

Economy

GREEN

journal



The Green Economy Journal is South Africa's only business publication reporting entirely on trends, analysis and insights in the green economy. Among the fastest growing segments of the economy, the green economy offers investment, economic growth, and job creation, while simultaneously shifting South Africa onto a more sustainable development trajectory.

Economic, environmental, and social sustainability are the unique focus areas of this business journal, supporting labour intensive, low carbon growth, while promoting the principles of efficiency and corporate

responsibility and associated business performance.

The Green Economy Journal provides and promotes environmental leadership among business decision makers and policy makers in South Africa, explaining the issues and telling the stories of successful innovation and problem solving. Articles penned by thought leaders and reporters providing readers with news, facts, profiles, theories, and best practice, designed to provoke discussion, challenge conventional wisdom and stimulate action.

RATE CARD 2017

The Empire State Building, recently retrofitted as an energy efficient green building

CHANGING GEAR

South Africa has put in place various strategies and policies that are aimed at the development of all aspects of the green economy to ensure environmentally sustainable, low-carbon economic development.

- National Development Plan (2030)
- New Growth Path (2020)
- National Strategy for Sustainable Development and Action plan (2014)
- Integrated Resource Plan
- Industrial Policy Action Plan
- Environment Sector Green Economy Implementation Plan
- National Biodiversity Strategy and Action Plan
- National Climate Change Response White Paper.

Collectively this offers a framework within which business and society can develop into a resilient new economic future that has, at its heart, a society that is well taken care of.

ORGANISATIONS THAT ADVERTISE IN THE GREEN ECONOMY JOURNAL...

- have started a green journey and wish to promote their products and services to other like-minded companies
- are leading brands and service providers within the Green economy
- are Environmental Goods and Services (EGS) companies that wish to promote their energy/water/waste products and services to procurement/facilities managers in South Africa
- are environmental professional organisations who wish to profile their projects and/or promote their services to corporates, local governments and cities
- wish to be aligned with the progressive themes, ideologies, organisations and people that are discussed and featured in the Journal
- are municipalities and tender organisations who wish to invite interest from suppliers, funders
- and/or employees for projects and/or joint ventures.
- are funders and investment funds who are targeting investment opportunities
- simply wish to leverage their green interventions by marketing their activities and/or projects



DEADLINES 2017

ISSUE 24: Feb-Apr
Material deadline: 16 Jan

ISSUE 25: May-Jun
Material deadline: 14 Apr

ISSUE 26: Jul-Aug
Material deadline: 16 Jun

ISSUE 27: Sept-Oct
Material deadline: 18 Aug

ISSUE 28: Nov-Dec
Material deadline: 16 Oct

FREQUENCY & CIRCULATION...

- The Green Economy Journal is published quarterly (from March 2016)
- Print run 10 000 copies & 40 000 digital magazines are sent to online readers
- GEJ enjoys a small but highly influential subscriber base of approximately 1000 corporate and individual subscribers.
- In addition copies of GEJ are circulated to organisational partners .

The Green Economy Journal provides practical information about environmental standards, change management and new products, goods and services making a difference to the world of business.



http://issuu.com/alive2green/docs/gej_23_web_

THE GREEN ECONOMY JOURNAL OFFERS READERS...

- The best advice and guidance for the green business landscape
- A platform for learning and interaction
- New visions and benchmarks for their own organisations
- Useful supplier information and resources about green products and services
- Case studies and business stories that bring theory to life

CONTENT PILLARS

- At work – in the news –
- Sustainability Spotlights – features on the Natural Capitals, trends overviews, industry figures and personalities
- Procurement and supply chains
- Cleaner production case studies
- Integrated reporting
- Marketing – leveraging green investment and brand and product development
- Finance and city projects
- Energy and carbon offsets
- Climate change

STRATEGIC, QUALIFIED AND VERIFIED CIRCULATION

ABC certified, the circulation of the Green Economy Journal is targeted at:

- relevant business databases
- subscriptions to the digital version
- almost all hard copy recipients are qualified by telephone or website data entry processes and all digital subscribers are qualified on the website.

THE READERS OF THE GREEN ECONOMY JOURNAL ARE:

- Business owners, managers and service providers in large organisations and in medium and small enterprises
- Supply chain, procurement and facilities managers and sustainability and environmental officers.
- High LSM business citizens
- National and local government ministers and managers
- Environmental professionals and professional service providers
- Investors, financial institution executives, fund managers
- Industry association leaders and administrators
- Students and educators
- NGO's and community organisations





DISTRIBUTION

Unique distribution:

4000 copies

alive2green and affiliated organisation databases of key green economy stakeholders, including:

- Business decision makers in JSE listed companies and subsidiaries
- Large private companies and subsidiaries
- Central and regional government related officials and policy makers
- Local government related officials and policy makers
- Green Economy practitioners and related professionals

Business Class Lounges at regional airports

3000 copies

Newsstand and subscribers

1500 copies

- GEJ is available at leading news outlets nationally
- Current subscribers

Green Economy related events, workshops and seminars

1500 copies

- Selected events taking place in the month of currency

ABOUT THE PUBLISHER



Alive2green is a South African based media company focusing on advocating sustainability, believing that once presented with the relevant information, decision makers will make the right choices. The company tackles the issues surrounding sustainability and the environment. The company owns and organises conferences, exhibitions, handbooks, eJournals, websites and magazines, which connect leading industry stakeholders with government, civil society and each other. In so doing alive2green helps to communicate the fundamental issues; promote leading best practice; and facilitate the action needed for a more sustainable future.

Alive2green publishes nine peer-reviewed sector handbooks and owns and organises Africa Sustainability Week and various other environmental events.

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