



PRINT CIRCULATION: 3 695 PER ISSUE

BUILD A MULTI-PLATFORM PACKAGE THAT WILL DELIVER:

- Brand awareness
- Website traffic
- Lead generation/data capture
- Face-to-face engagement



CAPITAL EQUIPMENT NEWS

**2015
MEDIA
KIT**

Capital Equipment News (CEN) has been the resource for engineers, procurement managers, transport executives and mobile on and off-road equipment manufacturers for the past eleven years.

Our reporting on the latest trends, development, engineering innovations and new launches, keeps our readers well informed with the latest information.

FEATURES

Capital Equipment News		
January	May	September
Craneage and heavy lifting	Lifting- Access Equipment	Intro to Bauma
Fuels & Lubes	Trailers	Safety
February	June	October
Rollers, Compactors and graders	Fluid Power Systems	Bauma report
Fleet management/ Tracking	Rail Transport	Finance & Insurance
March	July	November
Earthmoving	Excavators	ADTs
Parts & Maintenance	Tipplers	Drivetrains and components
April	August	December
TLBs, wheel loaders & skid steers	Open Cast- conveyors, crushing	Crushing
Medium truck & vans (3-16 ton)	Heavy duty transport	Driver Wellness- health, safety & leisure

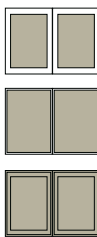

Please contact Pierre Sanson the Editor, for any queries regarding these 'Features'.

Booking Schedule 2015-2016			
Issue date 2014	Cover info to be received by	Advert booking	Material Deadline
January	5 December	1 December	5 December 2013
February	6 January	12 January	19 January
March	19 February	24 February	27 February
April	10 March	16 March	20 March
May	3 April	9 April	16 April
June	5 May	12 May	19 May
July	2 June	9 June	17 June
August	2 July	9 July	16 July
September	3 August	11 August	17 August
October	1 September	7 Sept	14 September
November	1 October	6 October	13 October
December	3 November	9 November	13 November
January 2016	1 December	7 December	11 December

All copy, photos, etc for cover story and cover to be in one week before going to production, at latest.

Our print run of 3 950 is distributed throughout South Africa and the African continent. The publication has a growing overseas market, directed at decision makers within the mining, construction, quarrying and truck OEMs, viz Fleet Managers, Operators, Projects Managers and Procurement Specialists, as well as CEOs, MDs and GMs.



Advertisement sizes and specifications		v: vertical	h: horizontal
DPS (2xA4) Type area: 277mm deep x 400mm wide Trim size: 297mm deep x 420mm wide Bleed: 303mm deep x 426mm wide		A4 Type area: 260mm deep x 180mm wide Trim size: 297mm deep x 210mm wide Bleed: 303mm deep x 216mm wide	 A5: 180mm deep x 120mm wide 1/2 A4: 260mm deep x 90mm wide(v) 130mm deep x 180mm wide(h) 1/3 A4: 260mm deep x 55mm wide(v) or 85mm deep x 180mm wide(h) 1/4 A4: 130mm deep x 100mm wide(v) or 65mm deep x 180mm wide(h) Strip: 50mm deep 180mm wide(v)

Material requirements: Press-optimised (300 dpi) PDF files, centred, with bleed and saved as CMYK. Colour proof required.

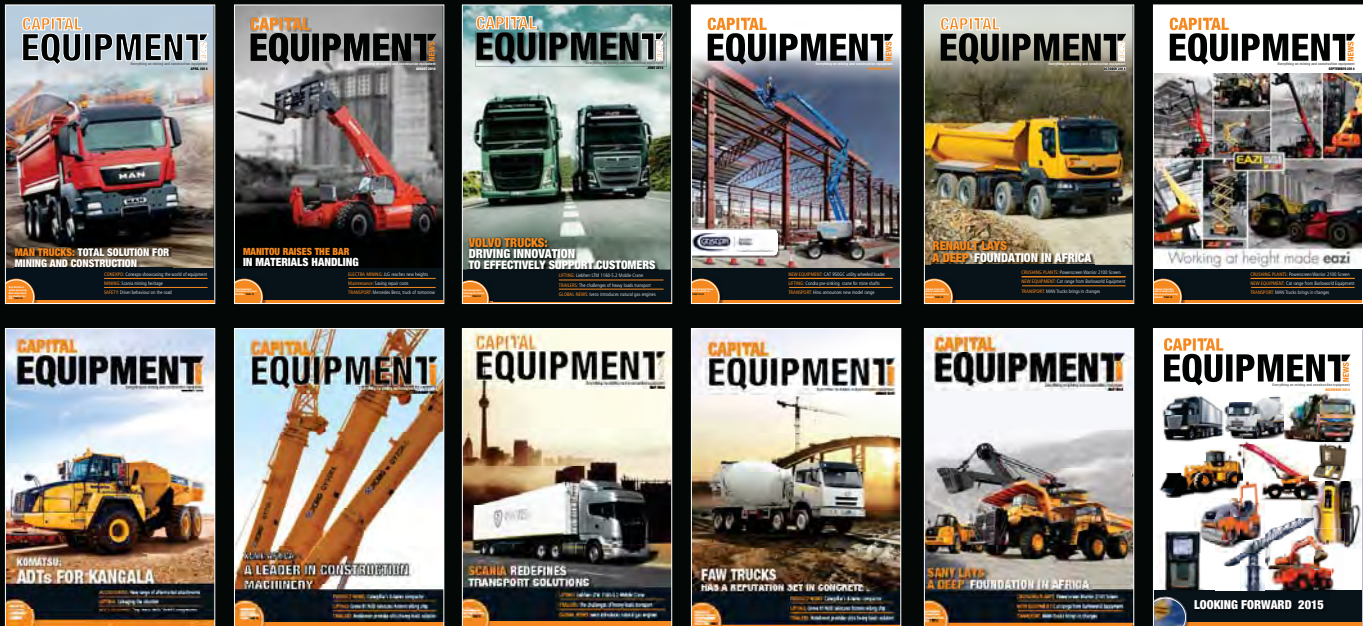
2015 Full colour advertising rates per insertion (excl VAT)					
Size	Casual	2-4 insertions	5-8 insertions	9-11 insertions	12 Insertions
DPS (2xA4)	R 28 200	R 26 850	R 26 540	R 25 900	R 25 845
Full page (A4)	R 17 950	R 17 513	R 17 200	R 16 900	R 15 800
Half page	R 13 400	R 13 100	R 12 700	R 12 300	R 11 500
Half page DPS	R 18 200	R 17 950	R 17 700	R 17 300	R 16 900
Third page	R 11 600	R 11 400	R 10 750	R 10 250	R 10 000
Quarter page	R 9 800	R 9 500	R 9 300	R 8 800	R 8 200
Strip adverts	R 7 800	R 7 500	R 7 200	R 7 000	R 6 700

COVERS

- **CEN Front cover (R35 000)** includes an online advertisement and DPS cover story
- IFC + IBC + OBC space + 30%
- All rates exclude VAT + and include agency commission

Contact Claudia for pricing on 'Additional Packages' and Advertorial costs.

2014 RANGE OF COVERS



TERMS OF ACCEPTANCE:

1. No cancellation of space booking will be accepted after each copy deadline.
2. All copy for advertisements is subject to approval by the publisher, who reserves the right to decline or cancel any advertisement or series of advertisements.
3. The proprietor and publisher shall not be liable for any loss incurred by the failure of an advertisement to appear on any special date, or at all, for any cause whatsoever.
4. No responsibility will be accepted by the publisher for loss arising from typographical errors.
5. It is the client's responsibility to supply material suitable for space bookings by copy deadlines. If copy is not forthcoming, the publisher has the right to make up copy for space booked. Furthermore, the cost of making up the material will be debited to the client.
6. Payment is due on publication.
7. Please note, all advertising and production charges are subject to VAT. Reproduction costs are additional and subject to VAT.

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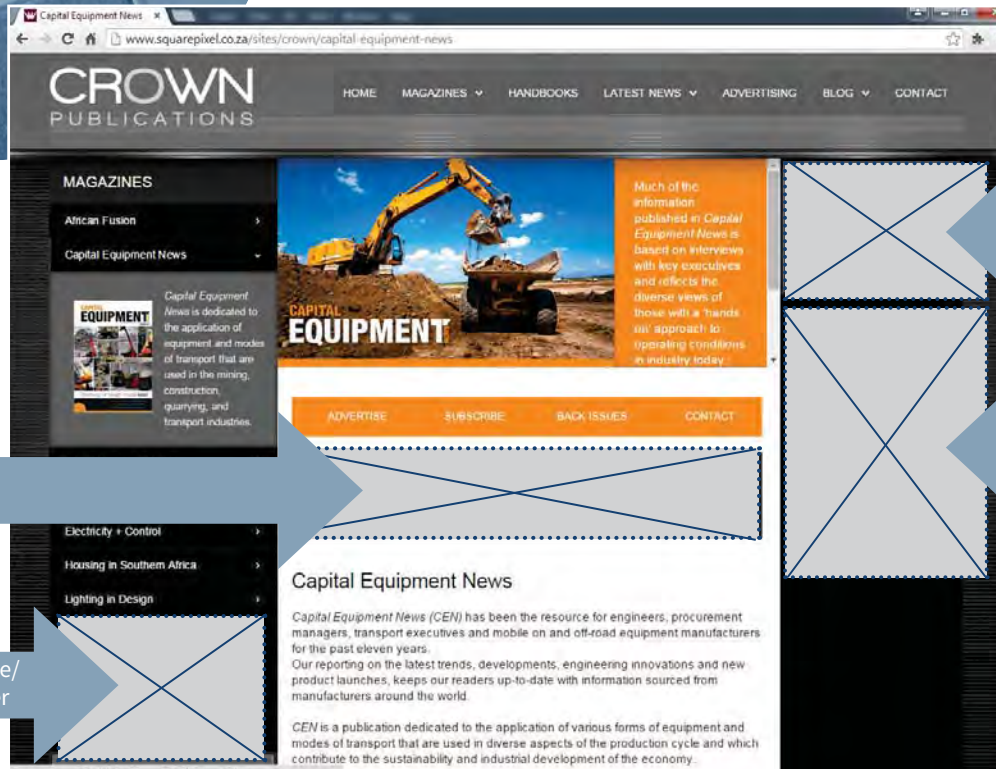
Publisher: Karen Grant

Tel: +27(0)11-622-4770 • **Fax:** +27(0)11-615-6108 • **PO Box** 140, Bedfordview, 2008 • **web:** www.crown.co.za

CROWN
PUBLICATIONS

2015 ONLINE ADVERTISING

Adverts can be booked on the Crown homepage and/or any of the individual magazine homepages.



	Sizes:	Rates:
Standard Rectangle banner	(235 w x 175 h pixels)	R 2310
Standard Square banner	(235 w x 235 h pixels)	R 3240
Standard Tall banner	(235 w x 350 h pixels)	R 5200
Large Rectangle banner	(325 w x 245 h pixels)	R 4750
Large Square banner	(325 w x 325 h pixels)	R 5900
Wide banner	(600 w x 110 h pixels)	R 6300
<i>Special requests will be looked at individually.</i>		

RATES

www.crown.co.za

Material requirements:

All advertisements must conform to the sizes specified above
Resolution: 72dpi. Saved as .png/jpeg/gif

Deadlines:

- Web adverts run for a calendar month.
- Booking deadline: One week before the end of the month prior.
- Material deadline: Three days before the end of the month prior.

Fully measurable • Cost effective • Brand building

