

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.

2019 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	R24 700 per issue	R26 400 per issue	R28 800 per issue
A4	R14 700 per issue	R15 300 per issue	R18 700 per issue
1/2 A4	R11 200 per issue	R11 600 per issue	R14 200 per issue
1/3 A4	R9 400 per issue	R11 100 per issue	R12 600 per issue
1/4 A4	R7 300 per issue	R7 900 per issue	R9 100 per issue
Strip	R5 400 per issue	R6 000 per issue	R7 400 per issue
Feature block	R4 800 per issue	R5 400 per issue	R6 700 per issue

Other (print) promotion opportunities*	Cost
Other cover sponsorship-with 12 edition contract	IFC - Inside Front Cover / R14 700
Other cover sponsorship-casual placement	IBC - Inside Back Cover / OBC - Outside Back Cover R24 000
Inserts per edition	A4 insert (delivered to Interact Media office) R13 200

* Rate per insertion unless otherwise specified

Combos, Print and Online Rates	Cost
11 issues	Brandlisting and web R11 600
Per issue	Feature, project, product print logo or web link R4 400

Equipments & Hire Online Rates	Cost
Per year	Online web banner R11 500
Per year	Silver listing R1 600
Per year	Gold listing R4 800
Per year	Diamond listing R10 100

Digital advertising	Cost
Email bulletin	6 insertions 12 insertions 25 insertions
Banner	R5 800 R5 100 R4 500



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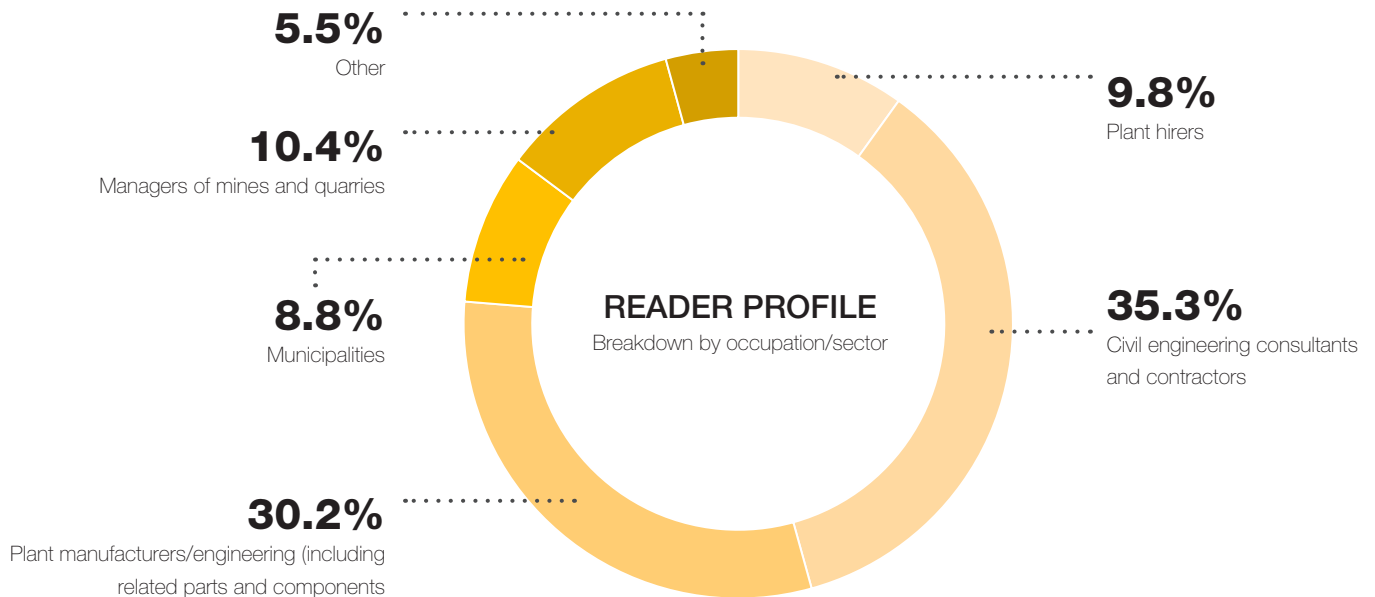
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WHEN MEASUREMENT MATTERS talk to us



Circulation

ABC (April - June 2018) **1 500**
Readership **7 353**



* Research statics: 3 readers per copy, survey 2014

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

Digital reach



ONLINE USERS
1 500
(figure extrapolated from July 2018)

ONLINE USERS
1 700



SOCIAL MEDIA
900

Industry brands



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