

EASTERN CAPE INDUSTRIAL & BUSINESS

YOUR LINK TO INDUSTRY THROUGHOUT THE EASTERN CAPE

NEWS



2010 Advertising Rates & Data

The only publication of its kind dedicated to the region providing suppliers to industry with a niched forum to showcase products and services.

- Circulation:** Mailed to a targeted group of 4,000 decision makers involved in industry and business throughout the province
- Format:** Printed in tabloid format on 80gsm white bond
- Frequency:** Distributed every second month. (Six issues a year)
- Reader Profile:** Covers all sectors of industry including manufacturing, engineering, transport, government, parastatals, quarrying, agriculture, shipping, wholesale & retail.

Contact Details

Advertising:

Cheryl Murphy
Sales & Marketing Manager
Email: cheryl@mediaevents.co.za

Editorial:

Allan Jackson
Editor
Email: allan@mediaevents.co.za

General Enquiries

Tel: 031 - 266 7511
Fax: 031 - 266 7514
Postal Address: PO Box 1322
Wandsbeck 3631
Delivery Address: 12 Imperial
Office Park, 9 / 11 University Road,
Westville 3629
Email: editorial@mediaevents.co.za



Advertising Rates

Single Column Centimetre Rates:

Casual Rate: R88

3 - 5 Insertions: R84

6+ Insertions: R76

A3 Company Profile - R 17,900 Includes interview, photos and production
(Limited to one per issue/ feature)

A3 Full Page advert (390mmx275mm) - R22,000

EXAMPLES OF COMMON SIZE ADVERTS AND COSTS (BASED ON C/CM RATES)

Advert Sizes (Height X Width)	Casual Rate	3 - 5 Insertions	6+ Insertions
A4 (300mm x 210mm)	15,840	15,120	13,680
A4 Reduced (270mm x 170mm)	11,880	11,340	10,260
1/2 A4 Horizontal (150mm x 205mm)	7,920	7,560	6,840
1/2 A4 Vertical (300mm x 100mm)	7,920	7,560	6,840
1/2 A3 Horizontal (200mm x 275mm)	14,080	13,440	12,160
1/4 A3 Vertical (200mm x 135mm)	7,040	6,720	6,080
1/4 A3 Horizontal Strip (100mm x 275mm)	7,040	6,720	6,080
1/4 A3 Vertical Strip (390mm x 65mm)	6,864	6,552	5,928
1/4 A4 Vertical (150mm x 100mm)	3,960	3,780	3,420
Smaller Sizes			
100mm x 135mm (Horizontal)	3,520	3,360	3,040
100mm x 100mm	2,640	2,520	2,280
100mm x 65mm (Vertical)	1,760	1,680	1,520

(Rates include full colour and exclude VAT)

LOOSE INSERTS UP TO A SINGLE A3 SHEET - R6,500

Costs may be adjusted depending on the weight of the insert. Inserts must be delivered directly to our mailing house 3 days prior to mailing.

SPECIAL POSITIONS

Front page solus 1/4 A3 Horizontal Strip (100mm x 275mm) 110% loading

Back page solus 1/4 A3 Horizontal Strip (100mm x 275mm) 50% loading

Other guaranteed positions 25% loading

Mechanical data

DISPLAY & ADVERTISING AREA:

390mm deep x 275mm across

TRIM SIZE:

415mm deep x 295mm across

There are eight columns across a page. Each column measures 30mm wide. The space between the columns are 5mm wide.

1 column	-	30mm
2 columns	-	65mm
3 columns	-	100mm
4 columns	-	135mm
5 columns	-	170mm
6 columns	-	205mm
7 columns	-	240mm
8 columns	-	275mm

DPS (DOUBLE PAGE SPREAD)

Adverts appearing across the gutter

Column Widths:

10 columns	-	360mm
12 columns	-	430mm
14 columns	-	500mm
16 columns	-	565mm

Advertising Material

Digital: All digital advertising material must be supplied as PRESS PDF format

PDF: Press optimised with all fonts and high resolution images (minimum 300dpi) and all fonts embedded. The PDF should be pre-flighted and verified prior to transmission.

Colour: EC Industrial & Business News is not responsible for colour discrepancies which may occur when images are converted from RGB to CMYK.

Proofs: A high quality proof is essential and EC Industrial & Business News cannot be held responsible for colour variations.

Furniture: Remove all furniture: colour bars, exposure bars and registration marks. only if necessary crop marks can be added.

WE DO OFFER A PRODUCTION

SERVICE TO CLIENTS - There is a production charge - contact your rep regarding this.

Features

January/ February 2010

- Engineering & Allied Supplies
- Heating, Cooling & Ventilation
- Industrial Property & Development
- Environmental Management & Control

March/ April 2010

- Pumps, Valves, Pipes & Fittings
- Hydraulics & Pneumatics
- Focus on Agriculture

May/ June 2010

- Packaging
- Transport & Allied
- Construction & Development
- Power Generation

July/ August 2010

- Focus on Automotive
- Materials Handling, Bulk Handling & Logistics

September/ October 2010

- Pumps, Valves, Pipes & Fittings
- Machine Tools
- Metals, Alloys & Fabrication
- Security & Fire Protection
- Industrial Cleaning
- Occupational Health & Safety

November/ December 2010

- Electrical, Instrumentation, Measurement & Process Control
- Harbour Infrastructure, Shipping & Fisheries Industry
- Education, Training & Social Development

2010 Deadlines

January / February 2010 20 January

March / April 2010 10 March

May / June 2010 12 May

July / August 2010 14 July

September/ October 2010 10 September

November/December 2010 5 November

Subscription:

The cost to subscribe is R102.60 a year. Contact admin@mediaevents.co.za to subscribe.

www.mediaevents.co.za