

CR

Journal of the
Construction Industry

Construction Review
www.constructionreviewonline.com



2019 
media kit

info@constructionreviewonline.com
www.constructionreviewonline.com

Constructing Success ■ Market coverage

Construction Review is tailored to the needs of members of relevant associations, government bodies and other personnel in the building and construction industry as well as suppliers of plant & equipment, materials and services in Africa.

GROWTH IS INEVITABLE

This is a paramount reason why the construction industry remains a feasible, constant and profitable venture during the most profitable or dismal of economic forecasts.

This multi-billion dollar industry influences every corner of society through direct and indirect effects that new developments have on nations. Whether a new bridge, building, entertainment complex, residential development or office facility, new developments spawn surges of interest, business opportunities and employment in any given area.

Unlike most of Europe or North America, the vast majority of Africa is still in the development phases, as most countries are considered developing nations.

This lends a great opportunity for various stakeholders to influence the shape and future industries the continent will take on. With such emergent developments, infrastructural advancements and balanced foreign investment occurring throughout Africa, long gone are the days of Africa being considered a 'dark continent'. Instead the future is very bright for local and foreign investors that are willing to implement sustainable developments for an attainable future.

Robert Barnes

Lesser prices per page can be found in other publications, as well as wider distribution claims, but what you will not receive is—better value for money!

Simply put, Construction Review has worked with more contractors and builders for longer than any of our competitors. Our magazine circulation guarantees your advertisements will be seen throughout your specific country and continental Africa. Our circulation in each of the countries we have offices in, means we have the highest B2B magazine distribution to the construction industry in all these respective countries, our publication not only goes to our database but to members of the relevant associations who are our partners.

Exhibitions

We also participate and partner with various regional exhibitions and events where we showcase our publications and web offerings. During such events we promote distribution of the publication bringing you in touch with government officials and other high level delegates. Some of these events are:

1. Buildexpo Africa (in Kenya & Tanzania) - May, June
2. Water Africa & West Africa Building & Construction, (In Ghana) - May
3. FOCI (in Nigeria) - June
4. East & Central Africa Roads & Rail infrastructure event(in Tanzania) - August
5. Archibuilt (in Nigeria) - August
6. Ethio-con(in Ethiopia) - September
7. Int'l Building Construction and Property exhibition(in Ghana) - September
8. BAUMA COMEXPO AFRICA (in South Africa) - September
9. Addisbuild (in Ethiopia) - October
10. Ethiobuilt (in Ethiopia) - November
11. Water Africa & West Africa Building & Construction (in Nigeria) - November

Geographical Analysis: African Readership based on September 2018 issue. Print & Digital Copies

West Africa	4,700
Ghana	540
Nigeria	3,700
Southern Africa	8,700
Botswana	1,000
South Africa	5,100
Zimbabwe	750
Zambia	1,100
East & Central Africa	16,800
Kenya	9,500
Tanzania	2,000
Uganda	1,400
Ethiopia	1,500
Rwanda	1,000

● Office ● Agencies

Figure accurate as at September 2018



Editorial Content

Construction Review ... we got it covered

CONSTRUCTION REVIEW is noted for the breadth and depth of its editorial: its geographical base spans Southern, East and West Africa through 10 direct offices and agencies located in South Africa, Botswana, Zimbabwe, Malawi, Tanzania, Uganda, Kenya, Ethiopia, Ghana and Nigeria

- [A team of regular columnists keeps readers up to](#)
Date with the latest Building and construction reports and in-depth analysis of key sectors such as plant equipment, material and services in East Africa.
- [Industry experts analyse trends in the](#)
Suppliers of plant and equipment, materials and service industries and look at their importance to the African agricultural market.
- [Interviews with leading African Contractors and](#)
Entrepreneurs, together with profiles of institutions, organisations and companies, provide valuable insight into construction opportunities.
- [A network of reporters and special Correspondents.](#)
Based in nations through out the continent, cover developments in specific countries and regions.

Many of our writers have specialist knowledge based on years of experience in, and of, Africa. Many have been associated with Construction Review for 18 years and are committed to their areas of expertise and to the interests of our readers.

Construction Review's editorial brings the best and most appropriate advances in building and construction practices to its audience who, after all, are building Africa for the future.

Construction Review is noted for the breadth and depth of its editorial:

A geographical base which spans sub-Saharan Africa Covering an exceptional range of subjects.

Many of our writers have Specialist knowledge based on years of experience in, and of, Africa.

Editorial and content plan

Editorial Content

Reporting on major construction industry developments throughout the continent, Construction Review is a marketing tool that chronicles, and promotes development in Africa. We create an avenue for various countries to gauge their specific development progress in relation to their neighbours. At the same time, the publication allows foreign investors an opportunity to look into the infrastructural capacity of a particular country prior to investing time and money in their business ventures.

Construction Review has an impressive coverage across the continent, ensuring that it is the leading construction industry journal in Africa. With 10 offices spanning across Southern, Eastern and Western Africa, we operate from South Africa, Botswana, Uganda, Kenya, Malawi, Ethiopia, Tanzania, Ghana, Nigeria and Zimbabwe.

Our experienced journalists, each with a particular area of expertise, keep our readership informed and updated on the latest, significant developments throughout the continent and even abroad. In addition to our staff writers, CR frequently features articles written by industry experts in an effort to provide more in-depth and technical information.

..Profiles

Interviews with leading African or International professionals are featured in this section along with reports on institutions, organisations and relevant companies. In addition to promoting their contribution to infrastructural development, this section provides valuable insight into construction opportunities and challenges facing the industry.

..News Features

Our network of special correspondents based in various nations throughout the world cover relevant and topical issues within the construction industry. In addition to new developments, this section features news on innovative construction materials; recent industry related appointments, tender awards as well as new product launches.

..Supplements

For the discerning construction enthusiasts interested in materials, components, etc directly related to the industry, we feature meticulously researched information and present it in this section. Any industry that supplements the vast construction industry is featured here. In addition to our journalists' input, in this section CR features articles submitted by industry professionals.

With all these tools at our disposal, we have the African construction industry development covered!

..Projects

The magazine features an in-depth account of recently completed or progressing projects. These constructions vary from commercial, industrial, civil or residential developments. This section is segmented into country specific dividers better guiding the uninitiated reader. Articles feature comprehensive information sourced from various professionals involved in the project such as architects, contractors and developers.

Editorial Calendar

JAN/FEB DEADLINE: 20th Jan	Concrete Concrete Surface Treatment	Power Diesel Generators Maintenance	Water Water pipes	Machinery and Equipment Block Making Machinery	Material and Fittings Roofing	Others Piling foundation systems
	Concrete Concrete Waterproofing	Power Buying Solar Panels	Water Water treatment	Machinery and Equipment Land Surveying equipment	Material and Fittings Turnstiles and barriers systems	Others Long-haul telecommunications and utility infrastructure solutions
MAR/APR DEADLINE: 17th March	Concrete Concrete Additives	Power Buying Solar Inverters	Water Wastewater treatment	Machinery and Equipment Containerised bitumen tanks	Material and Fittings LED Lighting	Others Ground cable laying systems
	Concrete Concrete Repair Systems	Power Buying Electric cables	Water Buying Water pumps	Machinery and Equipment Cranes	Material and Fittings Building Automation	Others Underground Utility mapping and detection solution
MAY/JUNE DEADLINE: 12th May	Concrete Ready-mix Concrete	Power Buying solar water heaters	Water Water drilling	Machinery and Equipment Excavators	Material and Fittings Air conditioning	Others Heavy duty vacuum cleaning system
	Concrete Flooring and coatings	Power Diesel generators installation	Water Water Meters	Machinery and Equipment Lifts and Escalators	Material and Fittings Flooring	Others Roller shutter doors
JULY/AUG DEADLINE: 7th July	Concrete Concrete Reinforcement	Power Wind power	Water Water storage systems	Machinery and Equipment Bulldozers	Material and Fittings Building Security	Others Tower hoisting solutions
	Concrete Concrete curing	Power Solar system installation	Water Solar water pumps	Machinery and Equipment Concrete Mixers	Material and Fittings Access Control	Others
SEPT/OCT DEADLINE: 1st Sept	Concrete Prefabricated Housing	Power Portable generators	Water Recycling grey water	Machinery and Equipment Motor Graders	Material and Fittings Modern Sinks	Others Shelving and storage systems
	Concrete Concrete Admixtures	Power Installing Solar water heaters	Water Installing water pumps	Machinery and Equipment Batching Plant	Material and Fittings Fire Safety	Others
NOV/DEC DEADLINE: 1st November	Concrete Concrete Sealants	Power Electric cable maintenance	Water Factory water recycling	Machinery and Equipment Scaffolding and Formwork	Material and Fittings Geo-synthetics	Others Utility infrastructure solutions

Readership base

For over two decades, Construction Review has developed a readership of key decision makers and opinion leaders involved in the industry. With a circulation tightly controlled and constantly updated, Construction Review ensures delivery of relevant information to the optimum audience possible.

The magazine's strength lies in reaching key executives in businesses that

command the direction of a region's construction industry. Our readership comprises Architects, Engineers, Developers, Quantity Surveyors, Town Planners, Interior Designers, Project Managers, Contractors, Suppliers, Equipment Dealers, and many more.

Construction Review also reaches a broad spectrum of general and technical managers that either develop business

proposals for board members or provide technical comment on proposals, which affect the progress of major developments. Additionally, Construction Review's lasting readership in governmental circles regularly generates business for this sector in the form of advertising.

All in all, Construction Review is an invaluable tool of the construction industry!



Business Classification












Readers are classified by their primary interest. Many executives in Africa have interests in several categories.



CONSTRUCTION & MINING: Operators, suppliers & contractors, building services, Sub-contractors, quarrying operations.	15%	GENERAL INDUSTRIAL: Manufacturing - all areas, suppliers & electronics, equipment dealers, engineering services, iron and steel	2%
INFRASTRUCTURE: Water, road, rail, ports, airports, Municipal services.	18%	BUSINESS SERVICES: Banking, stock exchanges, insurance, Research Institutions, consultants, hotels & travel, veterinary consultants & Agrochemical Manufacturers, service companies e.g. Banks, Insurance agencies, Housing.	3%
GOVERNMENT & INTERNATIONAL ORGANISATIONS: Town Planners, Government Ministries (National & regional), Development Agencies, Government Civil Engineers.	22%	IMPORT & EXPORT AGENTS: Wholesale & retail distribution.	5%
COMMERCIAL TRANSPORT: Land, sea & air supply, import and Export, Building Material suppliers Service companies e.g. cargo	2%	ARCHITECTS, ENGINEERS, QUANTITY SURVAYORS, PLANNERS, PROJECT ENGINEERS Commercial firms, small business enterprises Contractors,	23%

Print Publication

Advertising Rates

	QUARTER PAGE FULL COLOUR 90 X 130 mm	US\$ 650
	QUARTER PAGE FULL COLOUR 180 X 65 mm	US\$ 650
	THIRD PAGE FULL COLOUR 180 x 90 mm	US\$ 845
	THIRD PAGE FULL COLOUR 60 x 260 mm	US\$ 845
	HALF PAGE FULL COLOUR 180 x 130mm	US\$ 1,040
	HALF PAGE FULL COLOUR 90 x 260mm	US\$ 1,040
	FULL PAGE FULL COLOUR Trim-297 x 210 type area- 285 x 200	US\$ 1,560
	CENTRE SPREAD FULL COLOUR Centre Spread Full Colour	US\$ 2,720
	INSIDE FRONT COVER Trim-297 x 210 type area- 285 x 200	US\$ 2,470
	INSIDE BACK COVER Trim-297 x 210 type area- 285 x 200	US\$ 2,600
	OUTSIDE BACK COVER Trim-297 x 210 type area- 285 x 200	US\$ 3,250

Bleed: Allow 5 mm on all sides of trim size for full page or spread adverts

Terms and Conditions

- All advertising contracts will be made under English Law
- These Terms are incorporated into all dealings of the Publisher to the exclusion of all other terms including any terms and conditions which the Advertiser may purport to apply under any purchase order, confirmation of order or similar document. Any variation to these Terms shall be inapplicable unless agreed to in writing by the Publisher.
- The Advertiser undertakes to indemnify the Publisher against all costs claims actions and demands arising from the publication of the advertisement including but not limited to any claims for copyright, libel, trademark infringement or false or misleading advertising and in doing so will assume liability for any claims made by any third party made against the Publisher.
- Any failure on the part of the Publisher to publish correctly an advertisement from correctly supplied material to the publisher's supplied specifications will be rectified by the rerunning of the advertisement in the next available edition or if none as soon as practicable.
- The Advertiser shall be responsible to the Publisher for all payments due. If the Advertiser acts as an agent rather than a principal then the Publisher shall have a right to hold the principal and the Advertiser jointly and severally liable for the monies due.
- All cancellations must be in writing, and none shall be effective until confirmed in writing by the Publisher.
- The full cost of the advertisement will be due if the cancellation takes place less than 2 weeks prior to the Material Deadline.
- The Publisher shall have no obligation to accept advertisements delivered late and no guarantee can be given that proofs will be supplied nor corrections made in respect of late advertisements.
- The Advertiser shall have the right to request reasonable changes to the advertisement and the Publisher shall use its reasonable endeavours to comply with such requests at the Advertiser's expense.

The optimum audience possible for its Advertisers.

Construction Review has Always had a keen readership in government circles and regularly generates enquiries from the governmental sector for its advertisers.

Digital Copy

Advertising Rates



CR JUNE 2018:
PER ISSUE OVER 1 MONTH PERIOD
Impressions : 12, 374
Average Time Spent : 0:04:57

ADVERTS

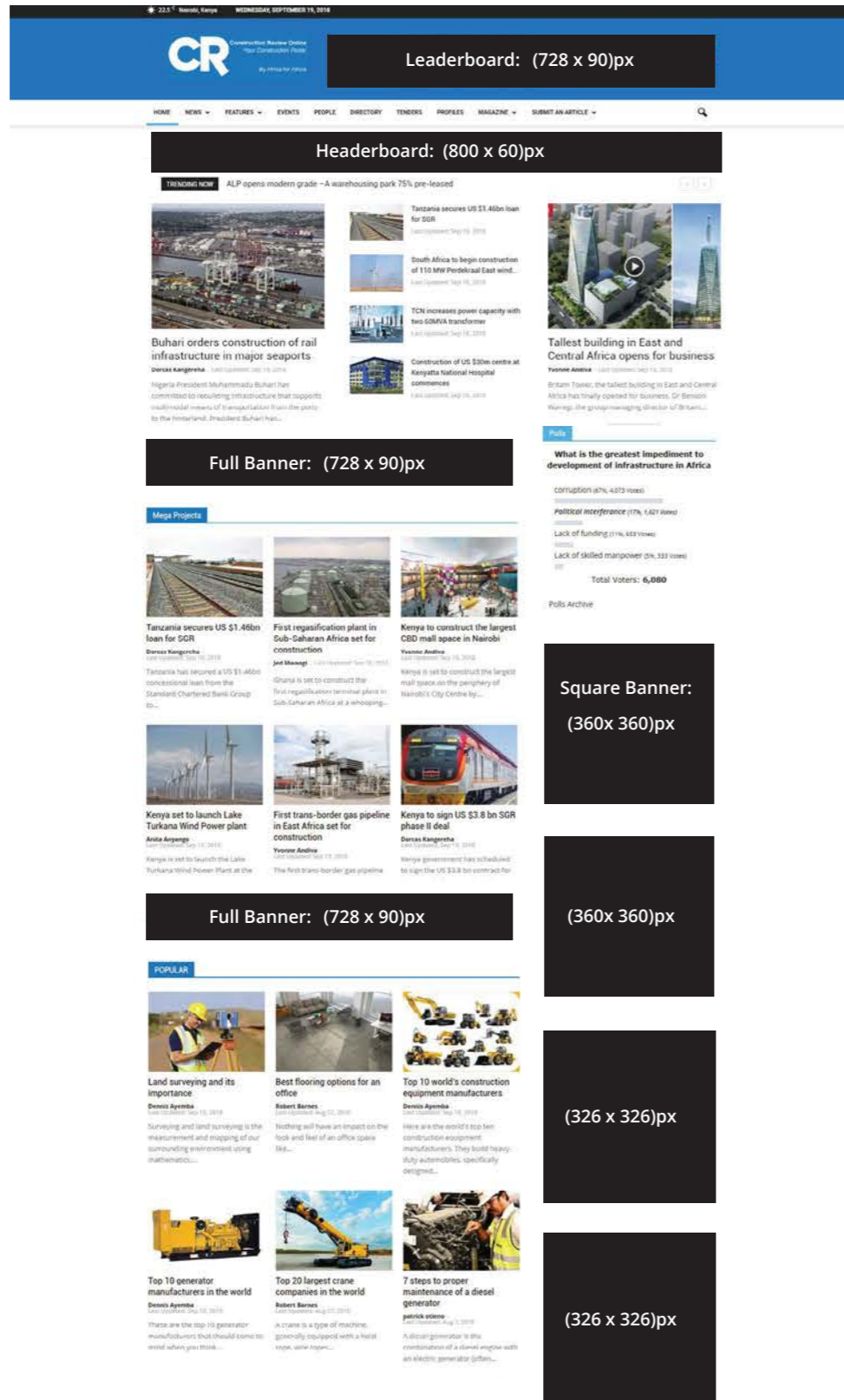
Quarter page: US\$ 100
Third page: US\$ 150
Half page: US\$ 175
Full page: US\$ 200

12, 374
Impressions

0:04:57
Average Time Spent

Website

Banner Positions

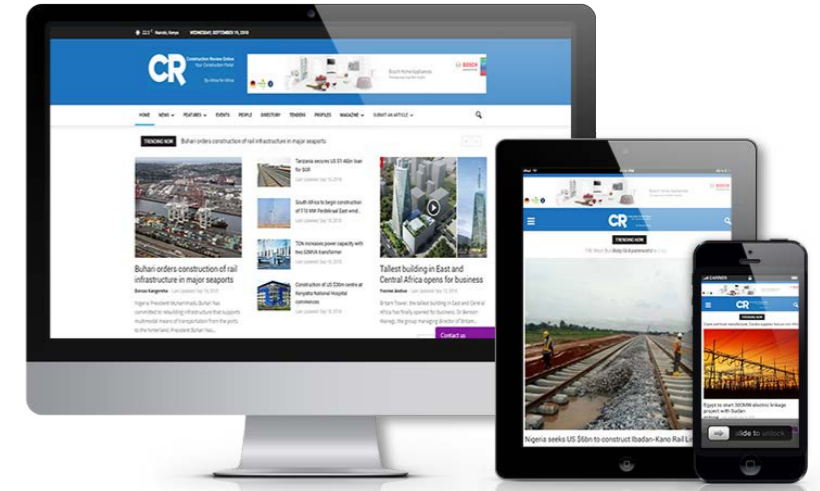


- LEADERBOARD**
1,900 Impressions per week: US \$20 CPM
- HEADERBOARD:**
1,900 Impressions per week: US \$24 CPM
- SQUARE BANNERS:**
1,700 Impressions per week US \$12 CPM
- FULL BANNERS:**
1,500 Impressions per week US \$18 CPM.

(Appears on the homepage)

Website

Advertising Rates



Build your company brand and expose your firm to a growing global audience. A cost effective way of advertising and authoritative information exchange.

Banner Size	Units in pixels	1 week	2- 4 weeks Per week	5- 11 weeks Per week	12+ weeks Per week
Headerboard	800 x 60	US\$ 468	US\$ 458	US\$ 448	US\$ 438
Leaderboard	690 x 100	US\$ 390	US\$ 380	US\$ 370	US\$ 360
Square	326 x 326	US\$ 210	US\$ 200	US\$ 190	US\$ 180
Full Banner	725 x 90	US\$ 45	US\$ 40	US\$ 35	US\$ 30

Rates stated are weekly
Rates are exclusive of taxes and agency commissions and fees

Online Newsletter

Advertising Rates

Our weekly newsletter is published 4 times a week Tuesday to Friday.

It is distributed to a database of over 40,000 readers.

AS AT SEPTEMBER 2018:

6,000 impressions per issue.
24,000 impressions per week.

Leader board rates is US \$500 per week.
Full banner rates is US \$20 CPM.

Exclusive mailout to our database is US \$800.

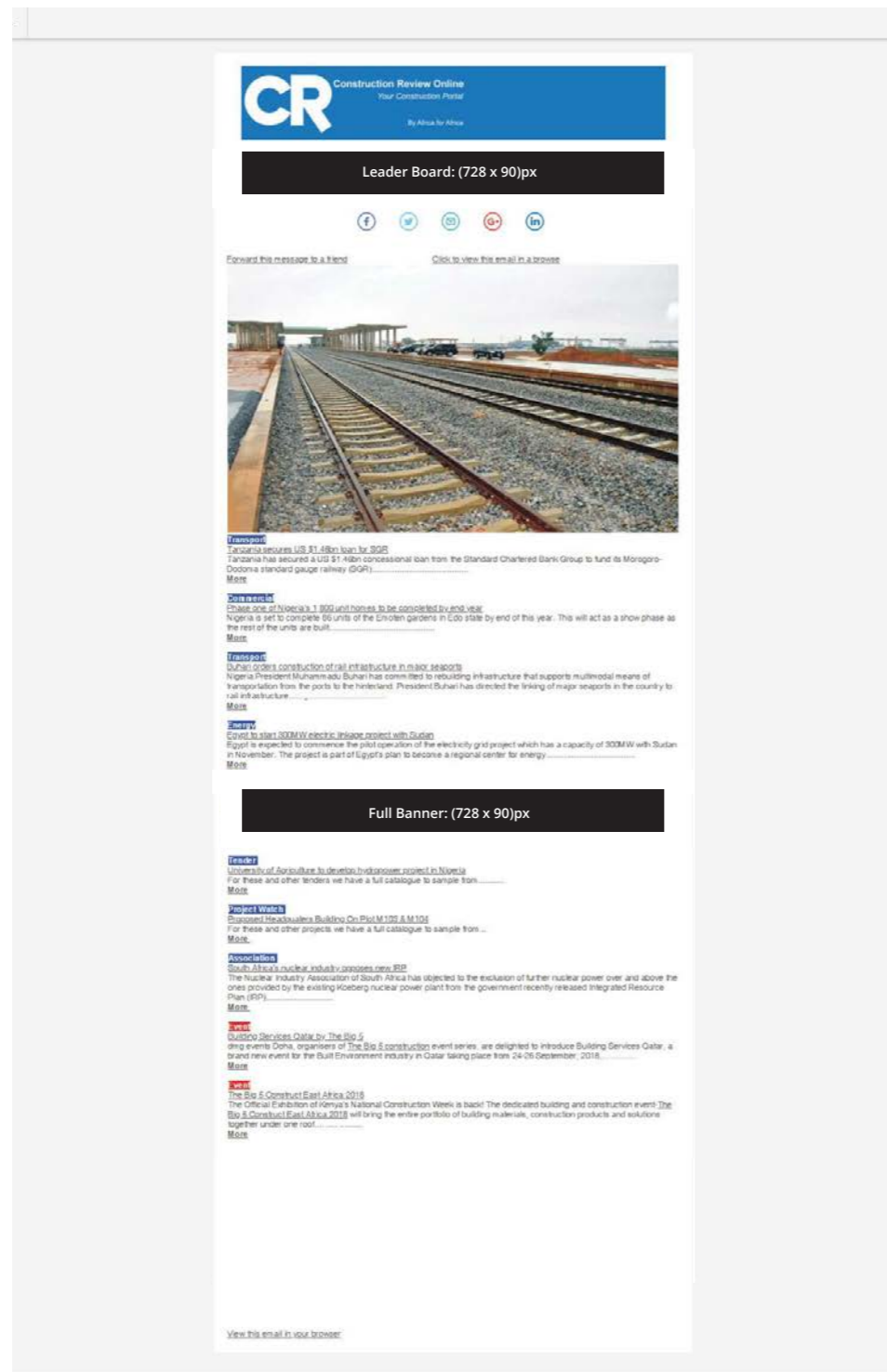
OUR CLIENT DATABASE PROFILE:

- | | |
|--------------------|---------------------|
| 1. Kenya: 9,551 | 8. Egypt: 433 |
| 2. Uganda: 1,377 | 9. USA: 925 |
| 3. Tanzania: 2,008 | 10. UK: 705 |
| 4. S. A: 5,148 | 11. Zambia: 1,161 |
| 5. Zimbabwe: 774 | 12. India: 1,997 |
| 6. Nigeria: 3,691 | 13. Ethiopia: 1,557 |
| 7. Ghana: 540 | 14. Others: 11,560 |

Total: 41,427



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Artworks

for Print Edition



Artworks and Pre-press

PLEASE SUPPLY ALL ARTWORKS IN:

Portable Document Format (PDF) Press optimised (2400 dpi), with all high resolution graphics and fonts embedded. IF EDITING is required, accompany artwork with the font.

Adobe Illustrator, with text as outlines, and embedded images. and in high resolution 300dpi and in CMYK format. Text must not be embedded on pictures.

Adobe Photoshop, TIFF, EPS, 350dpi. Please make sure the document is 4 colour process (CMYK).

JPEG advert / artwork supplied will be rejected.

METHOD OF DELIVERY

Files can be sent via: E-mail: editor@constructionreviewonline.com

Other Publications

Africa Mining Brief...www.ambriefonline.com

alternatively a CD with the original art-work created either in

Illustrator or Corel Draw accompanied by the fonts used or text converted into curves, will be accepted.

Copy Date:
To reach publisher's office 30 days prior to cover date

Cancellation Date:
30 days prior to cover date

Payment
All payments for advertising for regions outside those served by any of our branches or agents should be made out to Group Africa Publishing Ltd. either by telegraphic transfer or Bank draft in a convertible currency.