



Official publication of the Green Building Council of South Africa



+ IMPACT

Green buildings are healthier buildings and in the new paradigm, nothing is more urgent. Green buildings also have the unique potential to positively restore, regenerate, improve, revitalise, include, enhance, advance and empower occupants, communities and the environment. We have a duty to maximise these impacts.

+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. We highlight the positive impact that sustainable buildings have on urban precincts, society and on the economy while returning maximum value to investors.

Our editorial celebrates the innovative approaches adopted in Green Star Africa certified project teams, revealing the invaluable work of the Green Building Council of South Africa (GBCSA) members. Going beyond projects, the content seeks to share international thought leadership, ingenious design and cutting-edge technologies that define the world's most sustainable buildings, towns, and cities

MEDIA PACK 2022

BENEFITS

+IMPACT MAGAZINE FREQUENCY

Issue 17: April 2022

Issue 18: June 2022

Issue 19: September 2022

Issue 20: November 2022

Issue 21: January 2023

Issue 22: March 2023

CIRCULATION

Distributed to:

- ALL GBCSA Members and Stakeholders
 - Including Senior partners and executives of professional member firms
- ALL SACAP (South African Council for the Architectural Profession) Members and Stakeholders
- Senior officials of member municipalities and related government departments nationwide
- JSE-listed Property owners, developers, and investors
- Materials manufacturing associations
- GBCSA and Green Economy Media newsletter subscribers
- Delegates attending the annual GBCSA Convention
- Shared across social media to expand reach to thousands of subscribers to GBCSA and other partners' platforms

Print: 3 000 copies **Digital:** 28 000 subscribers

READERSHIP

- Property developers and investors
- Architects and specifiers
- Interior designers and design professionals
- Engineers and consultants
- Urban and town planners
- Local and national government officials and departments
- Contractors, product manufacturers, and suppliers

+IMPACT INTERACTIVE DIGITAL MAGAZINE ALLOWS ADVERTISERS TO INCLUDE THE FOLLOWING IN THEIR CAMPAIGNS:

Hotspot Link Element

- Live links to websites, videos and audio
- Live links to email addresses

Slideshow Hotspot

- Create engaging, fully customisable slideshows with multiple images

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Half page	R9 950	R11 950	R14 950	R16 500
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OBC	n/a	n/a	R31 950	R34 950
Company Profile (2 pages)	R19 950	R21 950	R25 950	R27 950

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If you have any questions regarding the production of your advertisement, please contact: melanie@greeneconomy.media

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Green
Building
Convention

2022



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THE PUBLISHER

+Impact Magazine is published in partnership with the GBCSA by MPeople Resourcing (Pty) Ltd t/a GreenEconomy.Media, a specialist media company focused on promoting and delivering content about sustainability, and contributing to the knowledge transfer needed to advance the green economy.

+Impact Magazine is part of this matrix of action, contributing to the growth of the green building movement by profiling and communicating the activities and achievements of members to key stakeholders, including the public sector, commercial property sector, professional services, products, manufacturers and suppliers. GreenEconomy.Media is a proud member of GBCSA.

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