

RACA

JOURNAL[®]

PRINT MEDIA PACK 2025

PRINT | DIGITAL | EXHIBITIONS

ALL RATES VALID: 1 OCTOBER 2024 - 30 SEPTEMBER 2025

The *Refrigeration and Air Conditioning Africa (RACA) Journal* is a trade and technical A4 monthly publication geared at the commercial and industrial HEVAC&R industry. Boasting Africa's only monthly publication serving this sector, *RACA Journal* has served the industry for over 30 years, catering to consulting engineers, contractors and other relevant industry role players.



2025 ADVERTISING RATES

All rates exclude agency commission and VAT. Bookings do not guarantee editorial placement.

ADVERT RATES

Rate per insertion unless otherwise specified.

ADVERT SIZE	12 EDITIONS	6 EDITIONS	CASUAL ONCE-OFF
A4 DPS	R33 900 per issue	R36 400 per issue	R39 600 per issue
Single A4	R20 100 per issue	R21 000 per issue	R25 700 per issue
1/2 A4	R15 400 per issue	R15 800 per issue	R19 500 per issue
1/3 A4	R13 700 per issue	R15 300 per issue	R17 300 per issue
1/4 A4	R10 800 per issue	R10 800 per issue	R12 400 per issue
Strip	R7 300 per issue	R8 300 per issue	R10 200 per issue
Feature block	R6 600 per issue	R7 300 per issue	R9 100 per issue

OTHER PRINT PROMOTIONAL OPPORTUNITIES

Rate per insertion unless otherwise specified. Rates exclude VAT.

DESCRIPTION	ADVERT SIZE	COST	CASUAL ONCE-OFF
Front cover sponsorship + 12 edition contract	Contents page logo and 1/2 A4 advert	R20 100	R32 900
Cover sponsorship + 12 edition contract	IFC - inside front cover	R20 100	R32 900
	IBC - inside back cover		
	OBC - outside back cover		
Annual year planner	80 x 80mm	R15 800	-
Loose insert into publication, per edition	A4 insert (delivered to Interact Media office)	R18 100 per insert	-

COMBOS

All rates exclude agency commission and VAT. Bookings do not guarantee editorial placement.

Brandlisting and web	11 issues	R15 800	Product print logo with Feature/Project or web link	per issue	R6 200
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ONLINE RATES AVAILABLE ON REQUEST
 Please refer to detailed online media pack sales@interactmedia.co.za

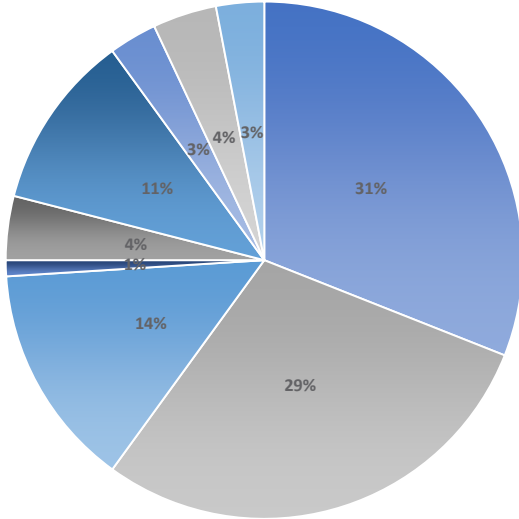
The online media pack covers:

- ✓ Website page views
- ✓ Users
- ✓ Average session duration on website
- ✓ Social media following on various platforms

IMAGES BY © IMD ANS WWW.UNSPLASH.COM
 LAST UPDATED: 10 SEPTEMBER 2024

READERSHIP PROFILE

Breakdown by occupation/sector



- 31% Contractors
- 29% SAIRAC Members (Engineers)
- 14% Promo copies Manufacturers and suppliers
- 1% Other Professionals
- 4% Consulting Engineers
- 11% General HERVAC Support
- 3% Government/Municipalities
- 4% Training/Skills Development
- 3% Senior Management

		CIRCULATION
Each of our industry brands are individually audited and certified by the Audit Bureau of Circulations.		
PRINT	2886	ABC April - June 2024
ONLINE	3264	

READERSHIP: Research statistics: 3 readers per print copy, survey 2014

8658

INDUSTRY BRANDS

PRINT			
EXHIBITION	 www.frigairexpo.co.za		
ONLINE	www.hvacronline.co.za	www.coldlinkafrica.co.za	www.hvacronline.co.za

SOCIAL MEDIA HANDLES



RACA Journal Publication

ONLINE RATES AVAILABLE ON REQUEST

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