

CONCRETE

THE VOICE OF THE INDUSTRY **trends**



FACTS, FIGURES AND STATISTICS

FOUR ISSUES PER YEAR

92 000+	visitors to website
25 000+	newsletter subscribers
5 000	print run



READERSHIP

33%	Contractors: Contract managers, Project Managers, Senior Managers, etc
26%	Suppliers / Manufacturers
8%	Architecture
6%	Engineering
4%	Quantity Surveyors / Project Management Firms
4%	Government
4%	Retailers
2%	Property Developers Residential & Commercial
2%	Concrete Technologists
2%	Finance
2%	Agents and distributors
1%	Media Agencies

DISTRIBUTION

There is an unstoppable move to next generation, on-demand, multi-media content delivery. Concrete Trends now in digital format and hosted on www.concretetrends.co.za which enables you to read your favorite Trends edition via your digital platform of choice

PRINT

75%	Southern Africa
12%	East Africa
8%	West Africa
5%	Rest of the world

DIGITAL

30%	Southern Africa
10%	East Africa
10%	West Africa
50%	Rest of the world

Concrete Trends is a business-to-business online and print magazine that has been servicing the concrete industry for over **21 years**.

The magazine portrays the best in the concrete industry, showing many examples of the creative use of this unique construction material. The magazine aims to stimulate a more imaginative and innovative approach to its use in many applications.

The focus is largely Southern African, although significant projects involving concrete in other parts of the world are also featured. Concrete Trends aims to present all material in a balance and impartial manner and offers readers exclusive articles and project reports. The magazine includes articles on all aspects of concrete in each issue on: **architecture, projects and construction, precast concrete, products & services, industry news, in the spotlight and technical focus.**

PUBLISHED BY

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ADDED VALUE DISTRIBUTION

In addition to 25 000+ digital subscribers, reach visitors at these premium dmgevents events:



FEATURES, BOOKING AND MATERIAL DEADLINES

	ISSUE 1: MARCH 2020	ISSUE 2: MAY 2020	ISSUE 3: AUGUST 2020	ISSUE 1: NOVEMBER 2020
Features	<ul style="list-style-type: none"> Concrete water retaining structures Readymix truck comparison International news roundup Readymix Concrete testing 	<ul style="list-style-type: none"> Brick making Concrete durability Concrete flooring Concrete roads Concrete structure repairs 	<ul style="list-style-type: none"> Readymix Green building Concrete waterproofing Affordable housing Corrosion protection Quarry profiles 	<ul style="list-style-type: none"> Cement and concrete technology African built environment Concrete people Concrete machinery showcase Distributor network
Advertorial deadline	14 February 2020	23 April 2020	09 July 2020	17 October 2020
Editorial deadline	20 February 2020	29 April 2020	15 July 2020	23 October 2020

ADVERTISING RATES

SIZE	DPS	FULL PAGE	HALF PAGE	1/3 PAGE	1/4 PAGE
Rate per edition - Single edition	R37 800	R22 000	R13,400	R9 200	R7 500
Rate per edition - Four editions	R33 400	R20 400	R11 300	R8 100	R6 000

SPECIAL POSITION

Outside Front Cover	R49 000
Inside Front Cover	R25 000
Inside Back Cover	R23 000
Outside Back Cover	R25 000

ADVERTORIAL

Single Page (750 words)	R22 000
Double Page Spread (1500 words)	R37 800
Inserts	R5 000

All rates exclude VAT & agency commission

SPECIFICATIONS

FORMAT	TRIM SIZE	TYPE SIZE
Double Page Spread (DPS)	420(w) x 297mm	277(w) x 190mm
Full Page (Vertical)	210(w) x 297mm	190(w) x 277mm
1/2 Page (Horizontal)	210(w) x 148mm	190(w) x 130mm
1/2 Page (Vertical)	105(w) x 297mm	85(w) x 277mm
1/3 Page (Horizontal)	210(w) x 99mm	190(w) x 80mm
1/3 Page (Vertical)	70(w) x 297mm	50(w) x 277mm
1/4 Page (Vertical)	105(w) x 148mm	85(w) x 130mm



SUBMIT YOUR GOOD NEWS TO THE EDITOR: ConcreteTrendsEditor@dmgevents.com

Editorial is at the discretion of the editor

Be the voice of the industry by contacting the team today to discuss how you can be a part of the next issue of Concrete Trends

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