

# KZN INDUSTRIAL & BUSINESS NEWS

DISTRIBUTED THROUGHOUT KWAZULU-NATAL



## 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 6,500 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.

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# Advertising Rates

Single Column Centimetre Rates:

Casual Rate: R112      3-5 Insertions: R108      6+ Insertions: R95  
 A3 Company Profile - R 26,200 Includes interview, photos and production  
 (Limited to one per issue/ feature)  
 A3 Full Page advert (390mmx275mm) - R31,000

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)                      | 20,160      | 19,440           | 17,100        |
| A4 Reduced (270mm x 170mm)              | 15,120      | 14,580           | 12,825        |
| 1/2 A4 Horizontal (150mm x 205mm)       | 10,080      | 9,720            | 8,550         |
| 1/2 A4 Vertical (300mm x 100mm)         | 10,080      | 9,720            | 8,550         |
| 1/2 A3 Horizontal (200mm x 275mm)       | 17,920      | 17,280           | 15,200        |
| 1/4 A3 Vertical (200mm x 135mm)         | 8,960       | 8,640            | 7,600         |
| 1/4 A3 Horizontal Strip (100mm x 275mm) | 8,960       | 8,640            | 7,600         |
| 1/4 A3 Vertical Strip (390mm x 65mm)    | 8,736       | 8,424            | 7,410         |
| 1/4 A4 Vertical (150mm x 100mm)         | 5,040       | 4,860            | 4,275         |
| Smaller Sizes                           |             |                  |               |
| 100mm x 135mm (Horizontal)              | 4,480       | 4,320            | 3,800         |
| 100mm x 100mm                           | 3,360       | 3,240            | 2,850         |
| 100mm x 65mm ( Vertical)                | 2,240       | 2,160            | 1,900         |

(Rates include full colour and excludes VAT)

**LOOSE INSERTS UP TO A SINGLE A3 SHEET – R10,700**

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:** KZN 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 KZN 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 2010

- Security & Fire Protection
- Occupational Health & Safety
- Industrial Cleaning
- Education, Training & Social Development

### February/March 2010

- Forestry, Pulp & Paper
- Pumps, Valves, Pipes & Fittings
- Engineering & Allied Supplies
- Packaging
- Power Generation

### April/May 2010

- Petrochemicals
- Transport & Allied
- Metals, Alloys & Fabrication
- Machine Tools

### June/July 2010

- Sugar Industry
- Electrical, Instrumentation, Measurement & Process Control
- Construction & Development
- Zululand Focus

### August/September 2010

- Pumps, Valves, Pipes & Fittings
- Hydraulics & Pneumatics
- Harbour Infrastructure & Shipping
- Industrial Property & Development
- Newcastle and Surrounds

### October/November 2010

- Materials Handling, Bulk Handling & Logistics
- Environmental Management & Control
- Heating, Cooling & Ventilation
- Plastics

## 2010 Deadlines

February/ March 2010      10 February  
 April/ May 2010      9 April  
 June/July 2010      7 June  
 August/ September 2010      11 August  
 October/ November 2010      8 October  
 December / January 2011      26 November

## Subscription:

The cost to subscribe is R125.40 a year.  
 Contact admin@mediaevents.co.za to subscribe.

[www.mediaevents.co.za](http://www.mediaevents.co.za)