EQUIPMENT Spacs Handbook

RATES S *All rates valid October 2016 – September 2017

PRINT



DIGITAL



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.

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



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*			
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	
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Inserts-per edition	A4 insert (delivered to our Interact Media office)	R11 500	

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Top advertisement	R5 000	R4 500	R3 900
Other ads	R4 500	R4 100	R3 400













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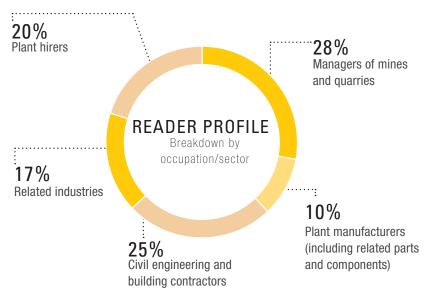
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PROFILE



EQUIPMENT Sages Handbook

·····Print circulation

..... WHEN MEASUREMENT MATTERS

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Print ABC (Apr-Jun 2016):

2 560

Print readership: 7 680*

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

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Digital reach



INDUSTRY BRANDS







