

Architect & SPECIFICATOR

Promech publishes Architect & Specificator on behalf of the AAAMSA Group which administers the architectural aluminium, glass, ceiling and partitioning and insulation industries and is the testing and certification authority for building envelope systems.

The magazine is an important source of reference, providing architects, specifiers etc. with names of certified and tested installers, suppliers, manufacturers and contractors in the industry, making it a "must have" in their library.

Architect & Specificator is a national publication with a circulation of 5264 copies per issue which is largest in its field. We publish 6 issues annually and go to well targeted, qualified readers. Advertisers are ensured of an unprecedented, bona fide reach.

| Our circulation breakdown: | |
|-----------------------------------|--------------|
| Registered Architects | 1 484 |
| Registered Quantity Surveyors | 411 |
| AAAMSA Members | 1 459 |
| Main Contractors | 303 |
| Building Inspectors | 240 |
| Consulting Engineers | 369 |
| Property Developers | 85 |
| MBSA Members | 111 |
| SAPOA Members | 127 |
| Town Councils | 401 |
| Associations, technologists etc | 66 |
| Other | 208 |
| Total | 5 264 |

EDITORIAL POLICY

The editorial committee decides on the editorial content of the magazine, usually per the feature list. Once they have decided on whom will be featured the editor interviews the relevant company and writes a 3 page feature story plus photos. This is free of charge and preference is usually given to advertisers.

We do not publish advertorials as we feel our readers prefer unbiased, interesting, and newsworthy editorial as opposed to "promo" material.

Advertisers can submit a News & Views article for each issue their advertisement appears. This gives the advertiser double exposure by means of an ad in the body of the magazine and editorial in News & Views. According to our readers the News & Views section is their favourite read as the articles are short, sharp and most informative.

Appearing on the Front Cover is one of the most effective ways to brand and create awareness. Our rate includes cover design plus a full page cover story which can either be written by you or our editor.

WEBSITE

The publication is available on our website, www.promech.co.za, for one year. Architect & Specificator can be read online and visitors are able to access advertiser's websites by clicking on their advert. We also sell Banners and Buttons on the landing pages.

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