

EQUIPMENT Specs Handbook

PRINT MEDIA PACK 2025

PRINT | DIGITAL | EXHIBITIONS

ALL RATES VALID: 1 OCTOBER 2024 - 30 SEPTEMBER 2025

The *Equipment Specs Handbook*, this annual resource is a compilation of specifications of the various ranges of construction and mining equipment available in Africa, it is home to everything from earthmoving through to materials handling products, generators, attachments and compact equipment.

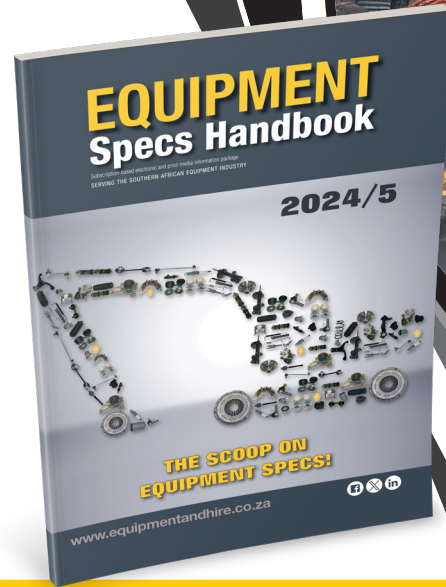
2025 ADVERTISING RATES

All rates exclude agency commission and VAT.
Bookings do not guarantee editorial placement.

ADVERT RATES

Rate per insertion unless otherwise specified.

ADVERT SIZE	CASUAL ONCE-OFF
A4 DPS	R39 600 per issue
Single A4	R25 700 per issue
1/2 A4	R19 500 per issue
1/3 A4	R17 300 per issue
1/4 A4	R11 700 per issue
Strip	R10 100 per issue



OTHER PRINT PROMOTIONAL OPPORTUNITIES

Rate per insertion unless otherwise specified. Rates exclude VAT.

DESCRIPTION	ADVERT SIZE	COST	CASUAL ONCE-OFF
Bookmark		-	R41 300
Cover sponsorship + 12 edition contract	IFC - inside front cover		R33 100
	IBC - inside back cover		
	OBC - outside back cover		
Loose insert into publication, per edition	A4 insert (delivered to Interact Media office)	R18 100 per insert	-

COMBOS

All rates exclude agency commission and VAT. Bookings do not guarantee editorial placement.

Product print logo	R4 400
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ONLINE RATES AVAILABLE ON REQUEST

Please refer to detailed online media pack
sales@interactmedia.co.za

The online media pack covers:

- ✓ Website page views
- ✓ Users
- ✓ Average session duration on website
- ✓ Social media following on various platforms

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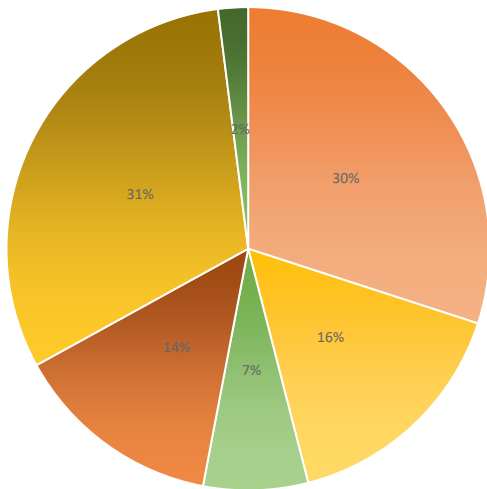
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READERSHIP PROFILE

Breakdown by occupation/sector

Readership Profile



- 30% Civil engineering consultants and contractors
- 16% Other
- 7% Managers of mines and quarries
- 14% Municipalities
- 31% Plant manufacturers/engineering (including related parts and components)
- 2% Other professionals: QS, wet services, public engineers



abc	CIRCULATION	
	Each of our industry brands are individually audited and certified by the Audit Bureau of Circulations.	
	PRINT	2425
ONLINE	26 001	ABC July – September 2023

READERSHIP: Research statistics: 3 readers per print copy, survey 2014 7275

INDUSTRY BRANDS				
PRINT		EQUIPMENT Specs Handbook	African Mining	African Mines
EXHIBITION	MTE www.MTEexpos.co.za			
ONLINE	www.equipmentandhire.co.za		www.africanmining.co.za	www.mining.co.za

SOCIAL MEDIA HANDLES	@PlantEquipHire	ONLINE RATES AVAILABLE ON REQUEST Please refer to detailed online media pack sales@interactmedia.co.za
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