

Plant Equipment & Hire is a monthly publication and is South Africa's original earthmoving equipment publication. Launched more than three decades ago, it is consistently at the forefront of supplying business people in the built environment with information, specifications and trends in equipment, vehicles and related services. The annual *Equipment Specs Handbook* is the twelfth issue.

Rates

**ALL RATES EXCLUDE AGENCY COMMISSION AND VAT.
BOOKINGS DO NOT GUARANTEE EDITORIAL PLACEMENTS.**

Print media rates*	12 editions	6 editions	Casual once-off
A4 DPS	R23 200 per issue	R24 800 per issue	R27 000 per issue
A4	R13 800 per issue	R14 400 per issue	R17 500 per issue
1/2 A4	R10 500 per issue	R10 900 per issue	R13 300 per issue
1/3 A4	R8 800 per issue	R10 400 per issue	R11 800 per issue
1/4 A4	R6 800 per issue	R7 400 per issue	R8 500 per issue
Strip	R5 100 per issue	R5 700 per issue	R6 900 per issue
Feature block	R4 500 per issue	R5 100 per issue	R6 300 per issue

Other (print) promotion opportunities*		Cost
Other cover sponsorship-with 12 edition contract	IFC-inside front cover / IBC-inside back cover /	R13 800
Other cover sponsorship-casual placement	OBC-outside back cover	R22 600
Inserts per edition	A4 insert (delivered to our Interact Media office)	R12 400

*Rate per insertion unless otherwise specified.

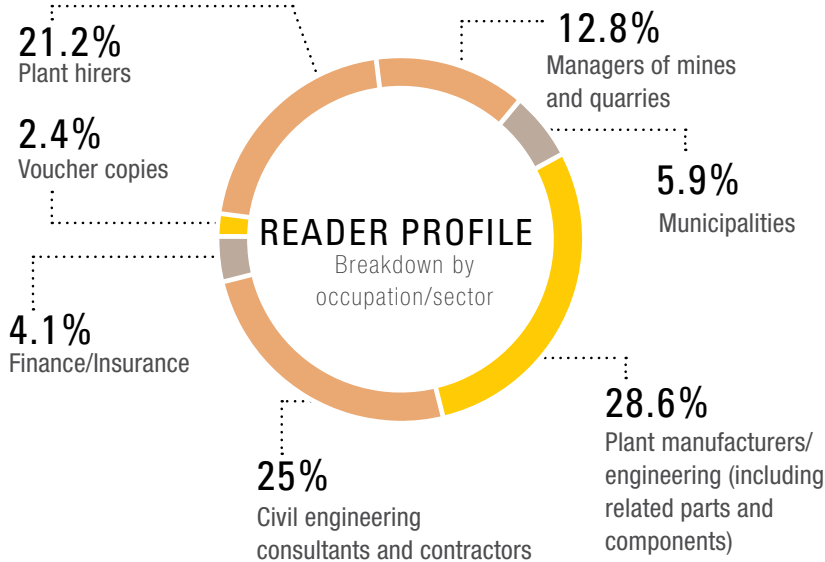
Combos, print and online rates		Cost
11 issues	Brandlisting and web	R10 900
Per issue	Feature, project, product print logo and web link	R4 100

Equipment & Hire Online rates		Cost
Per year	Online web banner	R10 800
Per year	Silver listing	R1 500
Per year	Gold listing	R4 500
Per year	Diamond listing	R9 500

Digital advertising			
Email bulletin	6 insertions	12 insertions	25 insertions
Banner	R5 400	R4 800	R4 200



PROFILE



Circulation

ABC (Apr–Jun 2017): 2 411
Readership: 7 233*



*Research statistics - 3 readers per copy, survey 2014.

EACH OF OUR INDUSTRY BRANDS IS INDIVIDUALLY AUDITED AND CERTIFIED BY THE AUDIT BUREAU OF CIRCULATIONS.

WHEN MEASUREMENT MATTERS
talk to us



Digital reach

6 000
online users
per annum

1 700
e-Newsletters +
Digital magazines

300
Social media

INDUSTRY BRANDS



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