they are independently audited.

CIRCULATION STRENGTH

MAGAZINE DISTRIBUTION



DIGITAL REACH

Jan to Mar 2023

12 635

TOTAL AUDITED
CIRCULATION

36 851

TOTAL DIGITAL
REACH

11 890

WEEKLY NEWSLETTER
SUBSCRIBERS

17 812

WEBSITE PAGE
VIEWS PER MONTH

7 149

SOCIAL MEDIA
FOLLOWING

TOTAL DISTRIBUTION FOOTPRINT

49 486

While our distribution footprint includes cross-platform duplicates, the strength of a marketing message is amplified through its engagement at multiple touch points. It ensures your marketing message reaches its target audience in their preferred media format.

WHO'S READING OUR MAGAZINE?

Our target audience are key industry influencers, decision-makers and leaders. They are relevant and engaged:

Official Institute

- Institute of Municipal Engineering of Southern Africa (IMESA)

Civil Engineering & 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
- Land surveyors
- Town planners
- Legal practitioners

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

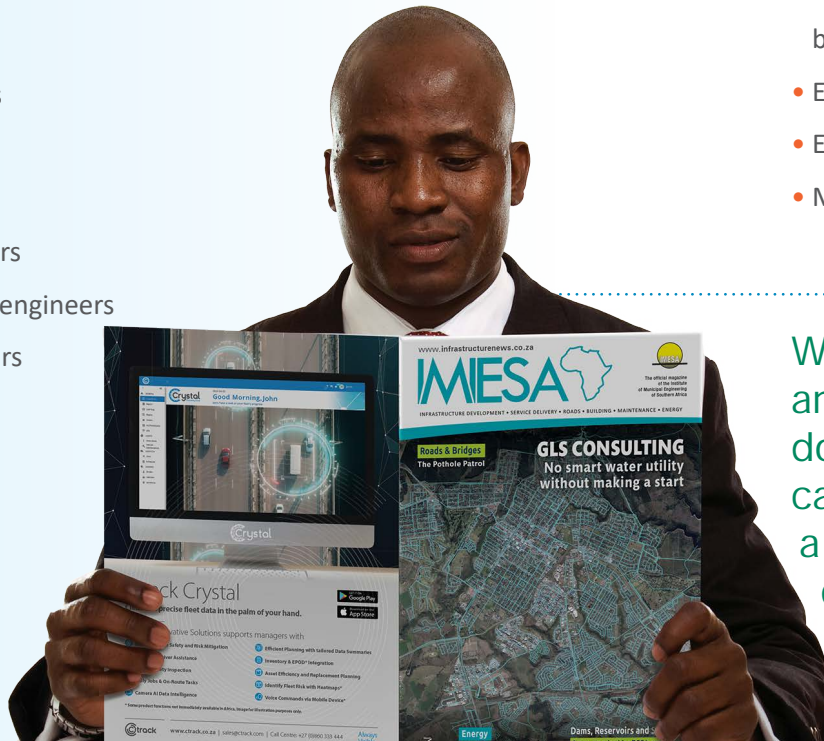
- Municipal finance officers
- Public places and spaces management
- Asset, fleet and IT managers

Transport & Logistics

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

Educational Institutes

- Universities
- Training and research institutes



We are a business media brand delivering reach and scale. **IMESA** features the doers and the doing. We profile technologies, solutions, and case studies that are driving change and making a significant impact within the infrastructure development, maintenance, utilities management and service delivery industry.

IMIESA



INFRASTRUCTURE DEVELOPMENT • SERVICE DELIVERY • ROADS • BUILDING • MAINTENANCE • ENERGY

MAGAZINE

ADVERTISE WITH US BECAUSE...

You have **49 486** (our total distribution footprint) reasons to advertise with us, but let's mention five:

1

BEST VALUE

Our approach aims to derive **optimal value** for our advertisers' spend.

2

DIGITAL

We have, through www.imesa.org.za, a presence on **multiple platforms**: website, newsletters, social media channels and webinars.

3

COMMUNICATION SPECIALISTS

Writers, editors and designers create relevant and original, **in-demand content**. Through a painless interview process, we write your stories for you.

4

VIDEO

We have access to a videographer, video editor and designers. **IMIESA** can create **bespoke digital content** to support your marketing campaign.

5

CONTENT

Through a **high percentage** of well researched, relevant and **original content** in every edition, we cater to our readers, who are your target market.

FEATURES LIST

This is the blueprint of the magazine – we cover the breadth of the entire infrastructure sector.



JANUARY/FEBRUARY 2024

ASSET MANAGEMENT & TECHNOLOGY ISSUE

- **Municipal Focus:** eThekweni
- **Special Feature:** Corrosion protection and maintenance
- **Industry perspective:** Recycling Africa's roads
- **Panel discussion:** Captains of Industry
- **Bitumen and asphalt:** technology and projects
- Information and communication technology
- Who's Who in Geotechnical Engineering
- BIM technology
- Wastewater treatment projects: infrastructure and innovations
- Finance in infrastructure
- Cement and concrete technology
- Vehicles & Equipment

MARCH 2024

THE NATIONAL WATER WEEK ISSUE

- **Municipal Focus:** City of Cape Town – Energy & Water
- **African focus:** SADC
- **Industry perspective:** Department of Water and Sanitation
- **Panel discussion:** Perfecting South Africa's water network
- Pressure Management
- Water demand management and water security
- Leading water projects
- Meters, motors, pipes, pumps, and valves
- Electrification and renewable energy
- Environmental engineering
- Airports and runways
- Sanitation
- Cement and concrete: readymix design and delivery
- Construction equipment and vehicles
- Waste and recycling

Event: African Energy Indaba, 5 to 7 March

APRIL 2024

THE ROADS CONSTRUCTION, MAINTENANCE & REPAIR ISSUE

- **Municipal focus:** Eastern Cape – Nelson Mandela Bay/Buffalo City
- **Industry perspective:** Stormwater and drainage
- **Panel discussion:** Technologies, standards, and specifications for road construction
- Roads management and maintenance
- Transportation
- Public buildings: Design, restoration and new projects
- Labour-intensive construction techniques
- Cement and concrete technology
- Housing and student accommodation
- Project and programme management
- Trenchless technologies (SASTT)
- Vehicles and equipment

MAY 2024

THE CEMENT & CONCRETE ISSUE

- **Industry perspective:** Aggregate and Sand Producers Association of Southern Africa
- **Panel discussion:** Information and communications technology
- Admixtures and construction chemicals
- Cement and concrete technology
- Infrastructure funding and implementation
- Public lighting
- Renewable energy and electrification
- Environmental engineering
- Construction SHEQ
- Vehicles and equipment
- Formwork and scaffolding
- Building systems

Event:

Enlit Africa, 28 to 30 May
A-OSH EXPO, 28 to 30 May

JUNE 2024

THE SMART CITIES & TRANSPORTATION ISSUE

- **Municipal focus:** City of Tshwane
- Planning and building SA's metros
- Transportation engineering
- Airports and runways
- Meters, pipes, pumps, and valves
- Public transport solutions
- Geotechnical engineering
- Roads and bridges
- Cement and concrete technology
- Trenchless technologies (SASTT)
- Drones
- Vehicles and equipment

Events:

Big Five Construct, 4 to 6 June
Africa Rail 2024, 25 to 26 June

FEATURES LIST

JULY 2024

THE ENERGY & WATER ISSUE

- **Municipal focus:** City of Ekurhuleni
- **Special feature:** Fire protection engineering
- **Panel discussion:** Building pipelines – bulk and reticulation
- Cement and concrete technology
- Materials handling
- Waste to energy
- Alternative building technologies
- Housing and student accommodation
- Power stations: construction and refurbishment
- Process engineering
- Vehicles and equipment
- Dams and reservoirs

AUGUST 2024

THE BITUMEN & ASPHALT ISSUE

- **Special focus:** Department of Public Works and Infrastructure projects
- **Industry perspective:** SABITA
- **Panel discussion:** Road construction, maintenance, and equipment
- Water and wastewater infrastructure
- Pressure management
- Geotechnical engineering
- Sanral roads
- Project and programme management
- Cement and concrete technology
- Infrastructure funding and implementation
- BIM technology
- Landfill design and construction
- Vehicles and equipment

SEPTEMBER 2024

THE PIPES & EQUIPMENT ISSUE

- **African focus:** SADC
- **Special feature:** Trenchless technologies
- **Industry perspective:** SAPPMA
- **Panel discussion:** The evolution of plastic pipes
- Pump stations
- Water delivery and non-revenue water losses
- Geomatics
- Roads and bridges: design, construction, and maintenance
- Motors, pumps and valves
- Utilities management
- SHEQ
- Concrete and cement
- Vehicles and equipment

OCTOBER 2024

THE IMESA CONFERENCE ISSUE

- **Industry perspective:** Institute of Municipal Engineering of Southern Africa
- **Special feature:** Transportation Month
- Best municipal projects in Southern Africa
- Groundwater
- SABITA Who's Who
- Civil engineering contractors
- Roads and bridges
- Geotechnical engineering
- Infrastructure funding and implementation
- Sanitation
- Asset management
- Vehicles and equipment

Event:

87th IMESA Conference, 06 to 08 November

NOVEMBER/DECEMBER 2024

THE SUSTAINABLE INFRASTRUCTURE DEVELOPMENT ISSUE

- IMESA 2023 Conference Report
- **Industry perspective:** Geomatics (SAGI)
- **Panel discussion:** Engineering leaders
- Finance and legal
- Water metering and monitoring
- Building systems
- Renewable energy and electrification
- Cement and concrete technology
- Low-volume road design and maintenance
- Bitumen and asphalt mixes
- Information and communications technology
- Ports and harbours
- Vehicles and equipment



While focusing on our editorial features, **IMIESA** will:

- Examine global ideas from a local perspective
- Provide context around current events
- Demystify emerging technologies and market trends
- Break down and explain complex concepts
- Profile new infrastructure projects
- Supply data and opinions from leaders within the industry

JANUARY/FEBRUARY 2024

THE ASSET MANAGEMENT & TECHNOLOGY ISSUE



BOOKING DEADLINE:
25 January 2024
MATERIAL DEADLINE:
30 January 2024

EDITORIAL DEADLINE:
18 January 2024

MARCH 2024

THE NATIONAL WATER WEEK ISSUE



BOOKING DEADLINE:
08 MAR 2024
MATERIAL DEADLINE:
15 MAR 2024

EDITORIAL DEADLINE:
01 MAR 2024

APRIL 2024

THE ROADS CONSTRUCTION, MAINTENANCE & REPAIR ISSUE



BOOKING DEADLINE:
11 APR 2024
MATERIAL DEADLINE:
15 APR 2024

EDITORIAL DEADLINE:
04 APR 2024

MAY 2024

THE CEMENT & CONCRETE ISSUE



BOOKING DEADLINE:
09 MAY 2024
MATERIAL DEADLINE:
13 MAY 2024

EDITORIAL DEADLINE:
02 MAY 2024

JUNE 2024

THE SMART CITIES & TRANSPORTATION ISSUE



BOOKING DEADLINE:
10 JUN 2024
MATERIAL DEADLINE:
13 JUN 2024

EDITORIAL DEADLINE:
03 JUN 2024

JULY 2024

THE ENERGY & WATER ISSUE



BOOKING DEADLINE:

08 JUL 2024

MATERIAL DEADLINE:

11 JUL 2024

EDITORIAL DEADLINE:

01 JUL 2024

AUGUST 2024

THE BITUMEN & ASPHALT ISSUE



BOOKING DEADLINE:

05 AUG 2024

MATERIAL DEADLINE:

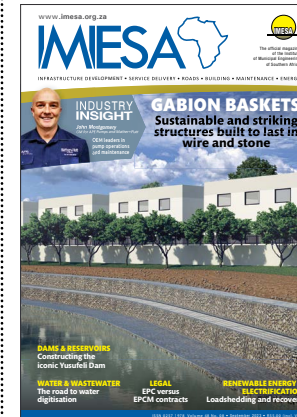
09 AUG 2024

EDITORIAL DEADLINE:

29 JUL 2024

SEPTEMBER 2024

THE PIPES & EQUIPMENT ISSUE



BOOKING DEADLINE:

02 SEP 2024

MATERIAL DEADLINE:

06 SEP 2024

EDITORIAL DEADLINE:

26 AUG 2024

OCTOBER 2024

THE IMESA CONFERENCE ISSUE



BOOKING DEADLINE:

30 SEP 2024

MATERIAL DEADLINE:

03 OCT 2024

EDITORIAL DEADLINE:

23 SEP 2024

NOVEMBER/DECEMBER 2024

THE SUSTAINABLE INFRASTRUCTURE DEVELOPMENT ISSUE



BOOKING DEADLINE:

08 NOV 2024

MATERIAL DEADLINE:

13 NOV 2024

EDITORIAL DEADLINE:

04 NOV 2024

JANUARY/FEBRUARY 2025

BOOKING DEADLINE:

24 JAN 2025

MATERIAL DEADLINE:

30 JAN 2025

EDITORIAL DEADLINE:

17 JAN 2025

IMESA CONFERENCE 2024

BOOKING DEADLINE:

12 SEP 2024

MATERIAL DEADLINE:

15 SEP 2024

EDITORIAL DEADLINE:

05 SEP 2024

SPECIAL OPPORTUNITIES

We develop rich written and visual content in long and short forms to engage audiences with meaningful ideas and ingenious perspectives. These platforms will elevate your company's products, services and leaders. The following prime opportunities are available:

Front Cover + Cover Story

Claim the front cover of **IMIESA** as your own. This is the prime position of the magazine.



CLICK HERE TO VIEW MORE EXAMPLES ONLINE

- Two-page story up front in the magazine
- Highlighted article in the newsletter
- Shared on our social media platforms
- A *3-minute video interview on www.imesa.org.za

Industry Insight

Profile your company and its products and services, while providing an understanding of the industry's challenges and trends, and the solutions that you offer. A photograph of the interviewee or of a product will be featured on the front cover.



CLICK HERE TO VIEW MORE EXAMPLES ONLINE

- Two-page story up front in the magazine
- Highlighted article in the newsletter
- Shared on our social media platforms
- A 3-minute video interview* on www.imesa.org.za

Hot Seat

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.



CLICK HERE TO VIEW MORE EXAMPLES ONLINE

- Two-page story up front in the magazine
- Highlighted article in the newsletter
- Shared on our social media platforms
- A 3-minute video interview* on www.imesa.org.za

Eco Warrior Package

- Two-page story up front in the magazine
- Highlighted article in the newsletter
- Shared on our social media platforms



*3-MINUTE VIDEO INTERVIEW

Sit-down interview at the client's offices, within an 80 km radius. For locations beyond 80 km, standard AA rates per km will apply. Excludes drone footage services.

Panel Discussion

In every issue, **IMIESA** will submit five questions to five leaders within the industry around a specific feature. This package can be customised according to a client's budget.



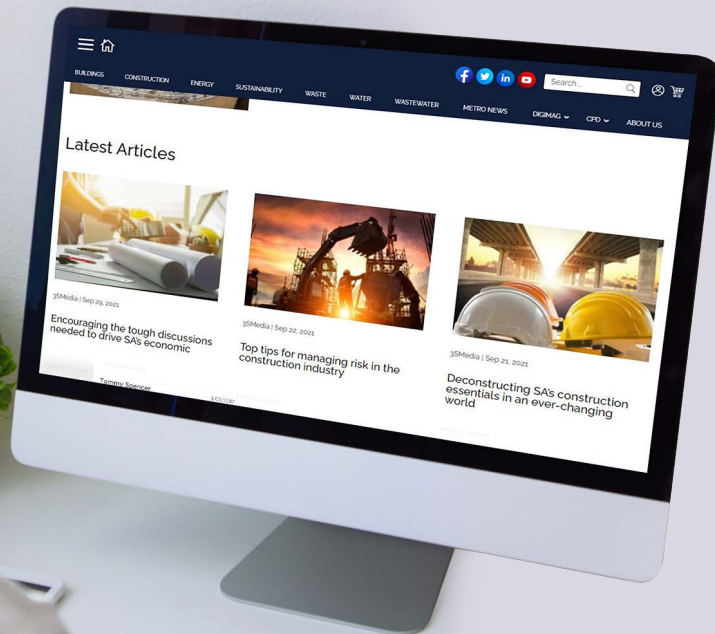
CLICK HERE TO VIEW MORE EXAMPLES ONLINE

ONLINE OPPORTUNITIES

www.imesa.org.za

www.imesa.org.za is the digital property for **IMIESA** magazine. This leading news hub has in-depth articles, videos and podcasts, an events calendar, and full social media functionality.

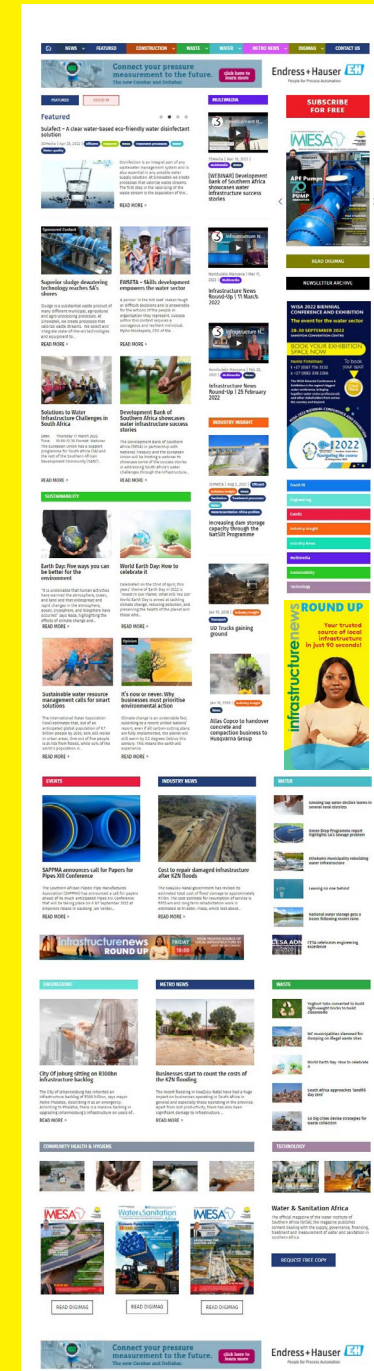
In addition to the core website property, **IMIESA** also produces and distributes weekly electronic newsletters, focusing on infrastructure development, maintenance, utilities management and service delivery within the construction, water and wastewater, as well as resource management sectors.



IMIESA



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



Leaderboard
(mega banner)
1 180 x 100

Skyscraper
(above
the fold)
300 x 600

Skyscraper
(below
the fold)
300 x 600

Middle
banner
728 x 90

Bottom
banner
1 180 x 100

Leaderboard
800 x 250



Read the latest edition of IMIESA and view all our back issues online!



Highlights in this issue:

- **COVER STORY:** Sustainable and striking structures built to last in wire and stone
- **INDUSTRY INSIGHT:** OEM leaders in pump operations and maintenance
- Turkey's Yusufeli Dam is one of history's most iconic structures
- EPC versus EPCM contracts
- SA's loadshedding woes and its path to recovery

Access your free magazine

Middle Strip
800 x 200



CONSTRUCTION



SANRAL launch national Vala Zonke potholes programme

2022-08-10

Transport minister Fikile Mbalula has encouraged the public to report potholes on municipal and provincial roads using a newly launched app. Making his address at the launch...

Read more



Construction tender for biggest LHWP Phase II bridge awarded

2022-08-10

The Lesotho Highlands Development Authority (LHDA) has awarded the contract for the construction of the Senqu Bridge to the WRES Senqu Bridge Joint Venture...

Read more

Bottom Strip
800 x 200



The **IMIESA** weekly newsletter provides an instant summary of the latest news, events and developments for the relevant industries in the infrastructure development, maintenance and service delivery fields.

CLICK HERE TO VIEW

Our opt-in weekly e-newsletters are delivered to the inboxes of a highly targeted database of opt-in newsletter subscribers. This means that advertisers are speaking directly to their target market of industry professionals and project managers for both the public and private sectors. We monitor the delivery rate, open rate and bounce rate on a weekly basis with Everlytic. By advertising in the newsletter, you are tapping into a medium that offers creative and measurable solutions while effectively communicating your message to key players.

DEDICATED NEWSLETTER PACKAGE

Take over the newsletter for a month!

There will be no other content on this takeover newsletter – it will be exclusively on **YOUR COMPANY**. We will produce 4 such newsletters for you each with new content, video and advertisements supplied by client.

A newsletter takeover consists of:

- **Content:** An article of 500 words supplied by yourself
- The **leaderboard advertisement** with a click-through to your website
- A supplied **video** of max 3 minutes with a click-through to your website.

CLICK HERE TO VIEW AN EXAMPLE ONLINE

MONITORING YOUR EFFLUENT

SPONSORED BY

News Round-Up | 06 July 2021
Simple. Accurate. Advanced

Wastewater needs to be monitored closely to prevent environmental pollution and human illness

The HI9142 is a sleek and intuitive spectrophotometer that allows for measurement of all wavelengths of visible light. Customise your methods, take a wide range of measurements, and feel confident in your testing accuracy with Iris. With the compact design of its advanced optical system, it can be used in almost any sized space while providing accurate and consistent results. The split-beam optical system allows Iris to automatically compensate for any drift in light source, resulting in superior accuracy.

A FEW PARAMETERS MEASURED BY THE IRIS

- Chemical Oxygen Demand
- Free Chlorine (OCL)
- Nitrogen
- Total Chlorine
- Total Phosphorus
- Turbidity

CLICK HERE TO SEE ALL PARAMETERS

iris

Visible Spectrophotometer

The convenience of pre-programmed methods with the option to expand. Iris comes pre-programmed with more than 85 commonly used chemical analysis methods to help you get started. Simply update these methods by connecting to a computer or flash drive.

Change sample size easily
With our universal cuvette holder and auto-recognition feature, cuvette sizes can be changed when needed. The programmed cuvette size will be displayed on the screen every time you test to ensure that the proper path length is being used by the meter when calculating measurements for correct results.



PRINT RATES & SPECS ONLINE

Connect with our audience, which is your audience, at a budget that is right for you:

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
Eco Warrior Package	25 000	22 400	21 250	20 150
Panel Discussion	22 500	21 400	20 250	19 150
Gatefolds	POA			
Bellybands/Inserts	POA			

www.imesa.org.za Website 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)	1 180 x 100	468 x 60	300 x 100	12 800	12 150	11 500	10 850	14 700
Skyscraper (Above the Fold)	300 x 600			7 050	6 700	6 350	6 000	8 100
Middle Banner	728 x 90	468 x 60	300 x 100	3 200	3 050	2 900	2 750	3 700
Skyscraper (Below the Fold)	300 x 600			3 850	3 650	3 450	3 300	4 450
Bottom Banner	1 180 x 100	468 x 60	300 x 100	5 000	4 800	4 450	4 000	

IMIESA 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	800 x 250	6 750	6 450	6 100	5 750
Middle Strip	800 x 200	4 400	4 200	3 950	3 750
Bottom Strip	800 x 200	3 400	3 200	2 950	2 750

IMIESA Dedicated Newsletter

Description	DETAIL	COST FOR ONE MONTH
Dedicated newsletter package	Four newsletters (one per week on Mondays) each with a new article, video and advertisement supplied by the client	25 000

*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

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

*These prices are in ZAR and exclude VAT.









For design, please supply instructions, text, contact details, and high-resolution pictures and logos.

CLICK HERE FOR TERMS
AND CONDITIONS

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.

IMESA 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

CLICK HERE TO SUBSCRIBE

SUBSCRIPTIONS

R300/annum (incl. VAT) | R55/issue (incl. VAT)

CLICK HERE FOR TERMS
AND CONDITIONS

Online Terms And Conditions

- Booking** All bookings are to be made via the IMESA (Pty) Ltd Online Contract Form.
- Material** All content is subject to IMESA approval and IMESA will not alter image files or tags.

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 deadlines

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

Newsletter distribution

Will be mailed to entire IMESA database every Friday - 28 442 subscribers

Boosting

Will be done over a period of 5 days (from Friday until the next Tuesday)

Visibility for one week

Visibility on **www.imesa.org.za** website as well as LinkedIn, Facebook and Twitter

**GENERAL ENQUIRIES**

t +27 (0)31-266 3263
e info@infraprojects.co.za

WEBINAR/VIDEO/SOCIAL OPPORTUNITIES

WEBINARS

CLICK HERE TO GET DETAIL ON OUR WEBINAR INFORMATION SHEET AND RATE CARD

We offer full-service webinar solutions, including pre-recorded, on-demand and live webinar platforms.

The client can choose between virtual off-site presenter options as well as full in-studio solutions. We have a fully equipped in-house webinar studio.

CLICK HERE TO VIEW EXAMPLES OF OUR WEBINARS

1-hour live webinar	Full-service webinar solutions including pre-recorded, on-demand as well as live webinar platforms.	24 000
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VIDEO CONTENT SERVICES

CLICK HERE TO VIEW AN EXAMPLE

The average online user watches 84 minutes of video every day. In this 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.

For locations outside of Gauteng province, travelling costs will be for client's account. Excludes drone footage services.

Video interview (3 minutes)	Book your 3-minute interview slot with your industry expert. Interview to take place at Client office/during Industry Conference. For locations outside of Gauteng province, travelling costs will be for client's account. Excludes drone footage service.	17 500
Commercial/profile (1-2 minutes)	Rates include post-production. Filming of videos to take place within an 80 km radius. For locations beyond 80 km, standard AA rates per km will apply. For locations outside of Gauteng province, travelling costs will be for client's account.	19 000
Project video (3-5 minutes)	Excludes drone footage service.	POA



LINKEDIN CAMPAIGN

Partner with **IMIESA** on LinkedIn to show off your services and products. This package includes:

- 1-3 minute video published on the our LinkedIn page (video to be supplied, or video production costs to apply).
- 400 word article on **www.imesa.org.za**
- Full-page editorial in **IMIESA** magazine
- Campaign reporting

LinkedIn campaign (runs over 4 weeks)	Campaign on LinkedIn page, with an article published on www.imesa.org.za and with campaign reporting. PLUS a full-page editorial in IMIESA magazine	14 000
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CLICK ON THE ICONS BELOW TO VISIT OUR SOCIAL MEDIA PLATFORMS



SOCIAL MEDIA

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

The package includes:

- 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.imesa.org.za** and our newsletter
- Campaign reporting

Social media package	Three content marketing articles (500 words each), Facebook post, LinkedIn post, article on www.imesa.org.za website, newsletter and campaign reporting.	15 500
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ABOUT THE INSTITUTE OF MUNICIPAL ENGINEERING OF SOUTHERN AFRICA



OVERVIEW

The **Institute of Municipal Engineering of Southern Africa** (IMESA) promotes the interests of municipal engineers and their profession, and creates a platform for the exchange of ideas and viewpoints on all aspects of municipal engineering with the aim of expanding the knowledge and best practices in all Local Government municipalities.

From humble beginnings in 1961, **IMESA** has grown to represent over a thousand individual members and a plethora of companies involved in the field of municipal engineering and the built environment, as well as representing several Southern African countries.

SUPPORT FOR MUNICIPALITIES

Since 1961 **IMESA** has played a significant role in municipal engineering, sharing knowledge and acting as a catalyst in developing new initiatives. Municipalities are key role-players in identifying needs, prioritising funding and implementing integrated development planning for community-based programmes. The Institute also advises Councils on municipal engineering matters and serves the broader community through representation on a number of National bodies, where it provides input from the municipal engineer's perspective.

ANNUAL CONFERENCES

IMESA hosts an annual conference. Opportunities for members to gain valuable information and insight into issues facing the municipal engineering fraternity include the presentation of topical papers, product exhibitions and an opportunity to share and discuss ideas with like-minded engineers, municipal representatives and non-technical associates.

[CLICK HERE FOR MORE INFORMATION ON THE 86TH IMESA CONFERENCE](#)

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