

# + IMPACT

The official publication of GBCSA



GREEN  
BUILDING  
COUNCIL  
SOUTH AFRICA

## ADVERTISING SPECS V1

# +IMPACT MAGAZINE

THE OFFICIAL PUBLICATION OF GBCSA

IT'S TIME TO GO BEYOND MERELY MINIMISING DETRIMENTAL IMPACTS. EVERY INVESTMENT WE MAKE, EVERY PRODUCT WE PRODUCE, AND EVERY BUILDING WE DESIGN, CONSTRUCT AND OPERATE SHOULD MAKE A POSITIVE IMPACT.



PHOTO: Greenfield Industrial Park



**THE BEST GREEN BUILDINGS ARE ABLE TO POSITIVELY RESTORE, IMPROVE, REVITALISE, INCLUDE, DENSIFY, ENHANCE, ADVANCE, AND EMPOWER OCCUPANTS, COMMUNITIES, AND THE ENVIRONMENT. CAN YOU SERVICE OR PRODUCT HELP DESIGNERS ACHIEVE THIS KEY OBJECTIVE?**

## THE VISION

+Impact is the official publication of the GBCSA presenting insights in to the entire value chain of green building and the positive impacts it has on precincts, health, welfare and profitability in the property and construction sector and for day-to-day living. Featuring articles by some of the most respected journalists and commentators in the sector and beautifully illustrated with original photography and graphics it will be a sector specific publication with a lifestyle edge.

## EDITORIAL OBJECTIVES

+ IMPACT Magazine will present editorial that celebrates the innovative approaches of top rated projects, reveal the work of GBCSA members, share international thought leadership and delve in to the lifestyle elements that are shifting design principals and the green product base.

It's time to go beyond merely minimising detrimental impacts. Every investment we make, every product we produce, and every building we design, construct, operate and occupy should be making a positive impact.

We will uncover their stories in a unique approach that enables representatives of the value chain to express their vision and to provide examples of the green buildings that have the potential to positively restore, regenerate, improve, revitalise, include, densify, enhance, advance, and empower occupants, communities, and the environment.

Included in the editorial will be reviews of the leading building approaches and materials shaping green buildings. Beyond this +Impact Magazine will also showcase the best of green home and lifestyle products and assess their impacts.

## IN A NUTSHELL THE EDITORIAL PILLARS:

- Rated buildings, products, goods and services.
- Thought leadership – interviews with significant minds in the green building sector
- Technology and construction
- Lifestyle – design, products, gadgets, innovation

## GREEN BUILDING COUNCIL SOUTH AFRICA

The GBCSA exists for and on behalf of its members, the main aim is to transform the built environment in which people and planet thrive through training, certification, advocacy and content development/ research. +Impact magazine is yet another step forward in growing the green building movement through profiling & communication of member best practices and achievements to key stakeholders that includes the public sector, commercial property sector, professional services, products manufacturers and suppliers etc.

## THE EDITOR

Melissa Baird is a leading sustainability strategist, writer and editor of multiple business and lifestyle publications that promote environmental consciousness and support economic and social development. She brings an authentic perspective that translates in to compelling and fresh content pillars and provides a creative environment for thought leaders and innovators championing solutions for a better built environment, and lifestyle, to present their ideas.



“Transforming the property and construction sectors towards absolute sustainability, and making a positive impact on our cities and communities, is a key driver for the GBCSA. It is also a primary objective of the GBCSA’s official publication +Impact (pronounced positive impact). +Impact will celebrate the work of members and communicate the key ideas and trends transforming the built environment in South Africa, Africa and beyond. +Impact is free to members in print and digital formats, and for members wishing to communicate through advertising, rates are discounted, so get involved, this is your publication.”

**DORAH MODISE, CEO OF GBCSA**



PHOTO: Vodacom Site Solution Innovation Centre

## SPECIFICATIONS

The publication will be approximately 150 pages, oversized A4 – 297mm high x 240mm wide, printed using high quality, environmentally intelligent materials and processes.

## FREQUENCY

The first edition will be published 1 September 2018, with three editions planned for 2019, and quarterly from 2020. +IMPACT Magazine offers best-of-class print and digitally integrated publishing to a loyal network of like-minded readers from across the property value chain.

## PRINT RUN AND DISTRIBUTION

7000 copies of +Impact will be distributed to leading decision makers within GBCSA member organisations, including high ranking officials of companies, metro and district municipalities, and other member organisations, as well as partners and senior associates of professional firms. The publication will also be sent to decision makers of related non-members such as blue-chip tenants and certain national government departments and will seek listing at leading newsstand outlets and other high value points of distribution.

## PUBLICATION SPECS

ITEM	SPECIFICATION
Size	220mm (W) X 297mm (H)
Covers	High quality
Binding	Perfect Bound
Internal pages	110 matt art
Paper	FSC certified

## PRINT RUN + DISTRIBUTION

ALLOCATION	# COPIES
GBCSA Members and Stakeholders	5000
Copies made available for sale	1000
Additional high value distribution	1000
<b>Total</b>	<b>7000</b>

## PRICING

	GBCSA MEMBER	STANDARD RATE
Single Page	R 24 950,00	R 27 445,00
Two Page Case Study	R 24 950,00	R 27 445,00
Prime position	R 29 950,00	R 32 945,00
Double Page Spread	R 39 950,00	R 43 945,00
Inside front cover DPS	R 44 950,00	R 49 445,00
Outside Back Cover	R 44 950,00	R 49 445,00



#### ABOUT THE PUBLISHER

+Impact Magazine is published in partnership with the GBCSA by Alive2green Projects, a proud member of the GBCSA since 2008. Alive2green Projects offers media services to strategically aligned organisations, advancing their objectives through value adding media projects.



78 Cornett Drive

## ADVERTISING ENQUIRIES?

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