



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

www.imesa.org.za

MEDIA KIT



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

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.

WHAT YOU NEED TO KNOW...

1

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

2

We are the official magazine of the **Institute of Municipal Engineering of Southern Africa** (IMIESA) – 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 is hyperlinked.

4

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

5



ABC AUDITED
figures from April 2025
to June 2025:

Print 1 400
Digital Newsletter 9 284
Total 10 684

WHO'S READING OUR MAGAZINE?

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

Official Institute

- Institute of Municipal Engineering of Southern Africa (IMESA)

Engineering & Construction

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

Consulting Engineers

- Electrical
- Civil
- Geotechnical
- Water and sanitation
- Environmental
- Building
- Mechanical
- Structural
- Roads and bridges

Suppliers & Manufacturers

- OEMs and industry suppliers

Local, National & Provincial Government

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

- Municipal finance officers
- Spatial development and planning practitioners
- Asset, fleet and IT managers

Transport & Logistics

- Public transport specialists
- Transport and logistics managers
- Commercial and municipal fleet managers

Educational Institutes

- Universities
- Training and research institutes



We are a business media brand delivering reach and scale. **IMESA** 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 2026

ASSET MANAGEMENT & TECHNOLOGY ISSUE

- **Municipal Focus:** eThekweni
- **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 and equipment
- Construction management

MARCH 2026

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 2026

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
- Vehicles and equipment

Event:

Construction and Building Expo 2026

MAY 2026

THE CEMENT & CONCRETE ISSUE

- **Municipal focus:** Secondary Cities
- **Industry perspective:** Aggregate and Sand Producers
- **Panel discussion:** Information and communications technology
- Admixtures and construction chemicals
- Waste and recycling
- Infrastructure funding and implementation
- Public lighting
- Renewable energy and electrification
- Environmental engineering
- Construction SHEQ
- Vehicles and equipment
- Formwork and scaffolding
- Building systems
- Construction law

Event:

Enlit Africa 2026

JUNE 2026

THE SMART CITIES & TRANSPORTATION ISSUE

- **Municipal focus:** City of Tshwane
- **Panel discussion:** 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
- Drones
- Vehicles and equipment

Events:

A-OSH EXPO, Infrastructure Africa,
South Africa Infrastructure & Water Expo
Big 5 Construct South Africa 2026

FEATURES LIST

JULY 2026

THE ENERGY & WATER ISSUE

- **Municipal focus:** City of Ekurhuleni
- **Special feature:** Spatial development and planning
- **Panel discussion:** Building pipelines – bulk and reticulation
- Cement and concrete technology
- Material 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

AUGUST 2026

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 & Exhibition

SEPTEMBER 2026

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
- Geomatics
- Roads and bridges: design, construction, and maintenance
- Motors, pumps and valves
- Utilities management
- SHEQ
- Cement and concrete
- Vehicles and equipment

Event:

Devac Hydrogen

Electra Mining 2026

OCTOBER 2026

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:

89th IMESA Conference, 28-30 October 2026

NOVEMBER/DECEMBER 2026

THE SUSTAINABLE INFRASTRUCTURE DEVELOPMENT ISSUE

- IMESA 2026 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



While focusing on our editorial features, **IMESA** 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 2026

THE ASSET MANAGEMENT & TECHNOLOGY ISSUE



BOOKING DEADLINE:

26 JAN 2026

MATERIAL DEADLINE:

30 JAN 2026

EDITORIAL DEADLINE:

16 JAN 2026

MARCH 2026

THE NATIONAL WATER WEEK ISSUE



BOOKING DEADLINE:

24 FEB 2026

MATERIAL DEADLINE:

27 FEB 2026

EDITORIAL DEADLINE:

17 FEB 2026

APRIL 2026

THE ROADS CONSTRUCTION, MAINTENANCE & REPAIR ISSUE



BOOKING DEADLINE:

26 MAR 2026

MATERIAL DEADLINE:

27 MAR 2026

EDITORIAL DEADLINE:

18 MAR 2026

MAY 2026

THE CEMENT & CONCRETE ISSUE



BOOKING DEADLINE:

06 MAY 2026

MATERIAL DEADLINE:

08 MAY 2026

EDITORIAL DEADLINE:

27 APR 2026

JUNE 2026

THE SMART CITIES & TRANSPORTATION ISSUE



BOOKING DEADLINE:

05 JUN 2026

MATERIAL DEADLINE:

09 JUN 2026

EDITORIAL DEADLINE:

28 MAY 2026

JULY 2026

THE ENERGY & WATER ISSUE



BOOKING DEADLINE:

03 JUL 2026

MATERIAL DEADLINE:

08 JUL 2026

EDITORIAL DEADLINE:

26 JUN 2026

AUGUST 2026

THE BITUMEN & ASPHALT ISSUE



BOOKING DEADLINE:

05 AUG 2026

MATERIAL DEADLINE:

10 AUG 2026

EDITORIAL DEADLINE:

29 JUL 2026

SEPTEMBER 2026

THE PIPES & EQUIPMENT ISSUE



BOOKING DEADLINE:

02 SEP 2026

MATERIAL DEADLINE:

07 SEP 2026

EDITORIAL DEADLINE:

26 AUG 2026

OCTOBER 2026

THE IMESA CONFERENCE ISSUE



BOOKING DEADLINE:

25 SEP 2026

MATERIAL DEADLINE:

30 SEP 2026

EDITORIAL DEADLINE:

18 SEP 2026

NOVEMBER/DECEMBER 2026

THE SUSTAINABLE INFRASTRUCTURE DEVELOPMENT ISSUE



BOOKING DEADLINE:

06 NOV 2026

MATERIAL DEADLINE:

13 NOV 2026

EDITORIAL DEADLINE:

04 NOV 2026

JANUARY/FEBRUARY 2027

BOOKING DEADLINE:

22 JAN 2027

MATERIAL DEADLINE:

29 JAN 2027

EDITORIAL DEADLINE:

18 JAN 2027

IMESA CONFERENCE PROCEEDINGS BOOK 2026

BOOKING DEADLINE:

11 SEP 2026

MATERIAL DEADLINE:

15 SEP 2026

EDITORIAL DEADLINE:

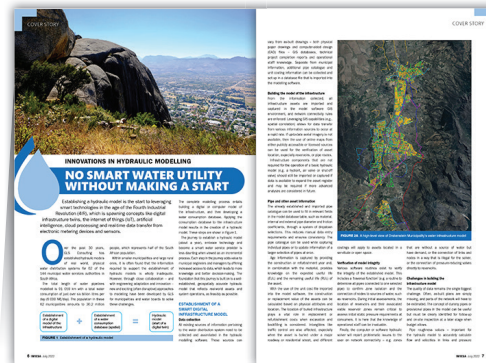
04 SEP 2026

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.



- Two-page story up front in the magazine
- Highlighted article in the newsletter
- Shared on our digital platforms
- A *3-minute video interview



CLICK HERE
TO VIEW
MORE
EXAMPLES
ONLINE

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.



- Two-page story up front in the magazine
- Highlighted article in the newsletter
- Shared on our digital platforms
- A *3-minute video interview

CLICK HERE
TO VIEW
MORE
EXAMPLES
ONLINE

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 digital platforms
- A *3-minute video interview

Eco Warrior Package

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



*3-MINUTE VIDEO INTERVIEW

Sit-down interview at the client's offices, within an 80 km radius.

Panel Discussion

IMIESA will submit a questions framework to thought leaders within the industry around a specific feature. This package can be customised according to a client's budget.



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TO VIEW
MORE
EXAMPLES
ONLINE

Leaderboard
800 x 250



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 project

Renewable Energy & Electrification
Renewable power initiative key to OMMP 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 initiative

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



The **IMIESA** newsletter provides an instant summary of the latest news, events and trends in the infrastructure development, maintenance and service delivery fields.

CLICK HERE TO VIEW

Our opt-in newsletters are delivered to the inboxes of a highly targeted database of subscribers. This means that advertisers are speaking directly to their target market of industry professionals and project managers in both the public and private sectors.

We monitor the delivery rate, open rate and bounce rate via 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.

Middle Strip
800 x 200

Bottom Strip
800 x 200

DEDICATED NEWSLETTER PACKAGE

Book your own dedicated newsletter for a month!

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

A dedicated newsletter 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.

CLICK HERE TO VIEW AN EXAMPLE ONLINE

MONITORING YOUR EFFLUENT

SPONSORED BY

News Round-Up | 06 July 2021
Simple. Accurate. Advanced

Wastewater needs to be monitored closely to prevent environmental pollution and human illness

Iris HI814 is a sleek and intuitive spectrophotometer that allows for measurement of all wavelengths of visible light. Customise your methods, take a wide range of measurements, and feel confident in your testing accuracy with Iris. With the compact design of its advanced optical system, Iris can be used in almost any sized space while providing accurate and consistent results. The split beam optical system allows Iris to automatically compensate for any drift in light source, resulting in superior accuracy.

A FEW PARAMETERS MEASURED BY THE IRIS

- Chemical Oxygen Demand
- Free Chlorine (COCl)
- Nitrogen
- Total Chlorine
- Total Phosphorus
- Hardness

CLICK HERE TO SEE ALL PARAMETERS

iris

Visible Spectrophotometer

The convenience of pre-programmed methods with the option to expand!
Iris comes pre-programmed with more than 85 commonly used chemical analysis methods to help you get started. Simply update these methods by connecting to a computer or flash drive.

Change sample size easily
With our universal cuvette holder and auto-recognition feature, cuvette sizes can be changed when needed. The programmed cuvette size will be displayed on the screen every time you test to ensure that the proper path length is being used by the meter when calculating measurements for correct results.

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	9-10 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	9-10 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
SPECIAL POSITIONS	SINGLE	2-3 INSERTS	4-6 INSERTS	7-8 INSERTS
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			





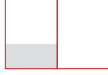



IMIESA Newsletter rates and dimensions (width x height in pixels)

DESCRIPTION	DIMENSIONS	COST			
		1 month	2-4 months	5-8 months	9-12 months
NEWSLETTER BANNERS					
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	Two newsletters (one per alternate week) each with a new article, video and advertisement supplied by the client	25 000

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

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

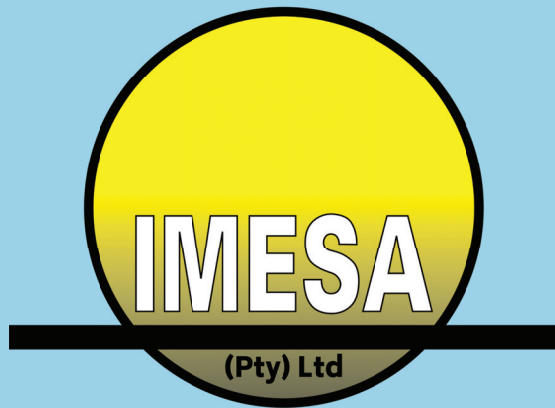
All the above prices in ZAR exclude VAT.



SUBSCRIPTIONS

R550/annum (incl. VAT) | R55/issue (incl. VAT)

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 89TH IMESA CONFERENCE](#)

IMESA(Pty)Ltd

Company Reg No. 2011/11791407

Directors: Mr Leon Naudé (Managing Director), Mr Gavin Clunnie

Unit 3 The Summit, 2 Derby
Place, Westville, 3629

P O Box 2190, Westville, 3630
t +27 (0)31-266 3263
e info@infraprojects.co.za

GET IN TOUCH

CONTACT US



MANAGING EDITOR
Alastair Currie
c +27 (0)82 491 5759
e alastair@infraprojects.co.za



KEY ACCOUNTS MANAGER
Joanne Lawrie
c +27 (0)82 346 5338
e joanne@infraprojects.co.za

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