MESA

INFRASTRUCTURE DEVELOPMENT • SERVICE DELIVERY • ROADS • BUILDING • MAINTENANCE • ENERGY



The official magazine of the Institute of Municipal Engineering of Southern Africa

www.imesa.org.za

Everything and anything that you need to know about **IMIESA** magazine – a leading media brand focusing on infrastructure development, maintenance, utilities management and service delivery within the construction sector. Find out more about our editorial features, platforms, distribution, deadlines and rates.



IMIESA magazine contains valuable information for municipal engineers, consulting and civil engineers as well as civil engineering contractors, making it the most important source of business intelligence for the infrastructure market.

We are the official magazine of the Institute of Municipal Engineering of Southern Africa (IMESA) – giving you access to a wide range of experts (and decision-makers) in the construction sector.

3

imiesa is available in digital magazine format for easy reading on desktop, tablet or mobile devices.

Digital magazines are easy to share with colleagues and easy to search as all content are hyperlinked.

4

In addition to the magazine, IMIESA also produces and distributes electronic newsletters, offering a round-up of breaking news stories, and latest press releases.



ABC AUDITED

figures from April 2024 to June 2024:

Print 1380 Digital Newsletter 9347

Total 10 727

WHO'S READING OUR MAGAZINE?

Our target audience are key industry influencers, decision-makers and leaders. They are relevant and engaged:

Official Institute

 Institute of Municipal Engineering of Southern Africa (IMESA)

Civil Engineering & Construction

- Civil engineering contractors
- Construction managers
- Road and bridge engineers
- Structural engineers
- Project managers
- Mechanical engineers
- Electrical engineers
- Transport engineers
- Geotechnical engineers
- Water and sanitation engineers
- Maintenance managers
- Building contractors
- Architects
- Land surveyors
- Town planners
- Legal practitioners

Consulting Engineers

- Electrical
- Civil
- Water and sanitation
- Environmental
- Building
- Mechanical
- Structural
- Road and bridge

Suppliers & Manufacturers

• OEM and industry dealers

Local, National & Provincial Government

- Municipal managers and engineers
- Solid waste managers and engineers
- Water and waste engineers/managers
- Stormwater, road and bridge engineers
- Environmental engineers
- Electrical engineers
- Mechanical engineers

- Municipal finance officers
- Public places and spaces management
- Asset, fleet and IT managers

Transport & Logistics

- Public transport companies
- Transport and logistics managers
- Commercial fleet managers
- Fleet managers

Educational Institutes

- Universities
- Training and research institutes

We are a business media brand delivering reach and scale. **IMIESA** features the doers and the doing. We profile technologies, solutions, and case studies that are driving change and making a significant impact within the infrastructure development, maintenance, utilities management and service delivery industry.

FEATURES LIST

This is the blueprint of the magazine – we cover the breadth of the entire infrastructure sector.



JANUARY/FEBRUARY 2025

ASSET MANAGEMENT & TECHNOLOGY ISSUE

- Municipal Focus: eThekwini
- Special Feature: Corrosion protection and maintenance
- Industry perspective: Recycling Africa's roads
- Panel discussion: Captains of Industry
- Bitumen and asphalt: technology and projects
- · Information and communication technology
- Who's Who in Geotechnical Engineering
- BIM technology
- Wastewater treatment projects: infrastructure and innovations
- Finance in infrastructure
- Cement and concrete technology
- Vehicles & Equipment

MARCH 2025

THE NATIONAL WATER WEEK ISSUE

- Municipal Focus: City of Cape Town Energy & Water
- African focus: SADC
- Industry perspective: Department of Water and Sanitation
- Panel discussion: Perfecting South Africa's water network
- Pressure Management
- Water demand management and water security
- Leading water projects
- Meters, motors, pipes, pumps, and valves
- Electrification and renewable energy
- Environmental engineering
- Airports and runways
- Sanitation
- Cement and concrete: readymix design and delivery
- Construction equipment and vehicles
- Waste and recycling

Event: CESA Infrastructure Indaba, The Africa Energy Indaba

APRIL 2025

THE ROADS CONSTRUCTION, MAINTENANCE & REPAIR ISSUE

- Municipal focus: Eastern Cape Nelson Mandela Bay/Buffalo City
- Industry perspective: Stormwater and drainage
- Panel discussion: Technologies, standards, and specifications for road construction
- Roads management and maintenance
- Transportation
- Public buildings: Design, restoration and new projects
- Labour-intensive construction techniques
- Cement and concrete technology
- Housing and student accommodation
- Project and programme management
- Trenchless technologies (SASTT)
- Vehicles and equipment

MAY 2025

THE CEMENT & CONCRETE ISSUE

- Industry perspective: Aggregate and Sand Producers Association of Southern Africa
- Panel discussion: Information and communications technology
- Admixtures and construction chemicals
- Cement and concrete technology
- Infrastructure funding and implementation
- Public lighting
- Renewable energy and electrification
- Environmental engineering
- Construction SHEQ
- Vehicles and equipment
- Formwork and scaffolding
- Building systems

Event:

Enlit Africa 2025

JUNE 2025

THE SMART CITIES & TRANSPORTATION ISSUE

- Municipal focus: City of Tshwane
- Planning and building SA's metros
- Transportation engineering
- Airports and runways
- Meters, pipes, pumps, and valves
- Public transport solutions
- Geotechnical engineering
- Roads and bridges
- Cement and concrete technology
- Trenchless technologies (SASTT)
- Drones
- Vehicles and equipment

Events:

A-OSH EXPO, Infrastructure Africa, South Africa Infrastructure & Water Show

FEATURES LIST

JULY 2025

THE ENERGY & WATER ISSUE

- Municipal focus: City of Ekurhuleni
- Special feature: Fire protection engineering
- Panel discussion: Building pipelines bulk and reticulation
- Cement and concrete technology
- Materials handling
- Waste to energy
- Alternative building technologies
- Housing and student accommodation
- Power stations: construction and refurbishment
- Process engineering
- Vehicles and equipment
- Dams and reservoirs

Event:

IFAT Africa

OCTOBER 2025

THE IMESA CONFERENCE ISSUE

- Industry perspective: Institute of Municipal Engineering of Southern Africa
- Special feature: Transportation Month
- Best municipal projects in Southern Africa
- Groundwater
- SABITA Who's Who
- Civil engineering contractors
- Roads and bridges
- Geotechnical engineering
- Infrastructure funding and implementation
- Sanitation
- Asset management
- Vehicles and equipment

Event

87th IMESA Conference, 29-31 October 2025

AUGUST 2025

THE BITUMEN & ASPHALT ISSUE

- Special focus: Department of Public Works and Infrastructure projects
- Industry perspective: SABITA
- Panel discussion: Road construction, maintenance, and equipment
- Water and wastewater infrastructure
- Pressure management
- Geotechnical engineering
- Sanral roads
- Project and programme management
- Cement and concrete technology
- Infrastructure funding and implementation
- BIM technology
- Landfill design and construction
- Vehicles and equipment

Event

.Power & Electricity Show, SARA — Rail Conference & Exhibitio

NOVEMBER/DECEMBER 2025

THE SUSTAINABLE INFRASTRUCTURE DEVELOPMENT ISSUE

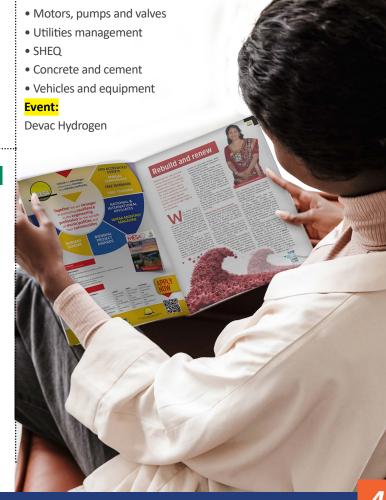
- IMESA 2023 Conference Report
- Industry perspective: Geomatics (SAGI)
- Panel discussion: Engineering leaders
- Finance and legal
- Water metering and monitoring
- Building systems
- Renewable energy and electrification
- Cement and concrete technology
- Low-volume road design and maintenance
- Bitumen and asphalt mixes
- Information and communications technology
- Ports and harbours
- Vehicles and equipment

SEPTEMBER 2025

THE PIPES & EQUIPMENT ISSUE

- African focus: SADC
- Special feature: Trenchless technologies
- Industry perspective: SAPPMA
- Panel discussion: The evolution of plastic pipes
- Pump stations
- Water delivery and non-revenue water losses





While focusing on our editorial features, **IMIESA** will:

- Examine global ideas from a local perspective
- Provide context around current events
- Demystify emerging technologies and market trends
- Break down and explain complex concepts
- Profile new infrastructure projects
- Supply data and opinions from leaders within the industry

JANUARY/FEBRUARY 2025

THE ASSET MANAGEMENT & TECHNOLOGY ISSUE



BOOKING DEADLINE: 24 JAN 2025 MATERIAL DEADLINE: 30 JAN 2025

EDITORIAL DEADLINE: 17 JAN 2025

MARCH 2025

THE NATIONAL WATER WEEK ISSUE



BOOKING DEADLINE: 24 FEB 2025 MATERIAL DEADLINE: 28 FEB 2025

EDITORIAL DEADLINE: 17 FEB 2025

APRIL 2025

THE ROADS CONSTRUCTION, MAINTENANCE & REPAIR ISSUE



BOOKING DEADLINE: 26 MAR 2025 MATERIAL DEADLINE: 28 MAR 2025

EDITORIAL DEADLINE: 18 MAR 2025

MAY 2025

THE CEMENT & CONCRETE ISSUE



BOOKING DEADLINE: 06 MAY 2025 MATERIAL DEADLINE: 09 MAY 2025

EDITORIAL DEADLINE: 28 APR 2025

JUNE 2025

THE SMART CITIES & TRANSPORTATION ISSUE



BOOKING DEADLINE:

06 JUN 2025
MATERIAL DEADLINE:

09 JUN 2025

EDITORIAL DEADLINE: 28 MAY 2025

JULY 2025

THE ENERGY & WATER ISSUE



BOOKING DEADLINE: 04 JUL 2025 MATERIAL DEADLINE: 08 JUL 2025

EDITORIAL DEADLINE: 27 JUN 2025

AUGUST 2025

THE BITUMEN & ASPHALT ISSUE



BOOKING DEADLINE: 05 AUG 2025 MATERIAL DEADLINE: 11 AUG 2025

EDITORIAL DEADLINE: 29 JUL 2025

SEPTEMBER 2025

THE PIPES & EQUIPMENT ISSUE



BOOKING DEADLINE: 02 SEP 2025 MATERIAL DEADLINE:

05 SEP 2025

EDITORIAL DEADLINE: 26 AUG 2025

OCTOBER 2025

THE IMESA CONFERENCE ISSUE



BOOKING DEADLINE: 25 SEP 2025 MATERIAL DEADLINE: 30 SEP 2025

EDITORIAL DEADLINE: 18 SEP 2025

NOVEMBER/DECEMBER 2025

THE SUSTAINABLE INFRASTRUCTURE DEVELOPMENT ISSUE



BOOKING DEADLINE: 07 NOV 2025 MATERIAL DEADLINE: 13 NOV 2025

EDITORIAL DEADLINE: 04 NOV 2025

JANUARY/FEBRUARY 2026

BOOKING DEADLINE: EDITORIAL DEADLINE: 23 JAN 2026 18 JAN 2026

MATERIAL DEADLINE:

30 JAN 2026

IMESA CONFERENCE PROCEEDINGS BOOK 2025

BOOKING DEADLINE: 12 SEP 2025

MATERIAL DEADLINE:

15 SEP 2025

EDITORIAL DEADLINE:

05 SEP 2025



SPECIAL OPPORTUNITIES

We develop rich written and visual content in long and short forms to engage audiences with meaningful ideas and ingenious perspectives. These platforms will elevate your company's products, services and leaders. The following prime opportunities are available:

Front Cover + Cover Story

Claim the front cover of **IMIESA** as your own. This is the prime position of the magazine.





CLICK HERE TO VIEW MORE EXAMPLES ONLINE



- Two-page story up front in the magazine
- Highlighted article in the newsletter
- Shared on our social media platforms
- A *3-minute video interview on www.imesa.org.za

Industry Insight

Profile your company and its products and services, while providing an understanding of the industry's challenges and trends, and the solutions that you offer. A photograph of the interviewee or of a product will be featured on the front cover.



CLICK HERE TO VIEW MORE EXAMPLES ONLINE



- Two-page story up front in the magazine
- Highlighted article in the newsletter
- Shared on our social media platforms
- A 3-minute video interview* on www.imesa.org.za

Hot Seat

This prime position consists of an interview in Q&A format written by our editorial team. It includes a photograph of the interviewee and a quote on the front cover.



CLICK HERE TO VIEW MORE EXAMPLES ONLINE

- Two-page story up front in the magazine
- Highlighted article in the newsletter
- Shared on our social media platforms
- A 3-minute video interview* on www.imesa.org.za

Eco Warrior Package

- Two-page story up front in the magazine
- Highlighted article in the newsletter
- Shared on our social media platforms



Panel Discussion

In every issue, **IMIESA** will submit five questions to five leaders within the industry around a specific feature. This package can be customised according to a client's budget.



CLICK HERE TO VIEW MORE EXAMPLES ONLINE



*3-MINUTE VIDEO INTERVIEW

Sit-down interview at the client's offices, within an 80 km radius. For locations beyond 80 km, standard AA rates per km will apply. Excludes drone footage services.

NEWSLETTERS

SUBSCRIBE NOW

Leaderboard 800 x 250







COVER STORY

N3 sees pioneering work in labourintensive concrete roadworks

In a pioneering upgrade project on the N3 highway in KwaZulu-Natal, contractor Rumdel has partnered with construction materials leader AfriSam to apply continuously reinforced concrete pavement (CRCP) technology - using labour-enhanced methods.



Continue Reading

Middle Strip 800 x 200



Establishing best practice guidelines for digital infrastructure delivery in South Africa

Civil Engineering Contractors: Trenchless Technology Mainline Civil Engineering leads SA's largest ever pipeline rehabilitation pri

Mainline Civil Engineering leads SA's largest ever pipeline renabilitation projec

Renewable Energy & Electrification Renewable power initiative key to OMMP implementation

enewable power initiative key to owner implementation

Roads & Bridges

Concrete block paving restores a vital rural route

Spatial Development & Planning

The context and origins of capital expenditure planning and budgeting in South Africa

Transportation Engineering Refinery Road Interchange part of a broader Cape Town Freeway Integrator initiativ

9 7

Water & Wastewater

Addressing the gaps in South Africa's water and sanitation sectors. Hammanskraal's 50 MLD emergency water treatment plant leads the way

Vehicles & Equipment

Kobelco excavator is the answer to Mkhondo's dump problem

Bottom Strip 800 x 200



The **IMIESA** weekly newsletter provides an instant summary of the latest news, events and developments for the relevant industries in the infrastructure development, maintenance and service delivery fields.

CLICK HERE TO VIEW

Our opt-in weekly e-newsletters are delivered to the inboxes of a highly targeted database of opt-in newsletter subscribers. This means that advertisers are speaking directly to their target market of industry professionals and project managers for both the public and private sectors. We monitor the delivery rate, open rate and bounce rate on a weekly basis with Everlytic. By advertising in the newsletter, you are tapping into a medium that offers creative and measurable solutions while effectively communicating your message to key players.

DEDICATED NEWSLETTER PACKAGE MONITORING YOUR EFFLUENT

Take over the newsletter for a month!

There will be no other content on this takeover newsletter – it will be exclusively on YOUR COMPANY. We will produce 4 such newsletters for you each with new content, video and advertisements supplied by client.

A newsletter takeover consists of:

- Content: An article of 500 words supplied by yourself
- The leaderboard advertisement with a click-through to your website
- A supplied video of max 3 minutes with a click-through to your website.



SPONSORED BY



PRINT RATES & SPECS ONLINE

Connect with our audience, which is your audience, at a budget that is right for you:

IMIESA RATES*

ADVERT DESCRIPTION	SINGLE	2-4 INSERTS	5-8 INSERTS	9-11 INSERTS
Full Page	22 500	21 400	20 250	19 150
Half Page	15 750	15 000	14 200	13 400
Third Page	13 500	12 850	12 150	11 500
Quarter Page	10 150	9 650	9 150	8 650
Double Page Spread	38 250	36 350	34 450	32 550
Classified Business Card	4 500	4 300	4 050	3 850
Strip Ad	6 750	6 450	6 100	5 750
DPS Half Page	26 800	25 450	24 100	22 800
Full Page Advertorial	24 750	23 550	22 300	21 050
Half Page Advertorial	17 350	16 500	15 600	14 750
COVERS	SINGLE	2-4 INSERTS	5-8 INSERTS	9-11 INSERTS
Outside Back	31 500	29 950	28 350	26 800
Inside Back	27 000	25 650	24 300	22 950
Inside Front	29 250	27 800	26 350	24 900
Inside DPS Back	45 000	42 750	40 500	38 250
Inside DPS Front	47 250	44 900	42 550	40 200
PROFILES	SINGLE	2-3 INSERTS	4-6 INSERTS	7-8 INSERTS
1 Page Profile	27 000	25 650	24 300	22 950
2 Page Profile	38 250	36 350	34 450	32 550
3 Page Profile	51 750	49 200	46 600	44 000
4 Page Profile	60 750	57 750	54 700	51 650
5 Page Profile	72 000	68 400	64 800	61 200
Cover Story Package	59 800	56 800	53 800	50 850
Hot Seat Package	42 900	40 800	38 650	36 500
Divisional Cover Package	47 400	45 050	42 700	40 300
Divisional Hot Seat Package	39 550	37 550	35 600	33 600
Industry Insight	42 900	40 800	38 650	36 500
Eco Warrior Package	25 000	22 400	21 250	20 150
Panel Discussion	22 500	21 400	20 250	19 150
Gatefolds	POA			
Bellybands/Inserts	POA			

www.imesa.org.za Website rates and dimensions* (width x height in pixels)

DIMENSIONS		COST						
ADVERT DESCRIPTION				1 month	2-4 months	5-8 months	9-12 months	⊙ ⊙ I √ Video
HOME PAGE BANNERS								
	Computer	Tablet	Mobile					
Leaderboard (Mega Banner)	1 180 x 100	468 x 60	300 x 100	12 800	12 150	11 500	10 850	14 700
Skyscraper (Above the Fold)	300 x 600			7 050	6 700	6 350	6 000	8 100
Middle Banner	728 x 90	468 x 60	300 x 100	3 200	3 050	2 900	2 750	3 700
Skyscraper (Below the Fold)	300 x 600			3 850	3 650	3 450	3 300	4 450
Bottom Banner	1 180 x 100	468 x 60	300 x 100	5 000	4 800	4 450	4 000	

IMIESA Newsletter rates and dimensions* (width x height in pixels)

DESCRIPTION DIMENSIONS		COST				
DESCRIPTION DIMENSIONS	1 month	2-4 months	5-8 months	9-12 months		
NEWSLETTER BANNEI	RS					
Leaderboard	800 x 250	6 750	6 450	6 100	5 750	
Middle Strip	800 x 200	4 400	4 200	3 950	3 750	
Bottom Strip	800 x 200	3 400	3 200	2 950	2 750	

IMIESA Dedicated Newsletter

Description	DETAIL	COST FOR ONE MONTH
Dedicated newsletter package	Four newsletters (one per week on Mondays) each with a new article, video and advertisement supplied by the client	25 000

^{*}All the above prices in ZAR exclude VAT.

DETAILS: Home page banners: Maximum of 4 advertisers per zone \bullet A month consists of a minimum of 4 x inserts One change per month permitted \bullet Contract total divided by period of contract

PRINT RATES & SPECS ONLINE

Print Advert design rates*

ADVERT SIZE	COST	ADVERT SIZE	COST
DPS	3 672	Third Page	1 050
Full Page	2 680	Quarter Page	900
Half Page	1 350	Classified	530

^{*}These prices are in ZAR and exclude VAT. For design, please supply instructions, text, contact details, and high-resolution pictures and logos.

CLICK HERE FOR TERMS AND CONDITIONS

Print Terms and Conditions

Please note that if an agency is contracted to manage an advertising booking on behalf of a client that has made a direct booking, the initial booking will not be diminished or renegotiated until expiry of the existing contract. Please familiarise yourself with the full set of terms and conditions as all contracts are subject to these requirements.

IMIESA ADVERT SPECIFICATIONS** (width x height in mm)

IIVIILSA ADVENT SP	LCITICATIONS (W	iutii x neigiit iii iiiiii)	
SIZE		CROP SIZE	TYPE AREA	WITH BLEED
Double Page Spread		420 x 297	400 x 277 (mind spine)	426 x 303
Full Page		210 x 297	190 x 277	216 x 303
Half Page (Landscape)		210 x 148.5	190 x 128.5	216 x 154.5
Half Page (Portrait)		105 x 297	85 x 277	111 x 303
Third Page (Landscape)		210 x 99	190 x 79	216 x 105
Third Page (Portrait)		70 x 297	50 x 277	76 x 303
Quarter Page (Landscape)		210 x 74	190 x 54	216 x 80
Quarter Page (Portrait)		105 x 148.5	85 x 128.5	111 x 154.5

CLICK HERE TO SUBSCRIBE

SUBSCRIPTIONS

R300/annum (incl. VAT) | R55/issue (incl. VAT)

CLICK HERE FOR TERMS AND CONDITIONS

Online Terms And Conditions

- Booking All bookings are to be made via the IMESA (Pty) Ltd Online Contract Form.
- 2. **Material** All content is subject to IMESA approval and IMESA will not alter image files or tags.

Online Advert design rates*

ALL BANNERS	COST
Banner design	460 per banner

*The above prices are in ZAR and exclude VAT. Please supply instructions, text, contact details, pictures and logos.

20% discount applicable for more than one banner ad per order.

Online deadlines

BOOKING DEADLINE	MATERIAL DEADLINE
Five business days prior to distribution date	Two business days prior to distribution date

Newsletter distribution

Will be mailed to entire IMESA database every Friday - 28 442 subscribers

Boosting

Will be done over a period of 5 days (from Friday until the next Tuesday)

Visibility for one week

Visibility on **www.imesa.org.za** website as well as LinkedIn, Facebook and Twitter



GENERAL ENQUIRIES

t +27 (0)31-266 3263 **e** info@infraprojects.co.za

ABOUT THE INSTITUTE OF MUNICIPAL ENGINEERING OF SOUTHERN AFRICA







OVERVIEW

The Institute of Municipal Engineering of Southern Africa (IMESA) promotes the interests of municipal engineers and their profession, and creates a platform for the exchange of ideas and viewpoints on all aspects of municipal engineering with the aim of expanding the knowledge and best practices in all Local Government municipalities.

From humble beginnings in 1961, **IMESA** has grown to represent over a thousand individual members and a plethora of companies involved in the field of municipal engineering and the built environment, as well as representing several Southern African countries.

SUPPORT FOR MUNICIPALITIES

Since 1961 **IMESA** has played a significant role in municipal engineering, sharing knowledge and acting as a catalyst in developing new initiatives. Municipalities are key role-players in identifying needs, prioritising funding and implementing integrated development planning for community-based programmes. The Institute also advises Councils on municipal engineering matters and serves the broader community through representation on a number of National bodies, where it provides input from the municipal engineer's perspective.

ANNUAL CONFERENCES

IMESA hosts an annual conference. Opportunities for members to gain valuable information and insight into issues facing the municipal engineering fraternity include the presentation of topical papers, product exhibitions and an opportunity to share and discuss ideas with like-minded engineers, municipal representatives and non-technical associates.

CLICK HERE FOR MORE INFORMATION ON THE 87TH IMESA CONFERENCE

IMESA(Pty)Ltd

Company Reg No. 2011/11791407

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