

**SOUTH AFRICAN PROPERTY REVIEW**  
THE MAGAZINE OF THE SOUTH AFRICAN PROPERTY OWNERS ASSOCIATION

**RATE CARD 2010**

The *South African Property Review*, published monthly, is the official magazine of the South African Property Owners Association (SAPOA). SAPOA's corporate members control over 90% of South Africa's private sector land and commercial building stock. Through the Residential Property Owners Association (a subsidiary of SAPOA), the residential subsector of the total property market is also formally represented in the magazine's coverage.

The *South African Property Review* is distributed to: all property owners and managers; all property developers and development facilitators; all financial institutions and specialist property financiers; private banking divisions of the commercial banks; property asset managers; all valuers who are members of the SA Institute of Valuers; all shopping centre management companies; major broking companies/firms; attorneys and accountants; the QS profession; town and regional planners; the major construction companies; tertiary education institutions; office space planners; security/access control companies; government departments owning and managing State property; local planning and building control authorities; the MANCOS of all PUTs and PLSs; property researchers and consultants (selected names only); all international associations with which SAPOA is affiliated.

Selected members of the following organisations also receive copies: Association of Consulting Town & Regional Planners (ACTRP); Building Owners & Managers Association (BOMA); South African Black Technical & Allied Careers Organisation (SABTACO); South African Institute of Architects (SAIA); South African Institute of Valuers (SAIV); Association of Construction Project Managers (ACPM); Association of South African Quantity Surveyors (ASAQS); Consulting Engineers South Africa (CESA); South African Council of Shopping Centres (SACSC); South African Institute of Black Property Practitioners (SAIBPP); South African Facilities Management Association (SAFMA); South African Parking Association (SAPA); Estate Agency Affairs Board; Association of Property Loan Stock Companies.

The *SA Property Review* mailing list is strictly controlled by SAPOA itself and is audited by SAPOA's auditors each year. It is 'cleansed' monthly. **Average monthly mailings are 2750 copies**; RTSs are less than 0.5% and each RTS followed up and carried forward as an amendment to the mailing list.

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COST IN RAND PER INSERTION (EXCLUDING VAT) • FULL COLOUR THROUGHOUT • RATES INCLUDE AGENCY COMMISSION				
SIZE	CASUAL	2 - 4	5 - 9	10 - 12
FULL PAGE	R 10 130	R 9 490	R 8 875	R 8 585
HALF PAGE HORIZONTAL AND VERTICAL	R 7 020	R 6 590	R 6 200	R 5 850
DOUBLE PAGE SPREAD	R 18 000	R 16 810	R 15 350	R 14 860
THIRD PAGE VERTICAL	R 5 570	R 5 355	R 4 710	R 4 410
QUARTER PAGE HORIZONTAL	R 5 140	R 4 755	R 4 450	R 4 190
MARKET PLACE	R 3 200	R 3 000	R 2 750	R 2 500
HALF BELLY WRAP (FRONT COVER)	R 6 570	R 6 200	R 5 850	R 5 500
OUTSIDE FRONT COVER	NEGOTIABLE			
INSIDE FRONT COVER	R 14 260	R 13 200	R 12 540	R 12 000
INSIDE BACK COVER	R 12 750	R 11 800	R 11 500	R 11 100
OUTSIDE BACK COVER	R 15 320	R 14 180	R 13 440	R 12 790

PANGRAM welcomes all advertising and company branding possibilities and opportunities such as: gatefolds, loose inserts, bound-in inserts, bookmarks, plastic mailing sleeve branding, etc.

**T H E M E S**

**February** Beyond modernism: A review of WITS' Celebration of 50 years of John Moffat Building  
**March** Green buildings: Materials and technologies  
**April** MIPIM: A South African perspective (this issue is circulated at SAPOA'S Annual Convention in May 2010)  
**May** Durban Point: Ailing or moving ahead?  
**June** 2010 SAPOA Annual Convention roundup (SAPOA cover)  
**July** The SAPOA 2010 Awards for Excellence in Property Development

**August** South Africa's listed property sector surveyed + review of IPD/SAPOA'S 8th Property Investment Conference  
**September** Sandton keeps rising: Major building conversions use innovative architectural and building management solutions  
**October** Is South Africa over-retailed? Also, review of the 14th African Congress of Shopping Centres  
**November** Full report back from the Green Building Council of South Africa's Annual Convention and Exhibition  
**December 2010/January 2011** Property prognosis for 2011: An economist's perspective.

## THE PROPERTY DEVELOPER

SAPOA'S JOURNAL FOR THE PROPERTY DEVELOPMENT INDUSTRY

## RATE CARD 2010

**Every quarter** (March, June, September, November/December), *The Property Developer* brings you the insights and perspectives of all those in the private and public sectors who have interests in developing property or in maximising/sustaining the value of property assets, and whose initiatives are affected by government policies and market interventions of one kind or another.

*The Property Developer* serves, first, as a platform for the work of SAPOA's National Property Development Forum. There are, however, property stakeholders/participants who are not necessarily linked into SAPOA and the journal addresses their needs as well.

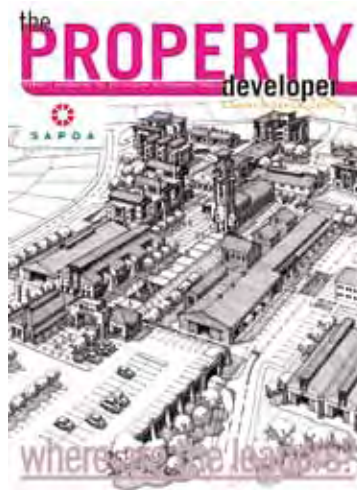
*The Property Developer* is a unique combination of networking and professional editorial input. Its editorial is personable, carrying the voices of numerous property professionals, combined with in-depth features that keep its readers in the know on what affects development planning and what tenants really want.

*The Property Developer* has a specifically targeted circulation list of 2 750 names - all of whom are involved in the property development industry in one way or another, both in the public and private sectors.

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COST IN RAND PER INSERTION (EXCLUDING VAT) • FULL COLOUR THROUGHOUT • RATES INCLUDE AGENCY COMMISSION				
SIZE	1 INSERTION	2 - 3	4 INSERTIONS	
<b>FULL PAGE</b>	<b>R 7 875</b>	<b>R 7 350</b>	<b>R 7 140</b>	
<b>HALF PAGE HORIZONTAL AND VERTICAL</b>	<b>R 5 250</b>	<b>R 4 935</b>	<b>R 4 620</b>	
<b>DOUBLE PAGE SPREAD</b>	<b>R 13 125</b>	<b>R 12 600</b>	<b>R 12 285</b>	
<b>THIRD PAGE VERTICAL</b>	<b>R 4 729</b>	<b>R 4 547</b>	<b>R 4 001</b>	
<b>QUARTER PAGE HORIZONTAL</b>	<b>R 4 365</b>	<b>R 4 038</b>	<b>R 3 638</b>	
<b>CORPORATE PROFILE</b>	<b>R 10 500</b> (1 page)	<b>R 12 600</b> (2 pages)	<b>R 15 750</b> (3 pages)	
<b>OUTSIDE FRONT COVER</b>	<b>NEGOTIABLE</b>			
<b>INSIDE FRONT COVER</b>	<b>R 10 815</b>	<b>R 9 450</b>	<b>R 8 925</b>	
<b>INSIDE BACK COVER</b>	<b>R 9 450</b>	<b>R 8 715</b>	<b>R 8 190</b>	
<b>OUTSIDE BACK COVER</b>	<b>R 11 550</b>	<b>R 10 920</b>	<b>R 9 975</b>	

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## THE SAPOA PROPERTY REGISTER

PRINT PUBLICATION AND WEBSITE EDITIONS

## RATE CARD 2010/11

**The SAPOA Property Register** (to be published October 2010) is the authoritative directory of companies, professional practices, consultants and people engaged in supplying property services and products to the South African property industry. No other existing publication has the deep level of industry acceptance of *The SAPOA Property Register's* full coverage of operators in the property field.

Book your entry in the 11th edition of *The SAPOA Property Register* (traditional advertising space and/or column entries). Web-based bookings/entries from the 2009/10 edition have been automatically transferred to our greatly improved and faster website: [www.propertyregister.co.za](http://www.propertyregister.co.za). Use this site to ensure that your company

details are always up to date. Our new and improved online booking system enables clients to upload logos and visuals with captions. In addition, the system presents you instantly with an exact proof of your printed entry. New subscribers can contact Arlene Hennessy ([projects@pangram.co.za](mailto:projects@pangram.co.za)) for a username and password.

Deadlines for advertising/column entries: 17 September 2010. Deadline for artwork and all material: 27 September 2010.

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COST IN RAND PER INSERTION (EXCLUDING VAT) • FULL COLOUR THROUGHOUT • RATES INCLUDE AGENCY COMMISSION FOR ADVERTISING ONLY			
ADVERTISING		COLUMN ENTRIES	
<b>FULL PAGE</b>	<b>R 12 800</b>	<b>3 COLUMNS</b> (logo, visuals, contact details nationwide, text)	<b>R 8 100</b>
<b>HALF PAGE HORIZONTAL AND VERTICAL</b>	<b>R 8 100</b>	<b>2 COLUMNS</b> (logo, visuals, contact details nationwide, text)	<b>R 7 050</b>
<b>DOUBLE PAGE SPREAD</b>	<b>R 18 900</b>	<b>1 COLUMN</b> (logo, visuals, contact details nationwide)	<b>R 4 650</b>
<b>THIRD PAGE VERTICAL</b>	<b>R 6 100</b>	<b>1/2 COLUMN</b> (logo, visual, contact details nationwide)	<b>R 2 865</b>
<b>CORPORATE PROFILE:</b> <b>1 PAGE</b> <b>2 PAGES</b>	<b>R 12 800</b> <b>R 18 900</b>	<b>1/4 COLUMN</b> (logo, contact details)	<b>R 1 785</b>
<b>INSIDE FRONT COVER</b> <b>INSIDE BACK COVER</b> <b>OUTSIDE BACK COVER</b>	<b>R 14 500</b> <b>R 14 500</b> <b>R 17 280</b>	<b>LISTING</b> (contact details, no logo)	<b>R 115/line</b>

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### Categories:

Accountants and auditors  
Airconditioning  
Architects  
Asset managers  
Attorneys  
Auctioneers  
Brokers  
Building materials and finishes  
Communications and marketing  
Construction and contractors  
Consultants  
Developers  
Development facilitators  
Education and training  
Engineering  
Facilities and energy management

Financial institutions  
Financiers  
Government  
Insurance  
Interior designers and architects  
Investment and sales agents  
Land surveyors  
Leasing  
Lift and escalators  
Listed property managers  
Managers and administrators  
Office furniture  
Owners  
Parking  
PLS and PUT fund managers  
Professional associations

Project managers  
Publishers  
Quantity surveyors  
Research  
Retail  
Sectional title consultants  
Security services  
Service providers  
Software  
Space planners  
Syndicators  
Tenant managers  
Tourism  
Town planners  
Utilities managers  
Valuers



**THE SOUTH AFRICAN VALUER**  
OFFICIAL JOURNAL OF THE SOUTH AFRICAN INSTITUTE OF VALUERS

**RATE CARD 2010**

**The South African Valuer is published in February, April, July and October.** The South African Institute of Valuers, founded in 1909, is the national society of professional real estate valuers. The Institute is dedicated to serving the public interest by propagating and advancing high standards for members of the appraisal profession.

The South African Valuer covers real estate valuation issues. Valuations are essential to those professionals, institutions and property practitioners who are required to make informed decisions in relation to this asset class.

The South African Valuer is a professional quarterly magazine which carries informative articles on specific valuation issues written by specialists in their fields. It is distributed to major companies in the property arena.

The South African Valuer's editorial mission is to report on valuation standards and relevant legislation, anticipate trends and probe the future of the profession and its education and training requirements.

The Professional Directory at the back of each issue allows prospective clients to source the names of valuers in their area.

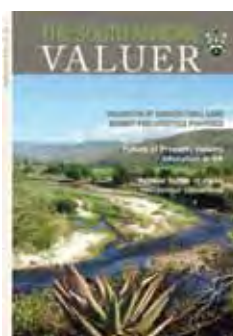
Valuers with their specialised expertise are commissioned on every new or existing property development, including: affordable housing, build-to-suit developments, business improvement districts, business parks, casinos, cultural and religious institutions, educational facilities, farming land and improvements, golf courses, marinas/waterfront developments, health care facilities, heritage properties, industrial properties, insurance, leisure & hospitality facilities, office buildings, retail properties, stadium and convention facilities, storage, transportation facilities, utilities, warehousing.

There are some 2 600 valuers registered under the South African Council for the Property Valuers Profession in terms of the Property Valuers Profession Act, 2000 (Act No. 47 of 2000). More than 60% of these are members of the South African Institute of Valuers. This gives an estimated readership of *The South African Valuer* of 8 000 from a print run of 2 000.

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COST IN RAND PER INSERTION (EXCLUDING VAT) • FULL COLOUR THROUGHOUT • RATES INCLUDE AGENCY COMMISSION			
SIZE	1 - 2 INSERTIONS	3 - 4 INSERTIONS	
FULL PAGE	R 6 870	R 6 300	
HALF PAGE HORIZONTAL AND VERTICAL	R 5 150	R 4 580	
DOUBLE PAGE SPREAD	R 10 600	R 9 000	
THIRD PAGE VERTICAL	R 4 140	R 3 670	
QUARTER PAGE HORIZONTAL	R 3 665	R 3 100	
INSIDE FRONT COVER INSIDE BACK COVER OUTSIDE BACK COVER	R 8 020 R 7 320 R 10 920	R 9 450 R 8 715 R 8 270	
PROFESSIONAL DIRECTORY	R 600 PER ISSUE		

PANGRAM welcomes all advertising and company branding possibilities and opportunities such as: gatefolds, loose inserts, bound-in inserts, bookmarks, plastic mailing sleeve branding etc.



## MATERIAL AND PRODUCTION SPECIFICATIONS

- All material to be supplied digitally via removable disk or email.
- Only high resolution (300dpi) TIF, EPS or JPG or print optimised PDF files are acceptable.
- All files must be CMYK.
- All material must include a 3mm bleed (see specs below). Printers will not print material without a bleed.
- All typefaces used must be embedded.
- PANGRAM (Pty) Ltd offers design, layout and pre-press production to clients requiring advertising material to be made up. This is charged out at an industry standard hourly rate.

PAGE SIZE • MEASUREMENTS READ HEIGHT X WIDTH		
<b>FULL PAGE</b>	<b>Trim Bleed Type area</b>	<b>297 x 210 mm 303 x 216 mm 267 x 180 mm</b>
<b>HALF PAGE HORIZONTAL</b>	<b>Trim Bleed Type area</b>	<b>145 x 210 mm 148 x 216 mm 130 x 180 mm</b>
<b>HALF PAGE VERTICAL</b>	<b>Trim Bleed Type area</b>	<b>297 x 101 mm 303 x 104 mm 267 x 86 mm</b>
<b>QUARTER PAGE HORIZONTAL</b>	<b>Trim Bleed Type area</b>	<b>74 x 210 mm 80 x 216 mm 62 x 180 mm</b>
<b>DOUBLE PAGE SPREAD</b>	<b>Trim Bleed Type area</b>	<b>297 x 420 mm 303 x 426 mm 267 x 390 mm</b>
<b>THIRD PAGE VERTICAL</b>	<b>Trim Bleed Type area</b>	<b>297 x 65 mm 303 x 71 mm 287 x 55 mm</b>
<b>LOOSE INSERT (A4)</b>	<b>Trim Bleed Type area</b>	<b>297 x 210 mm 303 x 216 mm 267 x 180 mm</b>

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### EDITORIAL

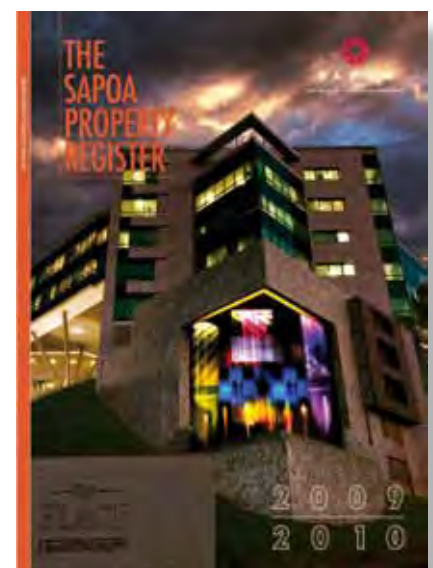
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You will have recently received the launch issue of The South African Council for the Project and Construction Management Professions' quarterly Newsletter. The Council regards the Newsletter as an important collateral in its overall communications and marketing initiative: It is edited by the Council's Registrar and its editorial committee consists of key members of SACPCMP's Marketing and Communications Committee, under chairperson Rowan Crowie.

This invitation is extended to include all those companies that are contractors to members of the SACPCMP – please support SACPCMP-registered members in their effort to market the work of the Council!

As a professional Newsletter, SACPCMP's Newsletter enjoys a wide distribution (see below).

The Newsletter must be self-financing and to this end we invite all our members to consider supporting SACPCMP's primary communications medium.

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**COST IN RAND PER INSERTION (EXCLUDING VAT) • FULL COLOUR THROUGHOUT • RATES INCLUDE AGENCY COMMISSION**

Here are the ways in which you can assist us:

<b>Sponsorship:</b>	<b>You can sponsor one entire issue or a full year's cycle (four issues)</b>	<b>Cost:</b>
		<b>one issue - R25 000</b>
		<b>4 issues - R90 000</b>
<b>Advertisements:</b>	<b>Premium positions (full page):</b>	
	<b>Inside front cover - R7 000</b>	
	<b>Outside back cover - R8 000</b>	
	<b>Inside back cover - R6 000</b>	
		<b>Specifications</b>
	<b>Full page ad - R5 000</b>	<b>Trim: 297 x 210 mm</b>
		<b>Bleed: 303 x 216 mm</b>
		<b>Type area: 267 x 180 mm</b>
	<b>Half page ad - R3 500 (horizontal)</b>	<b>Trim: 145 x 210 mm</b>
		<b>Bleed: 148 x 216 mm</b>
	<b>Type area: 130 x 180 mm</b>	
<b>Half page ad - R3 500 (vertical)</b>	<b>Trim: 297 x 101 mm</b>	
	<b>Bleed: 303 x 104 mm</b>	
	<b>Type area: 267 x 86 mm</b>	

PANGRAM welcomes all advertising and company branding possibilities and opportunities such as: gatefolds, loose inserts, bound-in inserts, bookmarks, plastic mailing sleeve branding, etc.

Distribution of the SACPCMP's Newsletter: 6 000 copies per quarterly issue- 4 000 to SACPCMP members, 1 000 copies to SAPOA members and the balance to selected members of the SACPCMP's Voluntary Associations.

We have appointed Pangram Publishing (Pty) Limited to handle our marketing and selling of sponsorships and advertising, and our printing.