





EQUIPMENT Specs Handbook

RATES 2017

* All rates valid October 2016 –September 2017
* All rates are in SA Rand

-  PRINT
-  DIGITAL
-  ONLINE
-  EXHIBITIONS

The *Equipment Specifications Handbook* is published in the December edition of *Plant Equipment & Hire* and contains all the current equipment specifications for mining, quarrying and construction equipment available in South Africa. The information will be sourced from original equipment manufacturers (OEMs) and presented per equipment type and model in table format.

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	R21 500 per issue	R23 000 per issue	R25 000 per issue
A4	R12 800 per issue	R13 300 per issue	R16 200 per issue
1/2 A4	R9 700 per issue	R10 100 per issue	R12 300 per issue
1/3 A4	R8 200 per issue	R9 600 per issue	R10 900 per issue
1/4 A4	R6 300 per issue	R6 900 per issue	R7 800 per issue
Strip	R4 700 per issue	R5 300 per issue	R6 400 per issue
Feature block	R4 200 per issue	R4 700 per issue	R5 800 per issue

Combos, print and online rates		Cost
12 issues	Brandlisting and web	R10 100
Per issue	Feature, project, product print logo and web link	R3 800
Per annum	Annual directory logo and web link	R3 800

Other (print) promotion opportunities*		Cost
Other Cover sponsorship-with 12 edition contract	IFC-inside front cover / IBC-inside back cover /	R12 800
Other Cover sponsorship-casual placement	OBC-outside back cover	R20 900
Year planner	Annual year planner advert (80mm x 80mm)	R10 100
Inserts-per edition	A4 insert (delivered to our Interact Media office)	R11 500

*Rate per insertion unless otherwise specified.

Digital advertising			
Email bulletin	6 insertions	12 insertions	25 insertions
Top advertisement	R5 000	R4 500	R3 900
Other ads	R4 500	R4 100	R3 400



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Breakdown by
occupation/sector

10%
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(including related parts
and components)

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building contractors

EQUIPMENT
Specs Handbook

Print circulation

Print ABC (Apr–Jun 2016): 2 560
Print readership: 7 680*



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

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Specs Handbook



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