

CAPITAL EQUIPMENT NEWS



Capital Equipment News

Equipment and technology are constantly evolving and rapidly changing the landscape of many different industries. This ranges from increasing the efficiency of day-to-day operations to reducing safety-related incidents on sites. In such a changing competitive environment, keeping up with the relevant news and trends is vital.

With that in mind, *Capital Equipment News* keeps an array of industries, ranging from mining and construction through to transport, logistics and agriculture, informed of the latest equipment and technological developments available in both local and international markets. A thorough focus on industry and product news, as well as comprehensive interviews with industry experts, helps our readers keep up with the latest developments. We are driven by the understanding that staying abreast of latest industry trends helps fleet owners make better decisions, spot threats and opportunities early on and alerts them to changes that they really need to think about.

The regular features have been planned to cover every aspect of the various industries the magazine caters for. With a carefully selected readership, advertisers are guaranteed that their advertising campaigns will reach the niche, targeted audiences.

The content is presented in a traditional glossy magazine format, complemented by a striking layout design informed by the needs of the targeted readership. We also understand the importance of having an integrated print and digital strategy, optimisation skills and utilising social platforms. As a result, *Capital Equipment News* has a strong digital presence with a dedicated website which is updated on a daily basis. This is complemented by a fortnightly newsletter distributed to a subscribed readership.

For these reasons, *Capital Equipment News* has been a trusted, one-stop source of purchasing information for senior business executives, purchasing agents, engineers, fleet managers, municipalities, consultants and service and maintenance managers for the past 14 years.

CROWN
PUBLICATIONS

Your 360° business-to-business
publishing solution

- Print edition
- Online edition
- Website
- eNewsletter

RATECARD

2017/2018

In addition to the printed version of Capital Equipment News, which is distributed to a targeted audience in the mining, construction, transport, road building, earth moving, lifting and Work at Height markets – our magazine is distributed in the following ways:

Online magazine

The online version of Capital Equipment News is available on www.capitalequipmentnewsmagazine.co.za or on the Crown Publication's website www.crown.co.za.

This version of Capital Equipment News is powered by Flipping Book Publisher, which allows readers to flip pages, zoom in, print and email selected articles. Capital Equipment News online is valued by readers who do not receive a printed copy of the magazine or who prefer to read it online before receiving their printed copy. It is also an ideal medium for looking at back issues and all advertisers in the print edition receive a hyperlink from Capital Equipment News to their websites.

eNewsletter

Every month, the editor emails a newsletter to CEN's online mailing list advising readers that the magazine has gone to print and highlighting certain articles that will feature in the issue about to land on their desks. This is a targeted advertising vehicle as it directs readers to the website and to the print edition.

Special December issue

In the final issue of each year, Capital Equipment News gives its advertisers the opportunity to increase brand awareness by highlighting achievements, new products and/or plans for the year ahead in a full page profile. Clients who take up this offer are also featured on the Capital Equipment News year planner as part of the package.

Frequency:

Capital Equipment News is published 12 times a year.



Capital Equipment News circulated figures are ABC certified

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reasons to advertise with *Capital Equipment News*

1. Covers the Mining, Construction, Transport, Road building, Earthmoving, Agricultural, Lifting & Work at Height markets.
2. Content - credible relevant information
3. Distributed throughout Southern Africa and the African continent - 3 950 decision makers
4. Great branding opportunity
5. ABC certified
6. Glossy format with high quality content and appealing layout
7. Proven track record
8. Solutions provider for marketing needs
9. Circulated to target audience
10. Print and online offering



- | | |
|---------------------------|--------------------|
| ■ INFRASTRUCTURE | ■ SME & HIRE |
| ■ TRANSPORT AND LOGISTICS | ■ LOCAL GOVERNMENT |
| ■ MINING | ■ QUARRYING |
| ■ MANUFACTURING | ■ AGRICULTURE |



2017

Features

JANUARY:

- ADTs
- Road Making Equipment–Material Feeders
- Transport & Logistics

FEBRUARY:

- Tipplers
- Materials Handling
- Financing
- Graders

MARCH:

- Earthmoving (Construction)
- Heavy Lifting
- Trailer Manufacturers

APRIL:

- Telescopic & Access Equipment
- Light Duty Trucks
- Used Equipment
- Compact Loaders

MAY:

(Issue going to Royal Agricultural Show and A-OSH expo)

- Compaction Equipment
- Agricultural Equipment
- Telematics
- Safety Products
-

JUNE:

- Compressors
- Materials Handling
- Heavy Duty Transport
- RDTs

JULY:

- Backhoe Loaders
- Fleet Management & Tracking
- Equipment Rebuilds
- Trailer Manufacturers

AUGUST:

- Crushing Equipment
- Parts & Maintenance
- Wheel loaders
- Generators

SEPTEMBER:

- Skid Steers
- Medium Duty Transport
- Road Making Equipment–Pavers

OCTOBER:

- Excavators
- Screening Equipment
- Used Trucks
- Load Weighing Systems

NOVEMBER:

- Truck Refurbishments
- Compact Excavators
- Attachments

DECEMBER:

- 2017 Reviews
- 2018 Launches
- Market outlook 2018

2018

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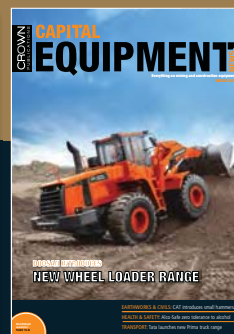
JUNE:

- Compressors
- Materials Handling
- Heavy Duty Transport
- RDTs

EXHIBITIONS/ SHOWS:

- Conexpo: 7-11 March '17
- NAMPO: 16 May-19 May '17
- Royal Agricultural Show: 26 May-4 June '17
- A-OSH Expo: 30 May-1 June '17
- Power-Gen Africa Conference: 18-20 July
- Automechanika: 27-30 Sept '17

KEEP ABREAST OF
LATEST EQUIPMENT IN
THE MARKET



Description	Casual	2-3	4-6	7-12
Outside Front Cover 35 000 (includes an online advertisement and DPS cover story)				
Inside Front Cover	23 875	23 100	22 200	21 000
Inside Back Cover	22 000	21 250	20 900	19 900
Outside Back Cover	25 000	24 000	23 600	22 400
A4	20 000	19 400	18 900	17 430
DPS	31 680	29 900	28 670	28 400
DPS 1/2	20 260	19 800	19 160	18 630
½ A4 (Horizontal or Vertical)	14 900	14 450	13 560	12 680
1/3 A4	12 900	12 630	11 360	11 030
¼ A4	10 900	10 500	9 744	9 080
Strip	8 700	8 310	7 750	7 380

Client to supply high resolution portrait photograph and logo for cover. For the DPS cover story the client has to supply copy and 4 to 6 high resolution photographs.

*All of the above rate exclude VAT.

Technical specifications * (height x width)			
Advert description	Crop size	Type area	With bleed
Double page spread	297 x 420	277 x 400	303 x 426
Full page	297 x 210	260 x 180	303 x 216
Half page vertical	260 x 90		
Halfpage horizontal	130 x 180		
A5	180 x 120		
DPS half page (horizontal)	140 x 420	130 x 400	143 x 426
Third vertical	260 x 55		
Third horizontal	85 x 180		
Quarter Standard	130 x 100		
Strip	50 x 180		

* Material requirements: press optimised PDF files, centred with bleed and saved as CMYK

Production fee: A discretionary fee for the design of print and online advertisements will be charged.

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www.capitalequipmentnewsmagazine.co.za

CROWN
PUBLICATIONS

Informing industry across Africa

BOOKING SCHEDULE 2017 TO 2018 DEADLINES

Issue date 2017	Advert booking	Material deadline
January	07 Dec	12 Dec
February	20 Jan	30 Jan
March	24 Feb	1 Mar
April	16 Mar	23 Mar
May	10 April	20 April
June	12 May	22 May
July	9 June	20 June
August	10 July	17 July
September	11 Aug	17 Aug
October	8 Sept	15 Sept
November	6 Oct	13 Oct
December	9 Nov	15 Nov
Jan '18	6 Dec	13 Dec

ONLINE ADVERTISING

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

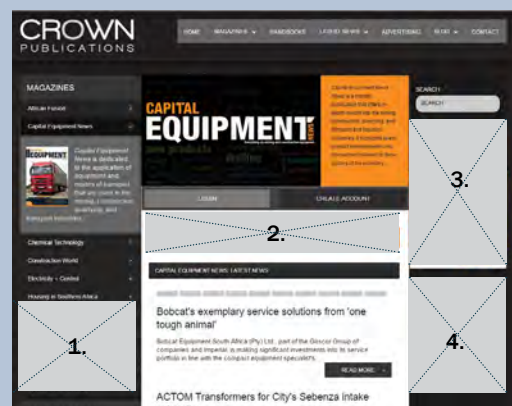
BANNER ADVERTS	SIZE: wide x high	RATES PER MONTH		
		Casual	2 to 5	6 to 12
Standard Rectangle	235 pixels w X 175 h	R 2 470	R 2 400	R 2 310
Standard Square	235 pixels w X 235 h	R 3 460	R 3 370	R 3 240
Standard Tall	235 pixels w X 350 h	R 5 560	R 5 400	R 5 200
Large Rectangle	325 pixels w X 245 h	R 5 080	R 4 940	R 4 750
Large Square	325 pixels w X 325 h	R 6 300	R 6 100	R 5 900
Wide Banner	600 pixels w X 110 h	R 6 700	R 6 550	R 6 300
BiMonthly eNewsletter Banner	600 pixels w X 110 h	R 4 260	R 4 100	R 3 990

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: One week before the end of the month prior.
- Material: the 25th of each month prior.



1. Large rectangle/square banner
2. Wide banner
3. Standard rectangle banner
4. Standard tall banner