



The Media in Africa Group began its foray into the publishing industry in 1983 when almost a quarter of a century ago, Schalk Burger – founder of MEDIA IN AFRICA – entered the building and construction arena with the introduction of South Africa’s first dedicated flooring magazine, SA Floorcovering Journal. It was Schalk’s ethos, vision, dedication and passion for publishing excellence and the audience he served that culminated in MEDIA IN AFRICA, an exceptional publishing house with an outstanding reputation and equally dedicated team.



This journal eventually became FLOORS in Africa. Regarded as the leading flooring publication on the continent, it is knowledgeable, informative, newsworthy and in touch with the latest flooring trends and developments (both locally and internationally), offering a sounding board for new concepts and providing compulsive reading for the industry professionals.

In 1999, MEDIA IN AFRICA introduced the annual Good Flooring Guide which subsequently became the Great Flooring Guide in 2006. Designed to keep the residential market and the general public in touch with the latest flooring trends, product developments and technologies, the Great Flooring Guide provides the modern homeowners with an at-a-glance review of every type of floor covering, and thus the knowledge necessary to make informed purchase decisions.

