

2017 Advertising rates*				
Description	Casual	3 insertions	6 insertions	12 insertions
Outside Front Cover	Special package offered on request			
Inside Front Cover	Package X 6 @ R18 200 per insert			
Inside Back Cover	Package X 6 @ R18 200 per insert			
Outside Back Cover	Package X 6 @ R18 200 per insert			
Full Page	R22 050	R20 700	R19 110	R18 500
Double Page Spread (DPS)	R33 075	R31 815	R31 080	R30 300
Half Page DPS	R22 050	R20 475	R19 950	R19 160
Half Page (H or V)	R16 300	R14 840	R14 070	R13 170
Third Page (H or V)	R13 800	R13 230	R11 850	R11 300
Quarter Page (standard)	R11 600	R10 605	R9 765	R9 290
Strip (H)	R8 700	R8 500	R8 190	R7 800
Loose Insert	A5 - R13 170		A4 - R18 500	
4 Page insert (pinned)	R18 690			
Advertorial	A4 - As per 12 insert rate per size			

*All of the above rates exclude VAT.

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

Cover: Client to supply high resolution portrait photograph and logo for cover. For the cover story the client has to supply 500 words (copy) and 1 high resolution photograph - plus necessary URLs for online package.

Technical specifications * (height x width)			
Advert description	Crop size	Type area	With bleed
DPS	297 X 420	277 X 400	303 X 426
Full Page	297 X 210	260 X 180	303 X 216
Half Page (V)	260 X 90		
Half Page (H)	130 X 180		
A5	180 X 120		
DPS Half Page (H)	140 X 420		
Third (V)	260 X 55		
Third (H)	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

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Informing industry across Africa

African Fusion | Capital Equipment News | Construction World | Electricity + Control | Housing in Southern Africa | Lighting in Design
| MechChem Africa | Modern Mining | Modern Quarrying | Sparks Electrical News

Crown Publications cc, 2 Theunis Street, Bedfordview | PO Box 140, Bedfordview, 2008 | www.crowns.co.za

ONLINE ADVERTISING

Adverts may be booked on the Crown homepage and the Electricity + Control homepage, eNewsletter and E+C Spot ON.

Banners	Size	Rates
Standard rectangle	235 pixels (wide) X 175 (high)	R3 240
Standard square	235 pixels (wide) X 235 (high)	R3 400
Standard tall	235 pixels (wide) X 350 (high)	R5 450
Large rectangle	325 pixels (wide) X 245 (high)	R4 750
Large square	325 pixels (wide) X 325 (high)	R5 900
Wide banner	600 pixels (wide) X 110 (high)	R6 500



E+C Spot ON	
Special rates for advertisers in Electricity + Control per link in a feature per month	
Size (pixel width X pixel height)	Rates
Standard rectangle banner (210 X 140)	R3 240
Standard tall banner (210 X 280)	R5 200
Rates for advertising per link in a section per month (ex VAT) (rates increase annually in January)	



eNewsletter (bi-monthly)		
Top banner	600 pixels (wide) X 110 (high)	R6 500

Deadlines:

- Web adverts run for a calendar month.
 - Booking: 20th or month prior.
 - Material: 25th of month prior.
- *If on a public holiday/weekend, the very first possible day after.

Material requirements:

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

ELECTRICITY + CONTROL



CROWN PUBLICATIONS

Your 360° business-to-business publishing solution

Modern industry, be it a mine, a process plant, a manufacturing plant, or a power generating plant, must be globally competitive. Competition pegs the price and, while cost-effectiveness is extremely important, quality, efficiency and the environment are equally important and must be maintained. Increasing electricity rates makes optimisation of energy usage vital. Lessons learned from related processes should be shared with others in the industry – which is the purpose of **Electricity + Control**. The publication focuses on **Energy + Information** and prides itself on the credibility of its editorial content. **Electricity + Control** provides a platform for industry to share knowledge, experience, information, and solutions to engineering challenges. The articles are produced by knowledgeable authors – all experts in their respective fields.

- Print edition
- Online edition
- Website
- eNewsletter
- E+C Spot On
- Electricity + Control Face Value
- Technical Handbooks

RATECARD
2017 / 2018

Apart from the print edition that reaches a carefully managed target audience monthly, **Electricity + Control** brings its relevant, technical information to you in many ways:

www.crown.co.za

The Crown Publications' website has regular updates and topical information across industry – be it construction, electrical, mechanical, mining, capital equipment, electricity + control, chemical technology and housing.

www.electricityandcontrolmagazine.co.za

The online version of the magazine – with a short overview from the editor and a few lines describing each article – appears as soon as the magazine goes to print. You can view and read the contents of the current magazine in flip format online... that is, if you are looking for something in particular and cannot wait for the printed copy to land on your desk.

E+C Spot On

This website was conceived for the purpose of extending the reach of our technical messages and information – to the benefit and advantage of the author, the advertiser, the technology that is discussed and in some cases, the product that is promoted.

Electricity + Control Face Value

A most exciting addition to the Electricity + Control 'offering' is the Electricity + Control Face Value video which, for the most part, sees Ian Jandrell giving insight into his monthly 'Comment'. If anyone knows and understands the Electricity + Control reader and advertiser, it is Ian – who, while holding a top position at Wits University as Dean of the Faculty of Engineering and the Built Environment, dedicates himself to guiding the Crown team and in particular, the Electricity + Control team. This comes as part of the Newsletter... worth your while to 'look and listen'.

eNewsletter

The bi-monthly newsletter is sent out ahead of the magazine. It alerts you as to what you can look forward to in the latest issue of Electricity + Control – as well as highlighting 'hot off the press' news that may have missed publication in the magazine.

Frequency

Electricity + Control is a monthly publication.

Certified circulation figures

Total circulation: 4 900



10 Reasons to advertise in Electricity + Control

- Learned authors
- Relevant features
- Credible technical content
- Technological insight
- Professional design
- Endorsed by credible organisations
- Preferred by engineering teams
- Available in print and online
- ABC certified
- We inform industry across Africa

CIRCULATION

Architectural/town planning	336
Associations	491
Chemical/petrochemical	100
Consulting engineers, major contractors and systems integrators	365
Education and training	238
Equipment suppliers	535
Food and beverage	98
General manufacturing and engineering	1 758
Mining, quarrying and mineral processing	310
Pharmaceutical	40
Power generation/transmission/distribution	422
Promotional and media	98
Pulp and paper/forestry/agriculture	16
Water/waste water	93
TOTAL	4 900

2017 Features

January 2017

- Control systems + automation
 - Drives, motors + switchgear
 - Earthing + lightning protection
 - Pressure + level measurement
 - Standby + back-up
- Ad booking/editorial: 25 November 2016
Ad material: 2 December 2016

February

- Cables + accessories
 - Control systems + automation
 - Sensors, switches + transducers
 - Transformers + substations
 - Valves + actuators
- Ad booking/editorial: 16 January 2017
Ad material: 23 January 2017

March

- Control systems + automation
 - Hazardous areas + safety
 - Plant maintenance, test + measurement
 - Temperature measurement
 - Drives, motors + switchgear
- Ad booking/editorial: 8 February 2017
Ad material: 13 February 2017

April

- Control systems + automation
 - Electrical protection + safety
 - Flow measurement
 - Transformers + substations
 - Lighting
- Ad booking/editorial: 8 March 2017
Ad material: 15 March 2017

May

- Analytical instrumentation
 - Control systems + automation
 - Drives, motors + switchgear
 - Sensors, switches + transducers
 - Standby + back-up
- Ad booking/editorial: 29 March 2017
Ad material: 5 April 2017

June

- Cables + accessories
 - Control systems + automation
 - Electrical protection + safety
 - Plant maintenance, test + measurement
 - Pressure + level measurement
- Ad booking/editorial: 3 May 2017
Ad material: 10 May 2017

July

- Control systems + automation
 - Drives, motors + switchgear
 - Flow measurement + instrumentation
 - Valves + actuators
- Ad booking/editorial: 8 June 2017
Ad material: 15 June 2017

August

- Control systems + automation
 - Electrical protection + safety
 - Temperature measurement
 - Transformers + substations
 - Standby + back-up
- Ad booking/editorial: 6 July 2017
Ad material: 12 July 2017

September

- Control systems + automation
 - Drives, motors + switchgear
 - Plant maintenance, test + measurement
 - Sensors, switches + transducers
- Ad booking/editorial: 4 August 2017
Ad material: 11 August 2017

October

- Analytical instrumentation
 - Control systems + automation
 - Cables + accessories
 - Earthing + lightning protection
 - Pressure + level measurement
- Ad booking/editorial: 8 September 2017
Ad material: 13 September 2017

November

- Plant maintenance, test + measurement
 - Control systems + automation
 - Drives, motors + switchgear
 - Temperature measurement
- Ad booking/editorial: 6 October 2017
Ad material: 11 October 2017

December

- Control systems + automation
 - Flow measurement
 - Hazardous areas + safety
 - Transformers + substations
- Ad booking/editorial: 3 November 2017
Ad material: 10 November 2017

2018 Features

January 2018

- Control systems + automation
 - Drives, motors + switchgear
 - Earthing + lightning protection
 - Pressure + level measurement
 - Standby + back-up
- Ad booking/editorial: 23 November 2017
Ad material: 30 November 2017

February 2018

- Cables + accessories
 - Control systems + automation
 - Sensors, switches + transducers
 - Transformers + substations
 - Valves + actuators
- Ad booking/editorial: 12 January 2018
Ad material: 19 January 2018

Supplements

Electricity + Control publishes a supplement from time to time, examples being:

2012
3rd Edition Energy and EnviroFiciency Handbook



2013
Industrial Communications Handbook



Eskom:
90 Years in Power (1923 - 2013)



2014
Transformers and Substations Handbook



2015
Energy Efficiency Handbook



2016
Industrial Communications Handbook

