



Background Information & Advertising Rate Card ---- 2007 ----

About PMSA ProjectNet

ProjectNet is the official magazine of Project Management South Africa (PMSA). It is distributed free of charge to all members of the PMSA. It is a custom magazine addressing the specific interests of this focused community. Besides being a vehicle through which the PMSA National Executive Committee can communicate directly with its members, its aim is also to provide members with a regular source of news, events updates, case studies, opinion pieces, feature articles and other information of interest to today's project managers. PMSA members are spread across the various industries in which project management is applied, including construction, engineering and information technology. Because project management is a field that is growing rapidly within most business environments, the PMSA has a greater responsibility than ever before to offer its members value. ProjectNet is a dedicated communication and information channel to facilitate the dialogue between the Institute and its members, as well as between the members themselves.

About the PMSA

Project Management South Africa (PMSA) was formed in 1997 as a National Association to represent project management professionals across all sectors in South Africa. Since 1997 the PMSA membership has almost doubled and continues to grow. Members represent a diverse cross section of industries and ethnic groups. There are currently more than 1 200 members and 37 registered education and training providers.

The drive to create PMSA came from a need for a cross sector forum for practitioners to meet and work together and for a national body to work with local organisations and the South African government in developing effective project management within South Africa.

At present, PMSA has cooperative agreements with local and international associations in project management and related fields and in 2004, the logical step was taken to enter into a cooperative agreement to align the activities of the PMSA and the local chapter of the PMI®.

ProjectNet came about as a result of resounding member demand for a tangible (hard copy), focused, regular source of information serving the southern African project management community. The PMSA is constantly striving to identify and provide additional benefits to members that reflect the objectives of this professional body.

Editorial Approach

The publication is structured into sections to most effectively accommodate the categories of information reflected. These sections occasionally give way to special inserts, such as a pull-out directory of registered education and training providers.

The first ever edition of ProjectNet appeared at the end of 2002. It has since seen two redesigns and content reviews, the first of which was reflected in the tenth edition, with another new-look appearing for the first time in the edition launched at the 2006 International Conference. As the PMSA grows, there is a huge amount of scope for the development of the magazine into the future. Through constant evaluation and input from its constituents, the PMSA intends to grow the publication into the definitive source of current, industry-related, topical project management content. The content outline and themes for upcoming editions are available from the editor at info@projectnet.co.za.

Readership and circulation

The readership consists of the existing individual and corporate members of the PMISA. ProjectNet is also available, at a reduced fee, to registered education and training providers wanting to introduce the PMSA and ProjectNet to learners. Non-members can purchase ProjectNet from the PMSA directly or sign up as subscribers. The print run is currently 1 300.

Mechanical details

ProjectNet is an A4, 28-page, full-colour, saddle-stitched magazine. The first editions comprised 16 pages but it stands at 28 pages in its current form. Page count will be reviewed according to growth and content requirements. Printed on 135gsm Magno paper stock, it has a professional design and finish. There is a maximum 60/40% editorial/advertising split to ensure the satisfaction of both readers and advertisers.

Frequency

ProjectNet is published alternate-monthly, with the launch issue having appeared in November / December 2002. Each edition is dated with the two months it covers, and the edition appears in the second month (i.e. the Jan/Feb edition appears is distributed in early February so some news and information taking place in the month of January can be included).

Advertising opportunities

Why advertise in ProjectNet? Due to its focused target audience, advertisers can be assured that every reader has a vested professional interest in project management and its related disciplines, from a technology, training and professional services perspective.

A large range of advertising options exist. Please consult the rate card and other details below, or contact the editor.

Please note, all prices quoted below are inclusive of VAT and refer to advert placement costs per edition. Due to increases in printing and paper prices, there has been a 10% increase in prices from the 2006 Rate Card.

		6 inserts		3 inserts		1 insert	
		Mem	Non	Mem	Non	Mem	Non
		per insert		per insert		per insert	
1	FC - Centrespread	R	R	R	R	R	R
		12,381.90	13,895.60	13,619.76	15,133.40	14,982.20	16,495.93
2	FC - Inside Front Cover	6,878.85	7,719.80	7,566.10	8,407.00	8,323.50	9,164.50
3	FC - Outside Back Cover	6,878.85	7,719.80	7,566.10	8,407.00	8,323.50	9,164.50
4	FC - Inside Back Cover	6,253.28	7,018.00	6,878.85	7,643.50	7,566.10	8,330.80
5	FC - Full Page	5,211.40	5,847.90	5,731.70	6,369.40	6,305.30	6,942.98
6	FC - Half Page	2,895.53	3,248.80	3,184.70	3,538.00	3,502.95	3,857.40
7	FC - Quarter page	1,608.00	1,805.30	1,769.00	1,966.20	1,945.60	2,143.00
8	SC - Full Page	4,168.40	4,679.00	4,585.90	5,095.30	5,044.40	5,553.90
9	SC - Half Page	2,315.90	2,599.00	2,548.20	2,831.40	2,802.30	3,085.50
10	SC - Quarter Page	1,286.20	1,443.50	1,415.70	1,573.00	1,557.27	1,714.50
11	BW - Full Page	3,206.50	3,598.50	3,527.10	3,919.10	3,880.40	4,272.50
12	BW - Half Page	1,781.10	1,998.90	1,960.20	2,178.00	2,156.20	2,264.00
13	BW - Quarter Page	989.70	1,110.70	1,089.00	1,210.00	1,197.90	1,318.90

Advertorial - full page

Full colour	7,157.15	8,179.60
Spot colour (CMYK)	5,505.50	6,292.00
Black & white	4,235.00	4,840.00

Classifieds (horizontal business card)

423.50

Loose insertions
(pamphlets / brochures to be supplied by advertiser)

3 000.00

FC = full colour

SC = spot colour (CMYK)

BW = black and white

Mem = members: PMSA registered education and training providers and corporate members.

Non = non-members

Specifications (Disk in Freehand or print-optimised PDF, or positives)		
Type		Size
1.	Centrespread	420mm (w) x 297 mm (h)
2.	Full Page	210mm (w) x 297mm (h)
3.	Half Page Vertical	105mm (w) x 297mm (h)
4.	Half Page Horizontal	210mm (w) x 148.5mm (h)
5.	Quarter Page	105mm (w) x 148.5mm (h)
6.	Classifieds: horizontal business card	90mm (w) x 50mm (h)
Schedule – Edition #25		
Jan/Feb 2007		
Advertising bookings	15 January 2007	
Advertising material	19 January 2007	
Content submissions	15 January 2007	
Publication date	6 February 2007	
Schedule – Edition #26: The Education Edition		
Mar/Apr 2007		
Advertising bookings	9 March 2007	
Advertising material	16 March 2007	
Content submissions	9 March 2007	
Publication date	4 April 2007	
Schedule – Edition #27		
May/June 2007		
Advertising bookings	11 May 2007	
Advertising material	15 May 2007	
Content submissions	9 May 2007	
Publication date	5 June 2007	
Schedule – Edition #28		
Jul/Aug 2007: Standards and Methodologies		
Advertising bookings	6 July 2007	
Advertising material	13 July 2007	
Content submissions	6 July 2007	
Publication date	3 August 2007	
Schedule – Edition #29		
Sep/Oct 2007		
Advertising bookings	7 September 2007	
Advertising material	14 September 2007	
Content submissions	5 September 2007	
Publication date	4 October 2007	
Schedule – Edition #24		
Nov/Dec 2007		
Advertising bookings	2 November 2007	
Advertising material	9 November 2007	
Content submissions	5 November 2007	
Publication date	3 December 2007	

Terms and conditions for advertisers

1. The Publisher and PMSA reserve the right to decline any advertisement or article.
2. The Advertiser or his Agency is responsible for protecting and indemnifying the Publisher from any claims or expenses resulting from the unauthorised use of any material whatsoever supplied by the Advertiser in connection with advertising in the publication.
3. All orders or requests for advertising space will be honoured only after a contract has been made.
4. The Advertiser undertakes to pay the exact charge on presentation of invoices by the Publisher on publication of the magazine, within 15 days.
5. The Advertiser cannot cancel either wholly or part of the signed contract. In the event of the Advertiser withdrawing his advertisement or failing to provide the Publisher with the necessary materials before deadline, it is understood that the Advertiser is responsible for full payment of the advertising space booked and contracted.
6. The Publisher will use its best endeavours to adhere to the scheduled publication dates but does not give any warranty in respect thereof. The Publisher shall be under no liability whatsoever for failure to publish an advertisement or any part thereof.
7. The Publisher reserves the right to revise advertising rates without prior notice.

Contact Details

Enquiries

E-mail: info@projectnet.co.za

Editorial and Advertising

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Cyan Sky Communication Consulting

ProjectNet is published by Cyan Sky Communication Consultancy for
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