

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

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 |

PROFILE

20%
Plant hirers

28%
Managers of mines
and quarries

17%
Related industries

READER PROFILE
Breakdown by
occupation/sector

25%
Civil engineering and
building contractors

10%
Plant manufacturers
(including related parts
and components)

Plant
EQUIPMENT & HIRE

Print circulation

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



*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



3 000
e-Newsletters +
Digital magazines

INDUSTRY BRANDS



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