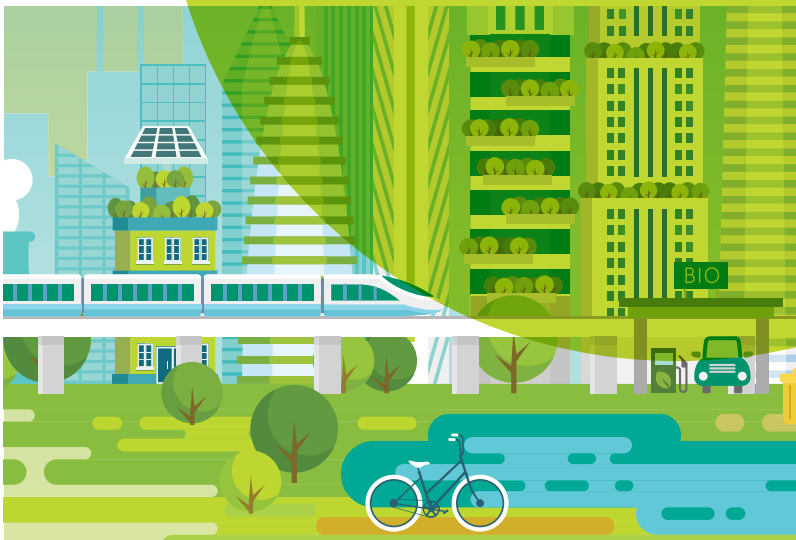


# + IMPACT 0.1

Official publication of the Green Building Council of 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.



*“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**



**RESEARCH HAS PROVED THAT GREEN BUILDINGS CAN POSITIVELY RESTORE, IMPROVE, REVITALISE, INCLUDE, DENSIFY, ENHANCE, ADVANCE AND EMPOWER OCCUPANTS, COMMUNITIES AND THE ENVIRONMENT.**

## **GREEN BUILDING COUNCIL SOUTH AFRICA**

Advocacy, certification and education are the foundations of the GBCSA’s action, and +IMPACT magazine supports and communicates the key activities and success stories of the organisation and its members to key stakeholders such as decision makers in government, business owners, the real estate and architectural sectors, as well as providing a compelling and attractive range of home and lifestyle solutions.

## **EDITORIAL OBJECTIVES**

+IMPACT magazine will celebrate the work of members, share international thought leadership, demonstrate responsive design, profile individuals, reveal innovation, educate through case studies and research, and showcase the leading approaches and materials that are shaping African cities today and into the future. Subject matter will extend beyond the buildings to engage intellectually with the broader built environment discourse.

## **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 into compelling, fresh content pillars and a creative environment for thought leaders and innovators, championing solutions for a better built environment and lifestyle.

## **THE PROCESS**

Commissioned by the editor and her support team, articles will be sought from a powerful panel of contributing journalists and practitioners. Research and study findings being conducted by partner organisations such as the World Green Building Council, South African Cities Network, South African Local Government Association, World Wide Fund for Nature (WWF) and others will also be curated and shared.

## **FREQUENCY**

Published annually in July 2018 and more frequently from 2019 onwards.



#### PUBLICATION SPECS

ITEM	SPECIFICATION
Covers	High quality ± 300GSM
Binding	Perfect bound
Internal pages	115 gloss art
Paper	FSC certified
Inks	Low impact

#### PRINT RUN + DISTRIBUTION

ALLOCATION	# COPIES
GBCSA members and stakeholders	5000
Copies made available for sale	1000
Additional copies	1000
<b>Total</b>	<b>7000</b>

#### PRICING

	GBCSA MEMBER	STANDARD RATE
Double page spread	R 39 950	R 43 945
Single page	R 24 950	R 27 445
Outside back cover	R 44 950	R 49 445
Inside front cover DPS	R 44 950	R 49 445
Prime position	R 29 950	R 32 945



#### ABOUT THE PUBLISHER

+ IMPACT magazine offers best-of-class print and digitally integrated publishing to a loyal network of built environment professionals and a curious public across the African continent.

# ADVERTISING ENQUIRIES?

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