

GREEN HOME

living informed today

DISTRIBUTION PARTNERS



decorex^{sa}

WHAT GREEN HOME OFFERS THE ADVERTISER

- A platform to educate and inform readers about their eco brands and services
- Insights into how their products and solutions are enabling designers and constructors to design and build more intelligent high performance residential buildings
- Contributions from experts in their fields on innovations in building and design for the home
- Online links - greenhomemagazine.co.za website provides additional content in between print editions
- An **eBook** version of each edition is available on ISSUU into the future, providing an extended life span



GREEN RESIDENTIAL BUILDING FOCUS

GHM Quarterly contains the latest thinking and most relevant information on the design, specification, and construction of green residential buildings in South and southern Africa.

Readers, such as home owners, architects, specifiers, contractors and designers are able to catch up on the latest green residential building content:

- Alternative Building Materials and Technologies
- Alternative methods of construction
- Intelligent site strategies incorporating micro climate and ecological services
- Passive architectural design – orientation, fenestration, shading, insulation
- Natural lighting and ventilation
- Geothermal cooling
- Resource efficient specification
- Eco décor
- Innovative easy-to-separate-at-source solutions
- Energy efficient appliances
- Rain water harvesting
- Low flow taps and WC's
- Grey/black water recycling
- Eco-landscaping
- Household scale integrated battery storage solutions
- Roof top solar
- Home automation and smart metering
- Green roofs and walls
- Eco and natural pools
- Integrating with eco mobility and motoring

Look no further than Green Home Magazine for content focused on the sustainable aspects of residential construction & renovation, for the case studies, the facts, the answers, and the business case.

GREEN LIVING

And it's not just about the house! Home is where we live, eat and sleep. It's where we consume water and electricity, and create waste; the place to which we return with all our purchases, where we cook, dress, entertain and chill out listening to music or watching the game on TV; where we swim, garden, park our cars, bikes and toys.

Our home is our castle – it's the place that defines us and our lifestyles, and it's what Green Home Magazine is all about.

As such readers will find all sorts of related content related to holistic living, from green motoring, to green cleaning products, from eco fashion to sustainable food, and everything in between. Live informed today!

**RATE
CARD
2017**

REGULAR CONTENT

- Featured buildings: Green Homes Feature
- Innovative Green Building Products and Technologies
- Green Building and it's various components - Flooring; Insulation; Landscaping; Lighting; Roofing etc.
- Green construction and alternative building solutions - eco cement; polymers; bricks; decking etc.
- Environment impact reduction – energy efficiency waste reduction, rain water harvesting, lifestyle, etc.

CIRCULATION, DISTRIBUTION, FREQUENCY:

- Circulation: Print order - 10 000 copies
- Frequency: quarterly
- Distribution:
- Subscribers
- Homeowners through newsagents: selected Exclusive Books and CNA outlets, and directly to selected Spar and health stores
- Members and Regional Institutes of the South African Institute of Architects (SAIA)
- Other SACAP registered architects through events and other channels
- Members of the Institute of Interior Design Professionals (IID)
- Selected contractors and property developers
- Industry representative bodies: SAWLFA; SAIL; KSA; etc.
- Airport lounges (Cape Town and Johannesburg)
- Electronic eBook link contained in fortnightly GreenEconomyOnline newsletter emailed to 32,000 electronic subscribers

EVENTS

- | | |
|--|---------------------|
| • Rand Easter Show - Earth Expo | 14-23 April 2017 |
| • Decorex - Cape Town and Johannesburg | April + August 2017 |
| • Master Builders Annual Congress | September 2017 |
| • African Construction and Totally Concrete Expo | 23-24 May 2017 |
| • Cape Construction Trade Expo | 15-16 August 2017 |

INFLUENTIAL READERS:

Curious and discerning home owners looking to build or renovate; residential property developers; architectural professionals looking to keep up to date on the latest in residential green building design, construction and operation; related professionals such as landscape architects, interior designers, quantity surveyors and building engineers; residential building contractors, sub-contractors and related artisans and experts.

ADVERTISING RATES MAIN BODY

	1 Issue	2 Issues	3 Issues
FPMC - Full Colour Page	19 950	17 900	16 100
DPS - Double Page Spread	29 900	26 900	24 200
Half Page-	10 800	9 900	8 900
IFC - Inside Front Cover	22 500	29 100	18 000
IBC - Inside Back Cover	21 700	19 500	17 500
OBC - Outside Back Cover	34 900	31 400	28 200
Inside Back Cover Double Page Spread	21 700	19 500	17 500
Inside Front Cover Double Page Spread	31 920	28 700	25 800

DEADLINES 2017

Issue **27** Apr/May/Jun
Material Deadline - 31 March

Issue **28** Jul/Aug/Sept
Material Deadline - 16 June

Issue **29** Oct/Nov/Dec
Material Deadline - 13 September

Issue **30** Jan/Feb/Mar
Material Deadline - 16 Jan

ALL RATES INCLUDE AGENCY COMMISSION AND EXCLUDE VAT

DIGITAL ADVERTISING RATES

- A link to the digital version of Green Home magazine is sent to 32 000 email addresses on a fortnightly basis
- A page click takes the reader directly through to the advertiser's website
- All print ads are included in the digital edition
- Rates for digital edition only: A4 – R5500 per issue

All rates stated herein include agency commission and exclude vat