



G R E E N

Economy

journal



**South Africa's
leading green
economy journal**

MEDIA KIT 2022

We engage our audience through a multi-layered approach on various platforms using crafted content.

Green Economy Journal delivers a high-quality reader and browser experience. Through its curated content by experts and thought leaders, Green Economy Journal reflects the sector in all its facets and contributes to shaping its course.

EVENTS 2022

Green Economy Journal is a media partner at the following events

16-18 Feb	Solar Africa Power
1-3 Mar	Africa Energy Indaba
13-14 Apr	Africa Agri Expo
4-6 May	Coatings for Africa
9-12 May	Mining Indaba
8 Jun	African Smart Cities
7-9 Jun	African Construction & Totally Concrete
7-9 Jun	Enlit Africa (Africa Utility Week)
7-9 Jun	Pumps, Valves and Pipes
19-21 Jun	Africa's Big 7
19-21 Jun	Hospitality Show
21-22 Jun	Manufacturing Indaba
17-18 Aug	Infrastructure Africa
23-24 Aug	Power and Electricity World Africa
23-24 Aug	The Water Show Africa
23-24 Aug	The Solar Show
26 Aug	SACAB Council: Architects Rising
7-8 Sept	Cape Construction Expo
21-22 Sept	KZN Construction Expo
28-29 Sept	Transport Evolution Africa
28-30 Sept	WISA Conference
4-6 Oct	Smarter Mobility Africa
7-8 Oct	Windaba
31 Oct – 4 Nov	Africa Oil Week

Extended distribution with our media partners offers even more target

Connect with policymakers, thought leaders, innovators and entrepreneurs through engaging experiences across multiple platforms.

KEY SECTORS

Infrastructure and building
Energy
Food and agriculture
Mining and industry
Transport and mobility
Waste and circular economy
Technology
Business and investment
Water

EDITORIAL CALENDAR 2022*

**Subject to change*

GEJ 51 [March/April]

Editorial submission deadline: 14 February

Publication date: 25 February

Renewable energy
Sustainable agriculture
Sustainable mining
Storage focus
Renewable energy technology
Solar focus

GEJ 52 [May/June]

Editorial submission deadline: 14 April

Publication date: 25 April

Renewable energy
Sustainable mining
Smart Cities
Construction
Utilities
Pumps, valves, pipes
Hospitality, food and beverage
Manufacturing

GEJ 53 [August/September]

Editorial submission deadline: 15 July

Publication date: 25 July

Renewable energy
Power and electricity
Infrastructure
Architecture
Construction
Smart mobility
Water and wastewater treatment

GEJ 54 [October/November]

Editorial submission deadline: 14 September

Publication date: 26 September

Oil and gas
Renewable energy

GEJ 55 [December/January 2023]

Editorial submission deadline: 15 November

Publication date: 25 November

TBA

Carefully planned release dates of targeted content throughout the year consistently imprints your brand with our audience.

Get involved

Editorial and advertising enquiries: [Alexis Knipe](#)

Green Economy Journal highlights innovation; showcases entrepreneurial efforts and propels business into action, using the following tools:

- Thought leadership, journalism, opinion, interviews, and insight straight from the people making headlines
- Influential analysis, case studies, critical thinking and research, standards and regulation
- Market place: supplier, product and service resources, with practical guidance

READERSHIP

Executives and managers at JSE-listed companies and subsidiaries

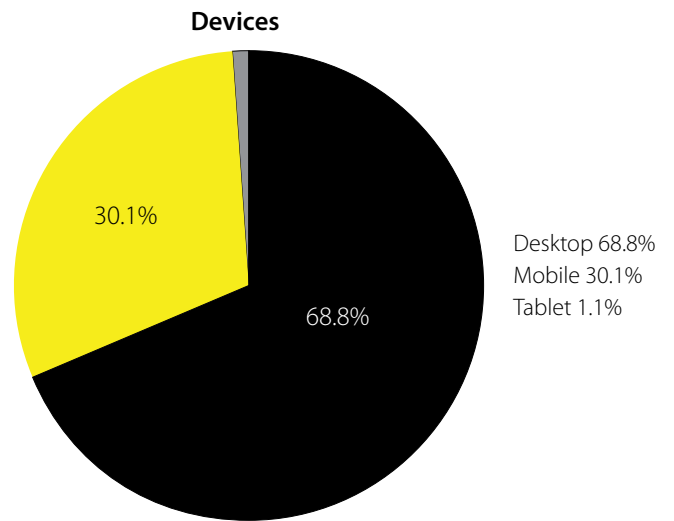
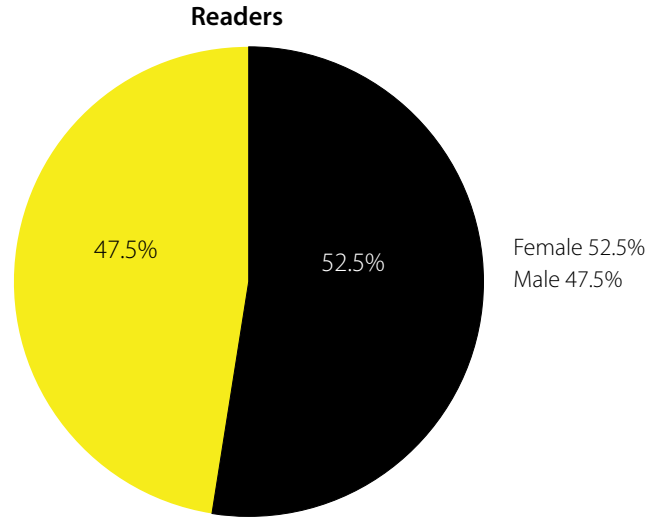
Executives and managers at large and medium-size private companies and subsidiaries

Officials and policymakers at central, regional and local government departments

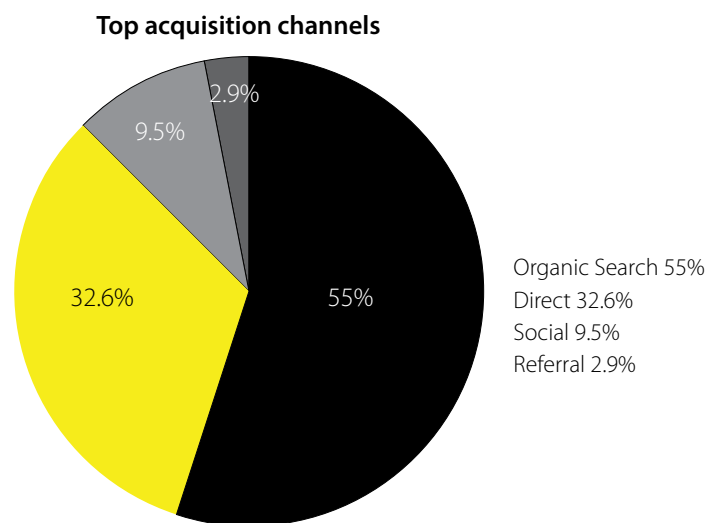
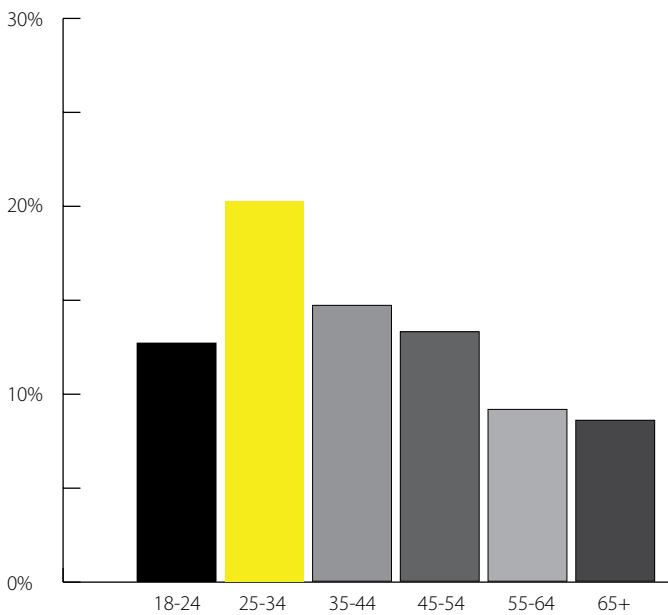
Practitioners at green economy related professional firms

Members of green economy related associations

Attendees of green economy related events and webinars taking place in the months of currency



Age



Top 10 countries

South African audience at 54%



Green Economy Journal

We amplify our clients' messages through intelligent marketing, messaging, advertising and outreach campaigns; by leveraging our communication channels and national network of sustainability advocates, journalists and social media influencers. Our content is segmented by user groups, source feeds and other key filters and turned into meaningful business intelligence.

DIGITAL DISTRIBUTION

Promotional email campaign to green economy database of 20 000 email subscribers

Green Economy Journal is distributed via SAWEA newsletter

Relevant issue is embedded on media partner sites prior and during events

Promoted via social media channels and shared with partner networks

Interactive digital edition embedded in weekly industry newsletters to email subscribers

Digital edition embedded all pages of www.greeneconomy.media for two months

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

THE PUBLISHER



GreenEconomy.Media is a South African based media company focused on delivery high value content on the green economy and sustainability. We believe that once presented with the relevant information, decisionmakers will make the right choices.

GreenEconomy.Media owns and operates eJournals, websites, magazines, and events that connect leading industry stakeholders with government, civil society and each other. In so doing, **GreenEconomy.Media** communicates the fundamental issues; promotes best practice and facilitates the action needed for a more sustainable future.

ADVERTISING RATES

	1 ISSUE	3 ISSUES	6 ISSUES
Half page	R9 370	R8 533	R7 696
Full page	R14 950	R13 555	R12 160
Double Page Spread (DPS)	R21 925	R19 833	R17 740
Four-page spread	R32 388	R29 249	R26 110
Prime positions (full page) including IFC	R17 940	R16 266	R31 332
IFC DPS	R26 310	R23 800	R21 288
Full page ad plus one page editorial	R20 925	R18 833	R16 740
Full page ad plus two-page editorial	R26 900	R25 505	R24 110
DPS ad plus two-page editorial	R33 875	R32 480	R31 085
DPS ad plus four-page editorial	R45 825	R44 430	R43 035

All rates include agency commission and exclude VAT

If you do not have artwork, please note that we will design the page/s for you at no extra cost

Editorial pages are edited and designed inhouse according to Green Economy Journal specifications

5% overall discount if the order is paid immediately

We plan unparalleled strategies to meet your objective and reach our captive audience: your target market.

COVER FEATURE PACKAGE R151 000

Front cover with coverline

Outside Back cover

Three-page article plus one full page advert

Mention on Contents page

Subject to Editor's approval

Sector image

Publisher to select image

No head and shoulders portraits



VIEW OUR PAST ISSUES
(click on the cover to read)

GreenEconomy.Media

responds to customer, commercial and commerce shifts. Our vibrant advertising, online and content packages offer definitive solutions that ensure your brand integration has maximum impact.

SUBSCRIBE TO NEWSLETTER